

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

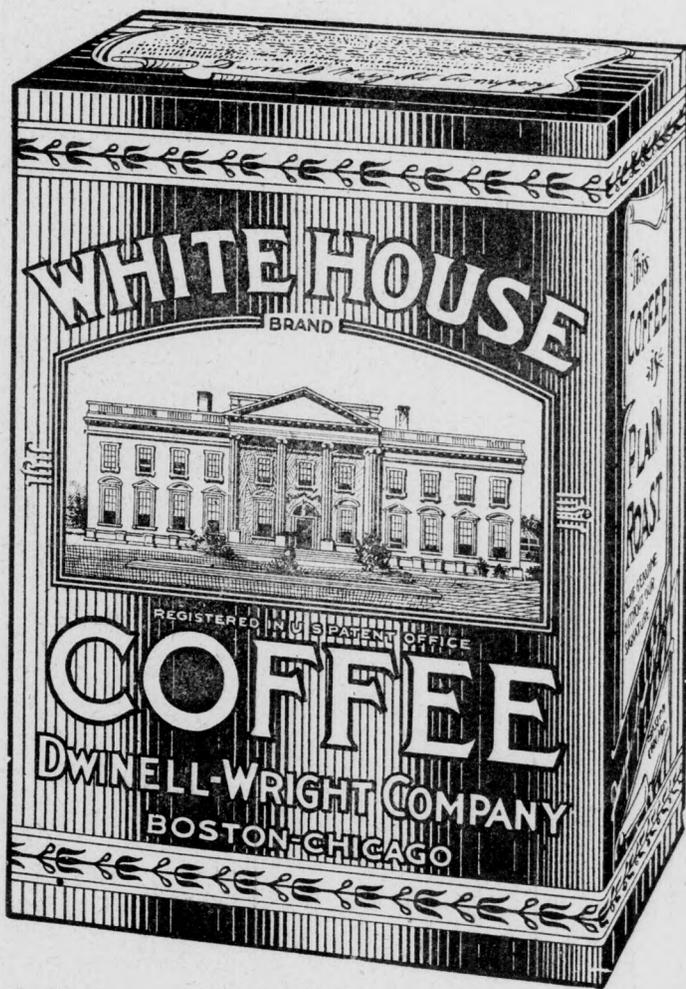
TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 18, 1921

Number 1965



The Coffee in 1, 3, 5 lb. Cartons
The Tea in 4 and 8 oz. Canisters



Our Two Well-advertised products, shown above, are
"Making History"—Making Loyal Friends—Making
Customers for Dealers Handling Them—Making Us
Hustle to Keep Pace With Fast-Growing Demand

—DWINELL - WRIGHT CO.

BOSTON -- CHICAGO—

ALWAYS HAVE THEM IN STOCK

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.

Red Crown



INSTANT SERVICE
CANNED MEATS

Noted for
High-Grade QUALITY

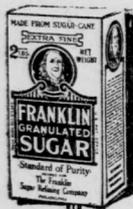
Prepared, cooked and packed in ideal kitchens where sunshine, pure air and cleanliness are dominant.

"The Taste is the Test"

Sold by Wholesale Grocers

Acme Packing Company
 GREEN BAY, WIS.

(Formerly Chicago)



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



THIS MEANS YOU

Fleischmann's newspaper and magazine advertising is telling Americans everywhere how they can build health and correct ailments by eating

Fleischmann's Yeast

Be ready to serve your customers when they order Yeast and ask about its use. Then you will not only roll up profits on Yeast, but you'll win and keep their other trade as well.

Have your customers place a standing order.



Why They Buy Them

Women like Home Comfort Bread and Cake Cabinets because; 1. They're good looking; 2. They're vermin-proof; 3. They keep baked goods fresh and moist for days and thus save money; 4. They can be cleaned easily and quickly; 5. They come in enough varieties of shapes and sizes so that there is a size suitable for every home. They make excellent gifts. Many are bought for wedding and anniversary presents.

Made by

The Home Comfort Company

Saint Paul, Minnesota, K11

"When ordering direct, mention your jobber"

MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 18, 1921

Number 1965

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.
Published Weekly by
TRADESMAN COMPANY,
Grand Rapids.
E. A. STOWE, Editor.

Subscription Price.

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in advance.
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Extra copies of current issues, 10 cents;
issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old, 50 cents.

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

HARRISON PARKER IN TOWN.

He Arrogantly Assumes He Is a Second Moses.

The bombastic letter from the pen of Harrison Parker, published elsewhere in this week's paper, affords an accurate index of the mental attitude of the man. It is very evident that he has become so obsessed with his conception of his own importance that he seriously considers himself as a second Moses, raised up by the Almighty to lead his fellows—or dupes—out of the clutches of legitimate merchants, sell them goods at close margins and make them rich from the dividends of their stockholdings in the Co-operative Society of America. Of course, none of these conditions are like to ensue. What can possibly result in view of the fact that the chief promotor of the undertaking is a bankrupt, owing debts to the amount of \$1,300,000, with no assets of any particular value to offset the indebtedness? Is a man who owes \$1,300,000 which he cannot pay the proper person to entrust with the savings of poor people who are inveigled into buying sheets of paper at \$72.50 per sheet, with the understanding that their possession entitles the holders to buy groceries at 5 per cent. discount from the regular price? This, of course, is on the supposition that the stores are ever launched and, if launched, remain in the field long enough to render the dupes who furnish the capital any permanent assistance.

Harrison Parker was in Grand Rapids Tuesday to attend a hearing of his case in the bankruptcy court. Like most celebrities, either genuine or bogus, he called at the Tradesman office, accompanied by his personal attorney. A little later in the day the attorney masqueraded in the bankruptcy court as the attorney for some of Parker's creditors, showing that he is quite as versatile as his distinguished and elusive client. Parker elucidated on his "common law

trust" at great length, insisting that it was patterned after such successful undertakings as the A. & P. Co., the Bell Telephone Co., the American Railway Express Co. and numerous other successful concerns. He sees more profit in the undertaking for himself than Colonel Sellers could see in making eye water at 25 cents per barrel and selling it at 50 cents per small bottle. He insisted that his propaganda is meeting with open arms in Muskegon, Grand Rapids, Kalamazoo, Battle Creek, Flint, Saginaw and Bay City and will soon be presented to the people of Detroit. He paints a glowing picture of the Elysium he proposes to create by hooking up the fruit farms of Michigan with a chain store system in Chicago, which now comprises 186 stores and is being added to at the rate of three new stores per day. Parker insists that his scheme is so broad in its application and so generous in its provisions that it will make everybody connected with it independently rich in a short time—the farmer who grows the fruit (on sandy soil), the stockholder who buys his head off to secure the 5 per cent. discount and dividends on his stock and, incidentally, Parker himself, who furnishes the brains and bluff and bankruptcy court experience.

A local office has been opened at 112 Pearl street, presided over by a man named Lane, who says he proposes to invade Detroit as soon as he has "cleaned up" Grand Rapids. It is reported that he has more than twenty-five solicitors in the field, who receive handsome commissions on the sales. One of the solicitors is Herman Aronson, the Monroe avenue dentist, who says he is "crazy over the scheme," because his commissions are giving him a larger income than he ever expected to enjoy in this world. Both State and county officers hold that the sale of stock without first obtaining the consent of the Michigan Securities Commission is in violation of the law and that the men who are flouting the law and holding themselves above the law should be brought to the tribunal of justice, in which opinion the Tradesman heartily joins.

COTTON AND COTTON GOODS.

Spot cotton showed advances during the past week. They were warranted in view of the really practical steps under way for financing shipments to Europe and of the efforts for the relief of banks which hold cotton paper. Growers and others interested have finally become convinced that mere dogged holding and pooling devices are unavailing, and that what is needed are more outlets and greater consumption. The size of the new

crop will also be a factor in determining prices, although it is conceded now that none of the preposterous minimums set last year can be realized. It may be discovered, also, that cotton at 13 cents or thereabouts will prove more profitable in the long run than 30 cent cotton, because of the greater use that will be found for it. No hopes of betterment are based on the provision in the emergency tariff bill for a duty of seven cents a pound on staple of 1 $\frac{3}{8}$ inch and above. This is looked upon merely as a trick to appeal to the South. Mills are still curtailing production because they are unwilling to make up for stock, although in certain lines the orders are increasing. Fabrics used in the automobile industry, for example, are getting in much greater demand, and yarn spinners are calling for more cotton for their uses. In flannels and napped goods there are sufficient orders on hand to keep the mills busy for some months to come. A slightly better demand for printcloths and sheetings was observable during the last week, giving more firmness to prices. Underwear for Fall is moving slowly, but there continue calls for Spring merchandise. Hosiery, also, is in more request.

WOOLS AND WOOLEN GOODS.

Somewhat better prices at the auction sales of wool in London and Australia were features of the past week. It is noticeable that Germany was doing much buying in London. In this country the mills have been taking a little more of the domestic article, although the imports still continue heavy to forestall the pending tariff legislation. The latest month for which statistics are available is March, when the imports were 98,103,098 pounds. The origins of these were respectively Argentina, Australia, Uruguay, Great Britain, British South Africa and New Zealand, placing them in the order of their importance. A special feature, in addition, was the quantity of tops imported. In March these aggregated 4,122,208 pounds, or about four times the quantity imported in the nine months ended with March, 1920. A few days ago the last of the British consignments of wool to this country was sold at 10 per cent. below the former reserve prices. The United States Government will, on May 25, sell at auction about 6,000,000 pounds of low-grade wool, mostly serviceable for carpet making. Production of woolens by the mills is in steady progress. There have already, also, been inquiries for fabrics for the next light-weight season. The offerings for that season are expected about the middle of next month. Clothing manufacturers in this and other centers have their salesmen now on the road for Fall business. Some say they have re-

ceived favorable reports, but it will take some time before actual results are accomplished. Demand for dress goods from belated buyers is still in evidence.

Worden Advertising Commended by Advertising Journal.

The most remarkable advertising ever conducted by a wholesale grocery house is embodied in the weekly announcements of the Worden Grocer Company of Grand Rapids in the Michigan Tradesman. As a rule, a full page is occupied each week. The subjects discussed run the gamut of human experience—from coffee to world regeneration. Whether the advertisements "talk shop" or discuss the broadest features of statesmanship, they are all couched in immaculate English. No resort is ever made to clap trap or dramatic effect. Plain statements of facts, plainly made and admirably handled, are presented in marshall array with all the precision of an army on parade. Instead of whanging away on one topic week after week, the subjects are changed with every issue, thus giving the reader a variety that is as pleasing as it is unusual in mercantile advertising. In adopting this method of publicity and maintaining it on so high a plane, the Worden Grocer Company has invaded the field so long held in undisputed possession by Marshall Field & Co., of Chicago. No wholesale house in the East approaches either of these houses in the breadth, scope and effectiveness of its advertising utterances, which have come to be regarded as the standard of American advertising in the jobbing line—one in dry goods and the other in groceries. A significant feature of the Worden advertising is that it emanates from a city of only 150,000 people, showing that the metropolitan centers have no monopoly on good advertising and the rich rewards which necessarily follow in its wake—Advertisers' Journal.

Bad Axe—Officials of the International Milk Products Co. are planning extensive improvements and the expenditure of between \$15,000 and \$20,000 on the Bad Axe plant, which it is proposed to make the company's main plant with products from the plants at Clifford, Palms and Standish, shipped there to be made into powdered milk. It is also understood that a new process for powdering milk will be installed together with a new ice cream and butter and cheese equipment.

Gossiping and joking with customers may make them feel good, but it gets their minds away from the goods you want to sell them.

Will the time ever come when libraries will be as popular as even the poorest movies?

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 17—Leo Kyser succeeds C. H. Phillips as local representative for the General Discount Corporation, of Detroit.

H. C. Dunn & Co. have engaged in the drug business at 210 Jackson street, Muskegon. The Hazeltine & Perkins Drug Co. furnished the stock.

It is not the time a man gives his employer, but the service he renders, which should control his wages. The country saw that fact when organized labor, in the midst of war, shorter hours and excessive wages deliberately slowed down production to a point where a thing called a man produced only 25 per cent. of its normal ability, due to the criminal propaganda carried on by union thugs and agitators of the Gompers stripe. No system or organization on earth will ever be able permanently to exalt loitering on the job above honest service.

That big fly buzzing around the house is a mischief-maker. Better land on him now before he multiplies and replenishes the earth.

Germany fixes up the figgers while France oils up the triggers.

There is always, and perhaps always will be, a certain proportion of mankind that will never work unless driven to it by necessity. The desire for achievement is far from universal. Love of industry has to be acquired by many. There are still many little nest eggs laid by war wages not yet eaten.

Mr. Ford may become able to control the production of everything used in the manufacture of his cars, as contemplated, but he will never be able to control the price of the juice that makes them go. Somebody else will get a little profit from his product.

Saturday is often a better day than any other in the week to get the undivided attention of the buyer or prospect. Many men who are all unstrung throughout the week begin to relax on Saturday. They are less concerned about Monday's duties. They have in mind the day of rest they are to enjoy on the morrow. Best of all, they are not pestered by the large percentage of salesmen who figure no interest on the last day of the week. It is on Saturday that the average buyer is more vividly reminded of his needs, and by showing a spirit of aggressiveness and hustle to be on the job, when others are calling it "quits," impresses the prospect with the fact that you are a "live one."

Stewing over daylight saving by monkeying with the clock reminds old men of the last century of the days when every self-respecting grandfather had a line drawn from the corner of the back porch that recorded noon twice a year on the day the sun went "over the line." The only true meridian time was used then, and clocks were right twice a year.

Senator Knox of Pennsylvania when 17, got \$2 a week as devil in a newspaper office. Now the devil usually wants to divide what's left with the publisher, even before he knows the difference between an italic quad and a left-handed bodkin.

The President's determination that Government bureaus shall cease spending money not appropriated for their use will please business men. The wild game of creating deficiencies cannot stop too soon.

In order to eliminate time-losing letter writing for the company and its salesmen, the Joseph Burnett Company adopted a very simple but very thorough system of records. All correspondence with salesmen about their orders has been stopped. It is unnecessary as orders taken according to instructions need no explanation. All that is needed is a record for the company and one for the salesman, to show an order is received. The entire system is based on a daily report sheet—showing the name, address, regular or new customer, items sold, good or medium store, jobber's name if indirect customer. For the

orders the American Specialties Manufacturers' order book is used—tripli-cate with one tissue. From the daily report sheets, cards are made, giving all the information; a map and tack system is used. A salesman's route sheet is made up for the salesman giving the names of all customers not reported on during previous visits. This is checked by the salesman so that all changes may be made. It keeps the files clear of "dead ones" and insures the salesman actually calling on all reported stores to get the needed data.

Herbert T. Chase (Chase & Sanborn) closed a contract with one customer in Detroit one day last week for 150,000 pounds of Seal brand coffee.

Mel. Trotter is "home again" for a few weeks, pending urgent calls for his services from all parts of the country. As a result, the Rescue Mission is filled to capacity every time it is announced he will speak. The love of his people for their devoted pastor is in keeping with his career as a religious leader and evangelist. His followers never tire of him, because the charm of the man, the purity and sincerity of his character, the forcefulness of his messages and the sureness of his results are in evidence every time he raises his voice in the pulpit. Mr. Trotter has reared a structure in this community which will continue to be a vital force long after he has passed from earthly scenes, because his thousands of followers and supporters will regard the continuance of his work as a precious heritage which they are in duty bound to support to the limit of their resources. Like all successful men, Mr. Trotter has many imitators, but none approach him in forcefulness and strength. He also has his full share of false friends and calumniators, who hold clandestine meetings to cultivate evil thoughts and hatch malevolent conspiracies, but their machinations are given no credence with honest minded people because back stabbers and assassins of character never achieve any permanent results where the man attacked is so well known that his life is an open book in every community he elevates by the power of his personality, the persuasiveness of his eloquence and the wholesomeness of his daily life.

Speaking of Trotter recalls the fact that Monday was his 51st birthday, which his friends helped him celebrate in a manner befitting the occasion. Mr. Trotter has made much of his life since he espoused the cause of Christ twenty odd years ago in the old Pacific Garden Mission at Chicago. He has labored as no man ever labored before to make amends for the mistakes he made and the offenses he committed during the dissipation of his early days. Mr. Trotter has led thousands of persons to repentance through the recital of his own life, the events which led up to his conversion and the satisfaction and happiness which have come to him since he took up the work of following the Cross. For twenty years his life has been a benediction to every one who has sufficient mentality to understand and appreciate the things he is doing and the great work of regeneration he is accomplishing.

An Interesting Pastime.

"Me and my wife have a little game or contest that we've played for a good while," said an Allegan county farmer. "It is one that anybody having a farm, a comfortable home, plenty of fresh eggs, milk, butter, an occasional ham, and so forth, can play. When the mail carrier brings us a letter with the city postmark on it we lay it on the table for a spell without opening it and guess who's coming down on us now to eat us out of house and home, as it were."

Manager of Statler Hotel Apologizes For Shortcomings.

The following letters are self-explanatory in view of the personal statements made by the editor of the Tradesman in the issue of May 11:

Detroit, May 13—We regret that you misjudged our temperament. We are not so self-centered that a letter would do us no good.

Our representative, the assistant manager, did not convey the spirit or attitude of the Statler organization or the management of Hotel Statler, Detroit, when you were permitted to gain the impression you hold. We, being only human, readily admit error, and are anxious to learn our shortcomings in order to correct them so that all guests may benefit.

Your complaint has been thoroughly investigated by ourselves. The room clerk, Mr. Ellis, advises me that your request for a corner room was not fully met, in that the room assigned was not one in which the windows were in adjoining walls. The room 726 was assigned to you almost immediately after it had been vacated, although the guests had actually paid their bill before and the room clerk had naturally assumed the room had been in order. There is no excuse to be made for the failure to keep the promise made you over the telephone. We apologize and state that ample warning has been given to the front office that any other failure to keep a promise coming to our attention will result in dismissal of the offender.

We would appreciate a word from you telling us who the employes were, what position they held, that acted in a manner indicating "sullen tempers and nasty dispositions." It is our desire to retain only cheerful, interested employes. There come among us at times those whom we cannot mould into the kind of employes we want. They can only pass on after we find them out. We would like to hear more also of the word of "other guests who noted the let down in the morale of the hotel force."

In order to convince you of the sincerity of our regret that you were not accorded the service we expected you to receive, and knowing that apologies may be only accepted as words, we enclose our check for the amount paid us on May 8. We do this because we feel you did not get your full measure of Statler service you paid for, and which we are here to give. H. Wm. Klare, Manager.

Grand Rapids, May 14—I am delighted to receive your letter of May 13, because it confirms the belief I wanted to cherish that the unpleasant experiences I happened to meet at the Statler last week were not in keeping with the spirit of the institution; that they were exceptional and not usual; that, so far as you are concerned, any lapses of the kind brought to your attention will be immediately and cheerfully rectified.

I cannot under any circumstances accept the check you so generously tender me, because by so doing I would reverse the fundamental policy of a lifetime, which has given me a free hand to discuss such subjects as this with absolute fairness and impartiality. I therefore return check, properly endorsed.

Because you have met the issue so frankly and sincerely I will take the liberty of calling on you personally

the next time I am a guest at the Statler and discuss the employe situation with you. I prefer to discuss this matter with you personally, in the presence of the persons complained of, in order that you may decide for yourself as to the justice of my conclusions. I have made it the

Deflation

DEFLATION of labor cannot of itself be our economic cure-all. For labor is not the only cost in production.

Disproportionate expenses, absence of adequate control, unorganized management, and the consequent leaks and losses are just as truly "costs" in production as is the weekly factory payroll.

Modern management seeks deflation not only through economic labor but also through economic overhead and efficient administration.

These can best be effected when based on clearly-presented accounting data.

SEIDMAN & SEIDMAN

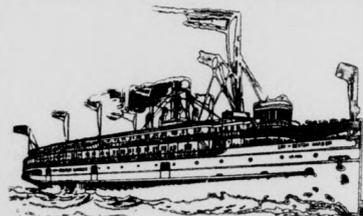
Accountants & Tax Consultants

Grand Rapids Savings Bank Bldg.

GRAND RAPIDS

New York Washington Rockford
Chicago Newark Jamestown

Graham & Morton



CHICAGO

\$4.35 Plus
4 War Tax

Sundays, Tuesdays, Thursdays

Michigan Railway Lines

BOAT TRAIN 6 p. m. Central
Time
7 p. m. G. R.
Time

**FREIGHT TO AND FROM
CHICAGO and All Points West**

Leave Chicago:
Mon., Wed., Fri.,
7 p. m. Chicago
Time

Leave Holland:
Sun., Tues., Thu.
8 p. m. Grand
Rapids Time

DAMON & COMPANY

Western Michigan Representatives

DETROIT MORTGAGE CORPORATION

319 POWERS BUILDING

GRAND RAPIDS, MICHIGAN

rule of a lifetime never to register a complaint against any man unless the person complained of is present in person, if such a condition is possible. Where this is the case I claim the right to remain and listen to the explanation offered by the person accused.
E. A. Stowe.

Condition of Retail Trade in March.

New York, May 17—Reports from 270 leading department stores showed an average decrease of 3 per cent. in sales for March, 1921, as compared with March, 1920. Certain sections of the country showed conflicting trends on increases giving as high as 9.9 per cent. in Los Angeles, with decreases as low as 22 per cent. in Atlanta. Sales during the first three weeks of April were also behind sales in April of last year. However, when price changes are taken into consideration it is evident that the volume of merchandise distributed each month continues to be greater than that in the corresponding period last year. In the New York Reserve District March reports showed an increase of 12 per cent. in the number of transactions and the amount of each transaction was \$3.07 as compared with \$3.25 in March, 1920, a decline of 13 per cent. In the Pacific Coast Federal Reserve District the average sale reported by ten firms fell from \$3.14 in March, 1920 to \$3.01 during March of this year. The average sale in March of this year, however, was 7.5 per cent. larger than that in February, 1921, when it was \$2.80.

March figures for both mail order and chain store concerns point towards a resumption of general trade activity. It should be remembered that the two kinds of sales respond to general trade conditions in exactly opposite ways. The continued prosperity of chain stores this winter is attributed in part to the extensive unemployment in the large cities. Five-and-ten-cent experts figure that men out of work buy necessities from these stores, although in more prosperous times their patronage turns to retailers of greater eclat. Therefore, it is encouraging to note that mail order sales have been recovering slightly from the poor showing made in the first two months of this year. It is also hopeful to find gross sales of the chain-store systems showing less increase in March than in February, although the difference is slight. Conditions now existing in the rural districts are not helpful to the mail order business, yet figures show that sales in March and April compared with February have recovered about 50 per cent. towards normal.

Sears-Roebuck's sales in April were 28 per cent. below the previous year, as against decreases of 27 per cent. in March, 50 per cent. in February and 47 per cent. in January. Montgomery Ward's gross sales in April were 21 per cent. under the same month of last year, against 38 per cent. in March 51 per cent. in February and 34 per cent. in January.

Turning to the low priced chain stores, we note that sales of Woolworth, Kresge and the United Cigar stores have displayed continuous growth in the first three months of this year, as compared with 1920, with the single exception of Woolworth's January sales, which decreased 1.65 per cent.

Dun's index number of average commodity prices, computed on the average per capita consumption basis of the separate articles, shows as of May 1 a decline of 4.4 per cent. from April 1 as compared with a decline of 4.1 per cent. in March, 2.1 per cent. in February and 6.4 per cent. in January. The May index number marks the lowest point touched in the Dun computations since November 1, 1916; the decline from the high level of May 1, 1920, being 36.7 per cent. But the present index number is still nearly 40 per cent. above the pre-war basis.

87%

of your customers are attracted by the sense of sight. This is the opinion of an authority after a thorough study covering a long period.

People may be attracted by sound, smell, touch or taste, but by far the greatest number of purchasers are attracted by sight.

This is why the keen aggressive stores are paying so much attention to window displays.

This is why live merchants are paying so much attention to the arrangement of the stock on their shelves.

This is why live merchants buy packages with attractive labels.

Quality Repeats

The contents of these packages must be carefully selected goods of the highest value.

Buy good goods at fair prices. Avoid poor goods at cut prices.

Have your store attract customers and the quality of your goods bring them back for repeat orders.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

Movement of Merchants.

Alpena—Mrs. Mary McGolderick Armstrong succeeds T. J. Shalla in the grocery business.

Allendale—The new store of J. J. Wolbrink & Sons, is under construction and will be modern in every detail.

Kalamazoo—Fire destroyed the store building and grocery stock of James Hughes, on Lincoln avenue, May 16.

Lansing—The Fletcher Hat Shop will remove its stock to the Strand-Arcade building, 211 South Washington avenue.

Jackson—Floyd A. Mayett, recently of Chelsea, has engaged in the grocery business at Jackson, on Van Buren street.

Freeport—The Freeport Elevator Co. has been reorganized as a co-operative company, with O. R. Smelker as president.

Hudson—B. F. Greene has purchased the Comstock Hotel property and will convert it into a garage and automobile supply store.

Ramona—Andrew Foss has sold his stock of general merchandise and store fixtures to Gregory E. Scott, who has taken possession.

Eaton Rapids—Mrs. A. W. Nisbet has sold her stock of millinery to Mrs. Eloise Beeder-McAllister, who will take possession about June 1.

White Pigeon—Thieves entered the men's furnishings goods store of John Fogarty, May 12 and carried away stock valued more than \$1,000.

Saginaw—Carl E. Sperling has engaged in business at 2805 North Michigan avenue under the style of the Economy Tire & Battery Co.

Eaton Rapids—Charles Oliver is erecting a store building on South Main street, which he will occupy with a stock of groceries about June 1.

Lansing—Zilz & Baier, grocers at 235 Lahoma street, have sold their stock to R. J. Wagner, who has taken possession and opened a sanitary meat market in connection.

Woodland—F. F. Hilbert, owner of the Exchange bank, has admitted to partnership, his two sons, L. M. and J. V. Hilbert and the business will be continued under the same style.

Jones—A receivership has been asked for the Farmers & Merchants' Bank, which closed its doors last week. The assets are given as \$60,000 with liabilities in excess of that amount.

Flint—Because he admitted that he approached a juror in an arson case while his trial was on last week, Harry Goldberg, proprietor of a clothing store was fined \$25 by Circuit Judge Fred W. Brennan.

Detroit—The National Home Appliance Corporation has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$7,366.25 paid in in cash and \$12,636.75 in property.

Jackson—E. W. Swick, who has conducted a grocery store for the past thirty-one years, has sold his stock and leased his store building at the corner of South Blackstone and Wilkins streets to A. B. Dexter, who has taken possession.

Grand Rapids—Hascher Bros., grocers at 223 Straight avenue, have sold

their store building and stock to Stanley Dinglowski, who has taken possession. The business was established forty years ago by the father of the present members of the firm.

Kalamazoo—The C. W. Siple Co. has been organized by C. W. Siple to do a jobbing business exclusively in high grade candies, at 111 DeVisser place. Mr. Siple has been traveling salesman for the Hanselman Candy Co. for the past twenty-three years.

Howell—John F. Cook, who has conducted a meat market here for the past fourteen years, has sold it to Van Foland, who has taken possession. Mr. Foland has been buyer of groceries and meats at the State Industrial School at Lansing for several years.

Byron Center—M. Daining is erecting an addition to his store building, 20x22 feet in dimensions, which he expects to complete by June 1. He will occupy the new space thus created with an augmented dry goods stock, in addition to his stock of shoes and groceries.

Saginaw—William H. Ryan, who has conducted a clothing store here for more than thirty years, has sold his stock and store building to Harry A. Abrams, of the New York Lamp & Fixture Co., who will close out the stock at special sale and occupy the building with his other business.

Lansing—The Page & Harryman Co., shoe dealer at 118 South Washington avenue, will build extensive additions to its store building, commencing the work June 1. A basement and two extra floors will be built at the rear of their present structure and extending fifty feet back to the alley. The cost will be about \$15,000.

Byron Center—The C. B. Towner Co., Ltd., which was organized in 1903, was dissolved Monday, when C. B. Towner acquired the interests of the other stockholders—David M. Hoogerhyde, Fred W. Oesterle and E. A. Stowe. The mercantile stock was recently disposed of to E. Vander Zaag. Mr. Towner will continue the lumber and building supplies business in his own name. It is a matter of congratulation among the stockholders that during the eighteen years they were associated together in business, no dissention has ever occurred and no difference of opinion has ever developed. Mr. Towner is considering the idea of making his home in Grand Rapids, spending his summers here and his winters in California.

Manufacturing Matters.

Eaton Rapids—A. C. Marple is remodeling and enlarging his bakery.

Battle Creek—The Kellogg Food Co. has changed its name to the Battle Creek Food Co.

Monroe—The Consolidated Paper Co. has increased its capital stock from \$1,000 to \$7,500,000.

Lawrence—The Lawrence Canning Co. will increase its capital to \$25,000 and will enlarge the plant.

Monroe—The Monroe Binder Board Co. has increased its capital stock from \$2,500,000 to \$3,500,000.

Monroe—The Boehme & Rauch Co., manufacturer of box board, folding boxes, etc., has increased its capital stock from \$1,000,000 to \$4,500,000.

Monroe—The Consolidated Paper Co. has increased its capital stock from \$1,000,000 to \$7,500,000.

Chesaning—The Chesaning Manufacturing Co. has changed its name to the J. B. Brumm Furniture Co.

Chassel—The Worcester Lumber Co., Ltd., has increased its capital stock from \$500,000 to \$800,000.

Perry—C. A. Mitchell has sold his bakery to W. Clifford, recently of Mason, who has taken possession.

Gaylord—The plant of the Gaylord Milling Co. was destroyed by fire May 10, causing an estimated loss of about \$20,000, with insurance of \$10,000.

Albion—F. M. Peters, recently of Jackson has purchased the White flour mill, which has been idle for months and will open it for business as soon as it can be put in good condition.

Detroit—The National Automotive Products Corporation has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property.

Detroit—The Convertible Tow Bumper Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Grand Haven—The Rupright Engineering Co. has been incorporated to manufacture and sell the Rupright motor engine, with an authorized capital stock of \$20,000, \$11,000 of which has been subscribed and \$1,100 paid in in cash.

Detroit—The S & O. Sheet Metal Works has merged its business into a stock company under the same style, with an authorized capital stock of \$12,000, all of which has been subscribed, \$3,500 paid in in cash and \$4,500 in property.

Clare—The United Breeders Cannery has been incorporated to can and sell rabbit and chicken meats, also fruits and vegetables, with an authorized capital stock of \$100,000, \$50,500 of which has been subscribed and \$10,000 paid in in cash.

Coldwater—The Homer Furnace Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$1,000,000, of which amount \$750,000 has been subscribed and paid in, \$20,000 in cash and \$730,000 in property.

Berrien Springs—The Carlbert Co., of Chicago, is locating a plant here for the manufacture of phonograph parts, a labor-saving washing machine, etc. The company will commence at once on building its plant, the first unit of which will be 25x70 feet, construction to be of brick.

Cassopolis—The Diamond Lakes Bottling Works has merged its business into a stock company under the style of the Diamond Lake Bottling Co. with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and paid in, \$2,256.11 in cash and \$12,743.89 in property.

Cheboygan—The Cheboygan Brick and Tile Co. has a crew of men at work on its plant near the tannery. Work on the foundations is now going on and as soon as they are finished a larger force of men will be employed. Sand that will answer the purpose of mixing with clay for the proposed

products has been discovered on the property and will not have to be brought from Mullet Lake as planned.

General Conditions in Wheat and Flour.

Written for the **Tradesman.**

Three factors have been the cause of the recent advances in wheat: first, the continued buying of our wheat by foreigners; second, the oversold condition of the May option and, third, light receipts during the past few weeks at primary markets.

Without the foreign demand, wheat probably would be selling for not more than 75c per bushel, but there is no doubt the foreign demand will continue to a greater or less extent. We shall very likely be called upon to supply Europe with a large amount of wheat on the new crop, as Russia is still an unimportant factor as a producer. Her normal prewar production was around 600,000,000 bushels per year; she is hardly producing a third of that at the present time; as a matter of fact, an insufficient quantity to feed herself.

It is predicted wheat will sell strong up until the first of June or until after the May deal is closed out. Then some reaction is looked for; in fact, there is a difference at the present time of 31c between May and July options, July being that much lower. This is equivalent to nearly \$1.50 per barrel on flour; although there is nothing in the market that is proving particularly attractive to the flour buyer from the standpoint of accumulating stocks.

Guessing markets is precarious business. We do not pretend to be able to correctly predict what wheat is going to do; however, we do have our opinions and we believe that both wheat and flour will sell for considerably less money during August and September than they are bringing at the present time, unless perchance something serious happens to the growing crop. On the other hand, should flour work down around \$5.50@7 per barrel in August, it would appear to be a good purchase, but that is quite a ways off and the merchant need not give the subject particularly serious consideration at this time.

Active flour buying, however, is looked for on the new crop, as stocks are exceedingly low everywhere; the wholesaler, the jobber, the retailer and the consumer have all been buying flour, as well as many other things, in a hand to mouth fashion and there is bound to be a revival of the demand along many lines, flour particularly, as people are eating as much as they ever did and flour is the most reliable staple.

Active buying at home and a good foreign trade this fall will probably result in a slight advance, but until the wash-out in prices has been completed, which will have been accomplished by the first of August, we believe the best policy is to buy as required, not over two or three weeks' supply in advance.

Lloyd E. Smith.

If you don't like the store, if you don't like the boss, if you don't like your job, move, don't stay there and be a crabber.

Review of the Produce Market.

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

Asparagus—Home grown, \$2 per doz. bunches; Illinois, \$3.50 per crate of 2 doz. bunches.

Bananas—8c per lb.

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

Butter—The receipts of fresh butter are increasing. The quality is showing grass flavor. The market is steady at prices ranging about 1c lower than a week ago. The stocks remaining in storage are reported to be of poor quality and very hard to sell. We are likely to have an increased make and an increased consumption. If we do have any change in price during the coming week it is likely to be a slight decline. Local jobbers hold extra creamery at 29c and firsts at 27c. Prints 32c per lb. Jobbers pay 11c for packing stock, but the market is weak.

Cabbage—New from Mississippi, \$6 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 is steady at a decline of about 1c per dozen over a week ago. Stocks in storage are considerably lower. Weather conditions have been very favorable for fine quality eggs and with the large stocks of fancy eggs in storage we will have a good supply of eggs for winter use. The consumptive demand is good. We do not look for much change in price in the immediate future. Dealers pay 20c f. o. b. shipping point, including cases. This week a preliminary report was issued from the Bureau of Markets showing the storage holdings of eggs throughout the United States. The figures for stock in all coolers, on May 1, were, 4,802,000 cases, compared with 2,135,000 cases at the same time last year, giving a surplus of 2,647,000 cases. Report from interior points show that nearly every cooler is filled with eggs and the production continues liberal. It was predicted at the beginning of the month that the May production would run far behind the May production of last year. Thus far it has kept up well, with a prospect that it will exceed that of last year.

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—26c 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	-----	\$5.85
150	-----	5.85
176	-----	5.85
216	-----	5.85
252	-----	5.85
288	-----	5.75
324	-----	5.25

Parsley—60c per doz. bunches.

Parsnips—75c per bu.

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

Pieplant—\$1.50 per 40 lb. box.

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

24s	-----	\$5.75
30s	-----	5.50
36s	-----	5.50
42s	-----	4.75

Plants—Best quality command the following:

Cabbage	-----	\$1.35
Tomato	-----	1.35
Pepper	-----	1.50
Astor	-----	1.50
Geranium	-----	2.75

Potatoes—Home grown, 30@40c per bu. The market is weak. New stock from Florida is selling at 7½c per lb.

Radishes—20c per doz. for home grown.

Spinach—\$2.25 per bu. for Southern grown.

Strawberries—\$7@8 per 24 quart crate of Tennessee and Missouri.

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

Tomatoes—California, \$1.40 per 6 lb. basket.

Wax Beans—\$4.50 per hamper for Florida.

Essential Features of the Grocery Staples.

Indications that will please the retail grocer forecast the removal of the meat packers from the grocery business.

It is said that Armour and Company once the largest merchants in rice in the world, are now out of it. They have sold their bean interests in Michigan to the gleaners, and are making no new purchases of dry beans. They have disposed of the Ohio sauerkraut factory and when stock on hand is sold will no longer be sauerkraut merchants.

Also this big firm is practically out of its Indiana company which packs catsup and condiments, and it no longer deals in cereals, which was a large percentage of its business—so the story runs.

The company estimates that in about three months it will have sold its remaining stock of canned foods, amounting to about \$1,500,000. In

California canned fruits it is said to have left only 400,000 cases to dispose of. As to the grape juice business the company is negotiating sale of its two factories.

On the other hand a \$1,000,000 corporation has been formed to expand the berry and fruit growing and canning industries of Oregon and Washington. It is known as the Oregon-Washington Canning and Preserving Co. Sixteen directors will be in charge.

Sugar—New York refiners are holding granulated at 6.60c. Grand Rapids jobbers are selling granulated at 7.40c. There is very little manufactured sugar anywhere in the country. Refiner, jobber and retailer have small stocks on hand, so that a strong buying movement would be likely to send the price up a few points and possibly result in a temporary scarcity. As we near June 1 and the early fruit season approaches, an increased demand is quite likely to occur.

Tea—The situation shows some little improvement over the week before but not very much improvement in the demand. The undertone appears to be somewhat firmer.

Coffee—The market shows the same uncertainty and dullness that has marked it for several months. The entire line is still in buyer's favor. All grades of Rio and Santos are just a shade under what they were a week ago although not a very large shade. Mild grades on the other hand have declined a fraction. The whole situation is very soft.

Canned Fish—There is no change in mackerel. The demand is still light; prices unchanged.

Canned Fruits—Canned fruits take the lead in the canned goods field this week. Practically the whole fruit line is affected by the general forward movement. Price changes are recorded in apricots and cherries, the former being 20c a dozen higher while the latter are quoted at 35c a dozen more. That recent frost reports were truer than were at first believed brought considerable buying to the market. The signing of the reparations plan by the Germans was also an encouraging factor in the market and considerable export business is expected. Pineapples continue their recent activity, a considerable demand being reported.

Canned Vegetables—Tomatoes continue their recent activity. Brisk trading in fairly large amounts for the canned goods markets is reported. Tomatoes are expected to benefit by the signing of the reparations plan. Export enquiries are reported as increasing. Spinach is fairly active. Southern Maine style corn is also strong. Corn is being quoted at 80c factory. Fancy peas are reported as being difficult to locate.

Canned Fish — The market in canned fish has been quieter during the past week. Trading in Alaska salmon fell off as compared to the week before. Red Alaska, while quiet, continues firm; pinks and chums are easier. Little action is reported in sardines. Well advertised brands are practically the only things moving.

Dried Fruits—The chief feature of the dried fruit is the scarcity of certain sizes of prunes and apricots. It

is evident that certain speculators have been buying for future profit. No. 20s, 30s and 40s in prunes are reported as particularly difficult to locate at current prices. In the past two weeks both prunes and apricots have stiffened considerably and it is evident that recent price swings upward have no effect on buying. Foreign enquiries increased during the week, and it is evident that the signing of the German reparations will mean a great deal to export business. The gain in foreign exchange is also interpreted as meaning more foreign business. Both France and England were in the market on the Coast last week, the former for prunes and the latter for apricots. Coast advices indicate that considerable foreign buying is in evidence. Raisins display a little life during the week. Figs continue nominal.

Rice—News from Southern rice primary points indicate a general tightening up of the market there. The upward movement down South, however, does not affect the local market here. Trade, however, gives some indication of stiffening. Prices continue unchanged.

Cheese—The market is steady at a decline of about 1c per pound from a week ago on fresh made cheese. Held cheese remains steady at unchanged prices. The consumptive demand on both is fair. Cheese will not be good enough for storage purposes for at least a month. In the meantime we are likely to have low prices.

Provisions — Everything in the smoked meat line is very dull at prices ranging about the same as last week. Consumptive demand is very light. Pure lard is dull at ½c per pound decline from last week, while lard substitute is steady at unchanged prices, with a very light demand for both. Canned meats, dried beef and barreled pork are all in very slow sale at prices ranging about the same as a week ago.

Paper Stocks—The mills seem to be seesawing one another. Some of them profess that strikes and shut downs have made it necessary to hold prices up on goods, and other mills show a desire to keep on selling goods. This includes such store goods as wrapping paper and bags. Just whether there is to be a shortage of stocks because of the pessimistic view, or whether there is to be a sale maintained at present prices or lower remains to be seen.

Three Stores Closed Out.

The Grand Rapids Trust Co., as receiver of the Universal Stores Co., has disposed of three of the ten stocks advertised in the Tradesman last week, as follows:

The Blanchard stock has been sold to J. L. Smith.

The Six Lakes store has been purchased by Glenn E. Wood, dealer in hardware, implements and drugs.

The Otsego store has been closed because it was doing no business to speak of and the stock has been transferred to the Allegan store.

Creditors are sending in their claims in such amount that the receiver sees very plainly that the assets will fall far short of satisfying the claims.

Hide Market Due For Boom.

When does a molehill look like a mountain? For an answer, let us turn to the present hide situation. A few weeks ago, in the absence of any concerted buying, a pile containing a few hides looked like a mountain, while now the buyer's and seller's confidence in values and future market prospects is rapidly becoming restored, a big pile of hides, with buyers around coaxing to get them, would look like a molehill. The only thing wrong with that simile is, now that hides are wanted, both buyers and sellers suddenly awakened to the fact that the big pile that has been casting its cold, bleak shadow over the market for so long, does not exist, which makes it a little perplexing to know just which way to turn to obtain the good hides needed to satisfy the demand.

The big packer slaughter for the first four months of this year shows a decrease of about 21 per cent. below last year, and 1920 in turn showed a falling off of about 10 per cent. from 1919. During the period when hide values, even in the face of falling off in the production, were unduly depressed because of a total absence of demand, enormous quantities were wasted or diverted from tanning channels. A great number of hides are annually produced on the ranches and at remote country points, that under normal conditions ultimately reach the tanner through more or less complicated round-about channels. At the low prices that prevailed, many of these hides at remote points, when sent in to the nearest market, would not bring the farmer, or rancher, or small country butcher enough money to pay the transportation charges, let alone enough to reimburse the producer for the charges incidental to saving the hides. Many of these hides were buried and wasted, while even at the big packing centers the depressed leather values, especially for offal such as heads and bellies, which were selling at less than the cost of tanning them, made it advisable to trim the undesirable portions of the hide at the packing house prior to shipment to the tannery, disposing of these trimmings for glue stock at the best price that the market affords.

The last possible drag on the market was removed when one of the largest tanners recently cleaned up all of the January, February, March big packer heavy native cow hides that they could get, at a price that is easily 2c, 3c or perhaps even 4c a pound higher than those same hides would have brought if forced on the market a few weeks ago. They were the last accumulation of old hides unsold; so now, with a growing demand, tanners are dependent on current production, which we have already seen is substantially below previous years.

This year we are entering the summer season with all packers sold up to or beyond cure. Most of the packers are completely sold, with the exception of odds and ends. The big packer market is sold up to the point where the bulk of the hides to be sold from now on would not be cured and available for shipment for from four to six weeks.

Usually tanners run at, or near, full capacity throughout the winter. This

year most of them have been strongly curtailed, if not entirely shut down. It may be that in order to keep the nucleus of the organization together they have been finishing old stock, but few of them have been working in, which leaves them with empty vats. Now that they feel and see concrete evidence of the turn, the inclination is to get started, which means the purchase of hides for current requirements, plus enough more to replenish the usual floating reserve. I feel very confident that we are going to continue to have a strong, healthy market on hides, and any tanner who ignores that fact in the sale of his leather is in for a bad time.

My own opinion is that leather buyers will shortly recognize that most grades of leather are selling below current replacement values; and, having accepted the signs so clearly presented by the hide market as evidence of what is due to happen in the leather markets, they will make up their minds that they have been around the turn and will therefore be inclined to resume operating with their usual confidence.

Their inactivity, or hand to mouth policy of buying, has perhaps been influenced by their bankers. Confidence is contagious, and the bankers will be quick to catch on to the changed order of things, and with values stabilized, can be depended upon, within reasonable limits, to furnish the funds that this fundamental industry needs to function properly. However, the same conditions that will restore the confidence of leather buyers and their bankers in prospective leather values will have likewise put a little "pep" back into the tanner, so when they come to buy they will meet a set of salesmen who are rather more determined to get full fair values out of the comparatively high priced leather that they still have on hand.

Looking ahead I can see prospects of a broad, wide demand for hides. Realizing that man, beast or market must be fed to maintain activity, I wish I could just as clearly see where the hides are to come from. We all know from past experience what usually happens when three buyers are fighting to secure the only hide that exists. The fact that the leather markets have not up to the moment reflected the strength that has developed in the hide market doesn't worry me very much. Hides are a little further away from the ultimate consumer than leather, and long before these present hides reach the market in the form of finished leather, the tanners, in self defense, will have to find some way to get a value out of their finished product in keeping with the supply and demand value of the foundation of their business—the fundamental raw material—hides.

We can temporarily support structure while repairing its foundation, but eventually and in the long run, the foundation must support the structure. I maintain that hides are the foundation of the leather business, and I hate to think what must eventually happen to a tanner who persistently and continually sells his leather at below its "replacement plus a reasonable profit" value, basing this value on the hide prices established by supply and de-

mand, on a wide open, worldwide market.
Geo. H. Rasch.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 17—The Soo was one of the most beautiful cities in the States on Saturday morning last. All outdoors was covered with a heavy coat of snow which was dazzling white and was really one foot in depth. The weight of the snow broke down many trees throughout the city and traffic was impossible for a time. Amateur and professional photographers were working overtime Saturday and Sunday in an effort to obtain pictures of the remarkable scenery. It was the worst May snow storm in the history of the Soo, but it will be remembered also as being one of the most beautiful.

Robert A. Morrison founder and general manager of the Soo Machine & Auto Co., surprised his many friends by announcing his resignation from the company. He has been the leading spirit in the affairs of the company since its organization, about ten years ago. Mr. Morrison has not as yet announced his plans for the future. He will be succeeded by Thomas Chandler who is well and favorably known in the Soo.

Mr. Wilson, the popular stage man, who operates an auto line between Pickford and the Soo, and a representative of the White Motor Truck Co. were in the city last week, looking over the ground and sounding out the possibility of organizing a company to operate a passenger and freight line between St. Ignace and the Soo.

V. R. Conway, of the firm of Conway & Hall, our enterprising drug house, left last week for Everett for a short visit with relatives.

"Ted" Steffins, the well-known traveling salesman for the National Grocer Co., had an extra box of Havanas last week which he passed around to his friends, on account of the arrival of a new salesman, named Charles Innes.

Milton Larson, one of our popular young men, left last Monday for De-Tour, at which point he will begin a trip in an open boat, his only shelter being a tent. New Orleans or Yellowstone Park is his destination. From Mackinac Larson will enter Lake Michigan and will follow the Eastern shore of Chicago. From that point he will enter either the Missouri river or the Mississippi. The many friends of Mr. Larson will be pleased to hear of his experiences en route.

M. J. Andary, proprietor of the Sterling clothing house has added a new department to his store, for ladies' ready-to-wear garments.

The Soo is now properly equipped as to street signs bearing the names of the different streets and with the new semaphores on the main streets, we are ready to handle the traffic which is expected this season.

William G. Tapert.

Equal Responsibility.

It should be remembered that druggists are as responsible as are physicians for the filling of incorrect or illegal narcotic prescriptions for an addict, or for the filling of a forged prescription; or for the accepting and filling of a narcotic order form which his permit does not entitle him to fill. The idea that all the responsibility can be thrown upon the physician is wrong. Doctor and pharmacist are equally responsible.

Budweiser

"The Quality Leader"



Buy it by the case
for your home

NATIONAL GROCER COMPANY
Wholesale Distributors, Grand Rapids, Mich

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 un-failing 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

GERMANY KNOWS THE TRUTH

The humiliating surrender of Germany marks the complete crashing to the earth of the edifice of German arrogance and mad ambitions which had been building for forty years, and which its very architects insanely imperiled in 1914. There has been much repining over the alleged fact that Germany has not realized what has happened to her. Her troops were welcomed back to Berlin in 1918 as "unbeaten." Her territory had never been invaded, except temporarily in East Prussia. Her fields had not been ravaged and her factories had been left intact. Her government busily set to work in the old fashion to seek to undo as much of the Versailles Treaty as possible. All this gave ground and some reason for the complaint that the armistice was a mistake, and that, in order to break German pride entirely, the war should have been continued until Berlin was occupied and a Peace of Potsdam dictated.

These regrets, whether well founded or not, have all along been vain, and now, at any rate, there is no occasion for renewing them. For there can be no doubt that Germany at last knows the truth. The most ignorant German farm laborer, as well as the most overbearing Junker, cannot fail to have come to the full realization of defeat. If the iron had not entered Germany's soul before, it has done so now. She has to make compete and humble submission to the victors. Her vaunted "shining armor" of other days has to be cast into the junk heap. She must disarm. She must try her military criminals. And she must pay the huge bill for damages. What boots it that her agriculture and industry were left untouched by the war, so long as their products must be for years subject to foreign claims? Her farms may be flourishing, but France and England will have a large part of their usufruct. Her manufactures may be ready for great expansion, but the wealth which they produce is heavily mortgaged to other nations. Every German artisan will go to his daily task aware that a good part of his labor is to be for the benefit of Belgians and Englishmen and the French. Germany knows today if she did not before that she is a nation of brutes—and that she has finally acknowledged the indictment and agreed to pay the penalty.

There are other things, however, that Germany ought now to be able to understand. She has a long and hard road to cover before she can struggle back to the confidence and respect of the world. But there is no desire on the part of the nations that shattered her military power either to maintain an attitude of vengeance toward her or to hold her in a humiliating political and economic subjection. She will be free slowly to work out her own destiny. But there must be no mistake about the necessary steps. The German government must not lose a day in balancing its budget and stabilizing its finances. Overdue measures of taxation must be imposed. Fares and rates on the rail-

ways must be leveled up to the average in France and England. To her heavy industrial tasks Germany must bend every energy. Her people must feel the pinch both of taxes and severe economies and hard labor. All dreams of restoration of the old regime must resolutely be put aside. But if Germany does all this, sincerely renounces the obsession of world domination and also every thought and plan of revenge, and presently gives convincing proof of a determination to meet her obligations and to devote herself to the arts of peace, she may count upon winning the international place which will then be due to her, although no one will ever be so foolish as to take the word of a German as long as time lasts.

THE LINEN MARKET.

The linen market is in a period of expectancy and a better tone is to be found in some quarters, although there has been little real expansion in business. There is growing confidence in the foreign market among the importers, and if it were not for tariff uncertainties, which make the future landed cost of linens an unknown factor, there might well be a broadening in the demand for future deliveries.

The domestic retail trade is buying only on the hand-to-mouth basis which has characterized its operations for some time, but the continuance of this sort of buying is bringing about the time when the stock houses which cater to these retailers must replace the goods they are selling with orders sent over to Belfast and other centers of production.

The tax situation is again being given great emphasis by manufacturers and importers. Forecasts of actual famine next year are frequent, and it is agreed that the planting in Ireland has been disappointingly scant this season. Of course, no reliance is being placed upon Russia, formerly the chief source of flax, and the crops of Ireland, Belgium, Holland and France seem to be the only substantial supply upon which the linen trade of the world can depend. High price has curtailed the distribution of linens and in some degree balanced the production of the fabric with raw material supply, and this relation will probably continue in the future.

The suggestion that the name of Fulton street park (Grand Rapids) be changed to Dexter park appears to meet with hearty approval in every quarter. The park was presented to Kent county by Samuel Dexter for use as a "court house square." When it ceased to be used for that purpose it naturally reverted to the city, which has enjoyed the use of it now for about seventy-five years. It would certainly be very appropriate to bestow the name of the donor on the park. It would be in keeping with the traditions of Grand Rapids to do so, besides perpetuating the name of one of the most worthy men who contributed to the making of Grand Rapids in the early days.

It isn't the big problems that undo us; it is the little ones.

BUYING CONDITIONS.

What is considered as the first step toward restoring normal conditions in foreign trade is the settlement of the reparations matter on the part of Germany. If the agreement signed during the last week is carried out, or if there is shown an honest determination in this direction, the result cannot be otherwise than beneficial to the trade of the whole world. Already the effect has been to raise the value of the monetary units of France and Great Britain, and the German mark must soon feel the same influence. The beginning of payments on the indemnity will stimulate work in France but it will also mean much for Germany. Pending the settlement, and for the purpose of securing more lenient terms, the latter has been allowing things to drift. No attempt was made to reduce the expenses of Government, to raise sufficient money by taxation or to fund the enormous debt of the country, which is mostly evidenced by the vast volume of paper currency. There being no longer any pretext for delaying the needed reforms, it is likely that they will soon be undertaken to the manifest advantage of the German people no less than to that of the people of other countries. Under the stimulus of necessity, the Germans will be compelled to work with a purpose, and this is bound to help both them and others. The world needs the production of these millions of industrious people, and no country needs it more than this, which is in a position to supply Germany with so much or raw material. Unless that country produces and sells its wares, it will not be able to buy much from here.

Conditions here have shown no material change during the last week. Buying continues in about the same cautious way as it has for several months. Stores are after goods that can be disposed of quickly so as to provide for frequent turnovers of capital. The need of providing merchandise at reasonable figures is fully recognized, and, in most instances, there is less holding out for higher profits. More of an effort is apparent to reckon on the quantity of sales. Changes in weather have had rather a deterrent effect on retail purchases, but this is regarded as merely temporary. Merchants, especially the more progressive ones, are inclined to resent the criticism that they have not done their share in passing along to consumers the reductions made in the primary markets, and this feeling was voiced at the conference with Secretary of Commerce Hoover at Washington. It is to be noted, however, that it is the dry goods merchants mainly who complain of unjust criticism. The purveyors of food have had nothing to say, and yet the average expenses for food are several times as large as those for apparel. Business is dependent on buying power in great measure. If a larger proportion is demanded for food and shelter there is less left for things to wear, and skimping can be done most easily on the latter. This accounts for much of the poor business in certain lines. Nor is it likely to be corrected until the values of articles in common use get nearer their normal

ratio. But, with certain things down to pre-war levels and others anywhere from 50 to 150 per cent. above them, buying must continue rather fitful and uncertain.

DUMPING GERMAN GOODS.

It comes with a shock to hear from Secretary Hoover that Germany is now engaged in slaying certain American industries, here at home and in the world market. He finds that German steel is selling in neutral markets at \$12 less per ton than American steel of the same grades. We know that German chemicals, dyes, optical glass and potash are all coming back again.

Secretary Hoover wants a large measure of protection. Apart from ordinary tariff considerations, there are certain industries in this country that are children of the war, that we ought to protect and cherish. It is not so long since the United States Bureau of Engraving was facing a shutdown for lack of colored inks; since a certain terrible social disease could not be treated for lack of a drug; since dyestuffs soared 5000 per cent. Or since we had to create an optical glass industry to give eyes to our guns, fleets and planes. Germany has made the world dependent on her for these things.

She expects to do so again. Secretary Hoover says Germany is subsidizing industry after the plan of the Kaiser-bund. This means that Germany will be able to sell any article it cares to sell, under its actual cost price, in any foreign market where the German wants to dominate. The only thing left us to do is to fight the flames with fire, to meet subsidies with tariffs, embargoes and licensing; any or all of these may be needed.

In the world markets we must take our chances, but at home we can save our key industries and block the German menace by tariffs, by anti-dumping laws and licensing systems that will supplement the tariffs. A tariff alone hardly will serve if the German makes up his mind to ruin our dye and chemical industries. The German simply would stand the loss, backed by the subsidy, until plants on this side closed and then recoup as he willed. The job would be completed by the old-time German methods of bribery and full-line forcing.

Protection against this probable destruction should be welcomed by the whole country. The emergency tariff now under consideration may be a tinker's patched-up makeshift, held together with the farmer's baling wire, but if it carries with it the needed protection against this German trade drive, it will justify itself.

It is making yourself profitable to the business that will in the end make you profitable to yourself. Your salary is going to be fitted to your ability to make the business you do profitable.

An employe should be willing to accept responsibility and go ahead with his work, but the boss should be willing to let him go ahead without nagging him constantly.

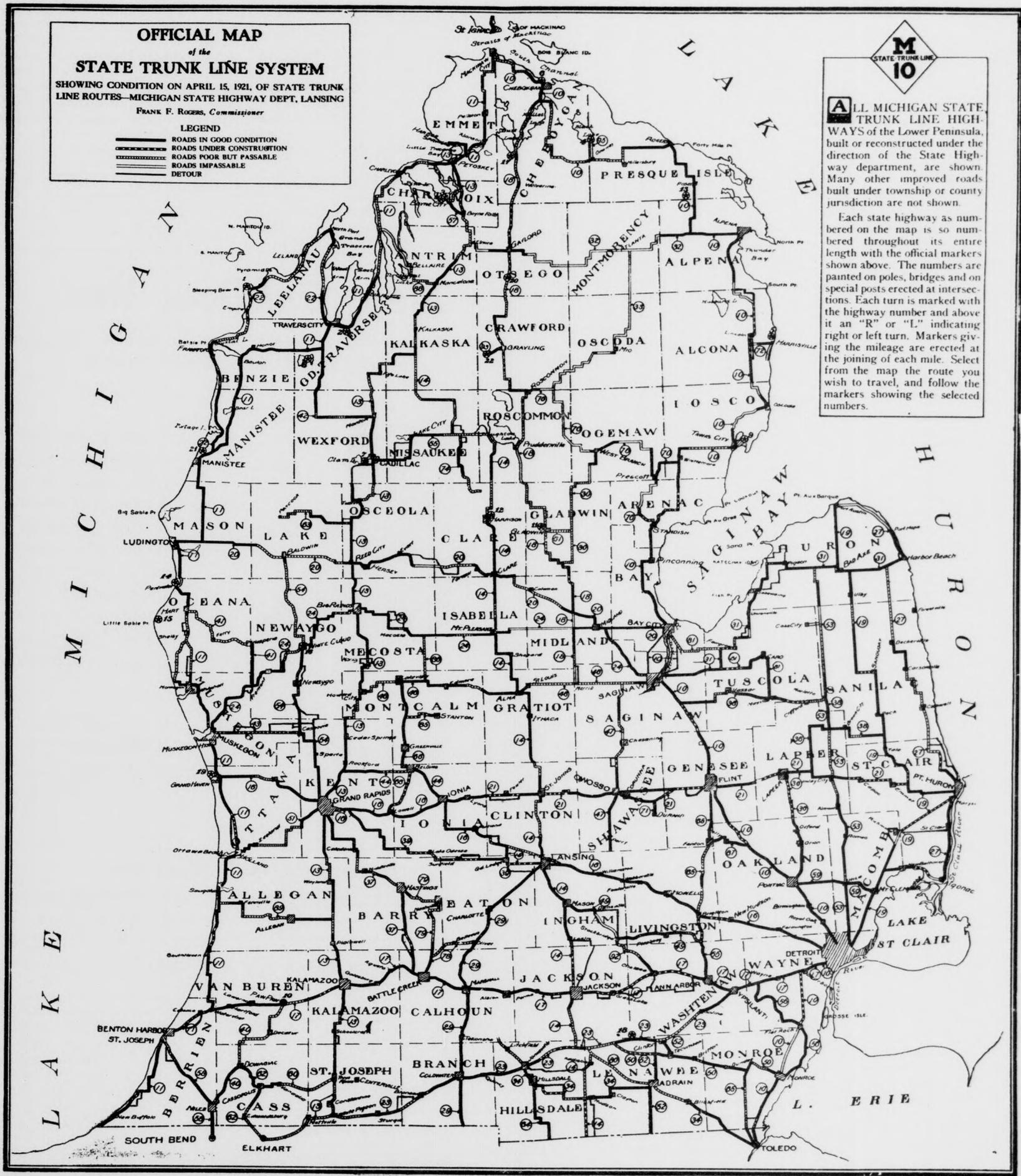
OFFICIAL MAP
of the
STATE TRUNK LINE SYSTEM
SHOWING CONDITION ON APRIL 15, 1921, OF STATE TRUNK
LINE ROUTES—MICHIGAN STATE HIGHWAY DEPT., LANSING
FRANK F. ROGERS, Commissioner

LEGEND
 ——— ROADS IN GOOD CONDITION
 - - - - ROADS UNDER CONSTRUCTION
 - · - · - ROADS POOR BUT PASSABLE
 - - - - ROADS IMPASSABLE
 - - - - DETOUR

M
STATE TRUNK LINE
10

A ALL MICHIGAN STATE TRUNK LINE HIGHWAYS of the Lower Peninsula, built or reconstructed under the direction of the State Highway department, are shown. Many other improved roads built under township or county jurisdiction are not shown.

Each state highway as numbered on the map is so numbered throughout its entire length with the official markers shown above. The numbers are painted on poles, bridges and on special posts erected at intersections. Each turn is marked with the highway number and above it an "R" or "L" indicating right or left turn. Markers giving the mileage are erected at the joining of each mile. Select from the map the route you wish to travel, and follow the markers showing the selected numbers.





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.

Eliminate Late Deliveries — Order Now For August.

A prominent shoe manufacturing concern recently sent the following circular-letter to its retail customers, as a word of warning in connection with the timely placing of fall orders:

"Due to the unfortunate delay in placing orders on the part of many retail merchants, deliveries of shoes for the current spring trade have not been satisfactory to either manufacturers or merchants. In other words, the predicted has happened, and everyone must suffer in consequence.

"This delay in placing orders by the retailers occurred in face of repeated warnings given by manufacturers as early as last November that if spring orders were delayed until January, sufficient footwear could not possibly be made and shipped in time to satisfy the early spring and Easter demands.

"Within the last few weeks manufacturers have been deluged with urgent telegraphic requests from retailers to rush their shipments, so that they might have their goods on their shelves in time for the expected Easter-tide demand, and there have been instances where manufacturers have been obliged to ship thousands of pairs of shoes long distances by auto truck at a cost of 10 cents or more per pair in order to help out their customers. All this has been quite unnecessary and certainly does not reflect the boasted efficiency of our American merchandising methods.

"The shoe manufacturer, with the best of intentions, has been absolutely helpless in this matter, for it has been impossible for him to produce the much wanted newer styles without lasts, patterns or leather, and last factories and pattern makers alike have been fairly jammed with business; and on top of this there has been no surplus of the best grades of leathers on which the manufacturer could draw at short notice. This general congestion has thrown every related branch of shoe manufacturing into chaos and has brought disappointment to hundreds of retail merchants.

"All theories to the contrary, the shoe manufacturing industry is one in which advance planning is absolutely necessary if there is to be a uniform volume of production at the minimum of overhead expense.

"In view of the foregoing situation (and it has not been in the least overdrawn), we think that at this time

every shoe retailer in the country should be alive to the necessity of not being caught in a similar position with reference to deliveries of fall orders.

"At this moment everything points to a continuation of the gradually increasing consumers' demand for footwear, and it certainly would seem to be up to everyone in our trade not only to do his part to encourage increased production and get more money into circulation, but in the case of the merchant similar position with reference to deliveries of Fall orders.

"This letter, therefore, is written at this time, when everyone realizes how much inconvenience and loss this undue delay in order-placing has caused, in connection with spring trade, in the hope that the shoe retailer may be made to see that future good business depends largely upon his willingness to keep industry going at a uniform pace.

"It is easy to foresee a most disagreeable condition in retail shoe stores next autumn if orders for the coming season are not placed for 'at once' and August delivery not later than April. In no other way can the shoe manufacturer satisfy the retailers' needs. The manufacturer has reached the stage where he cannot and will not absorb the loss resulting from unfair cancellation due to late ordering and impossibility of making on time.

"This is a final notice that fall orders received in June and July will be made in their proper rotation, and that 'at once' orders will not be accepted at the expense of the merchant who ordered earlier.

"The time-honored principle of 'live and let live' is one that manufacturer, retailer and consumer, alike, must abide by, if we are to emerge from a condition of spasmodic and wasteful production and return to a normal and efficient manufacturing basis.

"Buy moderately, buy well within your financial resources, and buy early enough to give the manufacturer a chance to hold your good-will through prompt delivery.

"Place at least a part of your fall order now!"

Increasing Sales of Men's Shoes.

Milton G. Harper, of Philadelphia, recognized as one of the keenest merchants in the country, has given a great deal of thought to the creating of more business in his men's department, and his efforts have brought satisfying results.

Mr. Harper says men are not buying normally yet, and that it will take the concentrated efforts of all retailers to bring this business up to what it should be. Like many others, at first he thought price was the reason

the men were not purchasing as freely as could ordinarily be expected, but special sales in which prices were set well below cost, and which would have proved irresistible to women, did not draw the men in numbers too great for the clerks to serve them comfortably.

This condition caused him to study the situation from the psychological viewpoint, with the result that he has reached the following conclusion:

"The only way to get men to buy shoes normally is to cure them of the idea they had during the war—that it was unpatriotic for a man to be well dressed. It is time for men to dress up again."

Men should be taught to show greater interest in the so-called "fancy" footwear, the stylish numbers, and dress shoes, he says, and ef-

forts made to counteract the natural tendency of men to "follow the crowd" by purchasing a brogan or semi-staple last with little change either in colors or leather from one year to the other.

Not until men have been impressed with the need of paying as much attention to the correctness of their footwear as the women, will volume sales on men's shoes equal the hopes and expectations of wide-awake merchants who are intensifying their efforts to build up successful business to much greater proportions.

It is the extra effort that brings success. In times like these it behooves you to keep up on your energy and put on a little more steam in order to make business go.

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.

NEW PRICES—IN STOCK FOR IMMEDIATE DELIVERY

St. No.	Description	Last	Price
475—Woman's	Glazed Colt Bal. Stitched Im. Tip	Opera	\$3.35
425—Woman's	Glazed Colt Oxf. Stitched Im. Tip	Opera	2.60
450—Woman's	Glazed Colt 1 Strap Sandal	Opera	2.35
452—Woman's	Glazed Colt 2 Strap Sandal	Opera	2.45
63—Woman's	Glazed Colt Plain Toe Bal.	Comfort	2.90
700—Woman's	Glazed Colt Stock Tip Princess	Comfort	2.40
300—Woman's	Glazed Colt Gore Front Oxford	Comfort	2.30
150—Woman's	Glazed Colt Plain Toe Oxford	Comfort	2.50
500—Woman's	Glazed Colt 1 Strap Sandal	Comfort	1.95
E01—Woman's	Glazed Colt 1 Strap Sandal Rubber Heel	Comfort	2.05
25—Woman's	Glazed Colt Comfort	Comfort	1.80

BRANDAU SHOE CO.

Manufacturers
 WOMEN'S SANDALS
 JULIETS and OXFORDS



DETROIT, MICH.

Wholesalers
 MEN'S DRESS & SERVICE SHOES

Classifies Shoe Purchasers in Eleven Groups.

In the first of a series of articles on shoe salesmanship which William Pidgeon, Jr., is writing for Shoe Talk, the new house organ of the Armstrong Cork, Lancaster, Pa., Mr. Pidgeon classifies the various types of customers encountered by the retail shoe salesman in eleven groups, as follows:

1. The "know it all," talkative, loud noisy customer.
2. The fussy, complaining, cranky customer.
3. The undecided and "don't know" customer.
4. The bargain-hunting customer.
5. The "mum" or non-talkative customer.
6. The unreasonable, abusive and insulting customer.
7. The pleasant, courteous and good natured customer.
8. The ignorant, the unfortunate and poor customer.
9. The positive and strong-minded customer.
10. The young and the old customer.
11. The customer with the advising friend.

The subsequent articles in Mr. Pidgeon's series will take up in order the methods which the writer has found to be successful in dealing with these various types of customers.

In the same article Mr. Pidgeon classifies the instincts or motives which demands shoes for ease and to avoid pain.

"The instinct of beauty, which demands shoes for style, to satisfy the artistic.

"The instinct of pleasure, which demands shoes for play or recreation.

"The instinct of fear, which demands shoes to prevent or correct foot defects.

"The instinct of saving or economy, which demands shoes that wear long.

"The instinct of imitation, which demands shoes that you admire on some other person.

"The instinct of self protection, which demands shoes that keep your feet from the elements, such as snow, water and heat."

Easy Credit Causes Retail Failures.

Among the various causes given by commercial agencies for business failures little attention is given to what this writer considers the fundamental causes, namely: dishonesty, expanded credit, and too much capital. A National trait is for people to do the things about which they know least. A farmer comes to town, starts a store and fails; a city man buys a farm and finds it a permanent source of loss. In Europe there is a widespread opinion that a person should know something of the business he undertakes; trades are handed down from father to son. With us it is just the reverse.

Too much capital causes more failures than lack of capital. What is often called lack of capital is really expanded credit. The dealer expands his business more than his credit will allow, and the result is failure. The fault is mistaken generosity of the banks and not lack of capital. Study the history of a hundred retail busi-

nesses that have lasted 40 years, and you will find that nearly all were established by men who lacked capital. They were so limited in regard to credit and capital that they had to watch every penny and devote all their attention to business. They could not afford bad habits, personal extravagance or outside speculation.

The man with plenty of capital, or who can command a great deal of credit, usually does several things that prove fatal to business. He starts out with too great an overhead; he rents a larger store than his business requires; he buys goods in such quantities that he cannot make the number of turnovers needed to show a substantial profit. The rate of failures in England and France is not so great because the people in the retail business are better prepared to succeed. Here, however, it is easy to go into business, easy to borrow money, easy to get credit—and the easier it is to get credit, the easier it is to fail in business.

Lack of capital does not cause business failures. Instead, it often leads to business success. Woolworth never made a success until he had failed in business three times. The less credit and capital a man has the more carefully he must watch his business. The man who is so short of capital and credit that he must buy new goods every day is bound to make money provided he has even an average degree of intelligence.

The Psychology of a Shoe String.

A little story that might be entitled "The Psychology of a Shoe String" could be written around the return to the nickel shoe laces. In a Western city a number of shoe merchants have reverted to the five cent price for a pair of strings. The results are interesting. They have received more compliments and comments of appreciation over the five cent reduction than they ever expect to obtain from two dollar reductions in the price of shoes. Most everybody just naturally hated to pay ten cents for a pair of shoe strings. Now that the price is back to a nickel they are much more liberal in their attitude towards shoes.

Salesbooks
THAT GIVE
 100 PER CENT PLUS SERVICE
 ALL KINDS, SIZES, COLORS, AND
 GRADES. ASK FOR SAMPLES AND
 PRICES.

THE MCCASKEY REGISTER CO.
 ALLIANCE, OHIO

**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.
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SELL OXFORDS

THE IDEAL FOOTWEAR FOR SUMMER.

REAL ECONOMY PLUS STYLE AND COMFORT.

**WE HAVE REVISED OUR PRICES DOWNWARD
 AND CAN NOW OFFER YOU THE FINEST ASSORTMENT
 ON THE MARKET.**



**IN STOCK
 UNBRANDED**

8762—Mahogany Calf Bal. Oxford, City Last, A to D.....	\$4.85
8763—Mahogany Full Grain Side Bal. Oxford, City Last, B to E	4.35
8749—Gun Metal Calf Bal. Oxford, Tremont Last, C to E	4.75
8233—Chocolate Vici Blu. Oxford, Freak Last, D & E	3.50
8234—Black Kangaroo Blu. Oxford, Freak Last, D & E	3.50

Prevent that lost sale. Mail your order to-day.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Avenue, N. W.

GRAND RAPIDS, MICHIGAN

Your Chance

High shoe prices have made the workingman mighty careful how he invested his shoe dollars. That's why **ROUGE REX MORE MILEAGE SHOES** have sold in greater volume. They ARE priced right. They DO give the mileage. They ARE comfortable. Workingmen have found it out. Keep your stock up. Don't ever lose a sale for lack of the size.

HIRTH-KRAUSE

Tanners—Manufacturers of the
 MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

**Shoe Store and Shoe Repair
 Supplies**

**SCHWARTZBERG & GLASER
 LEATHER CO.**

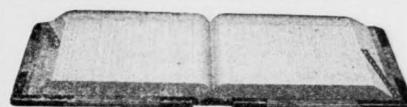
57-59 Division Ave. S. Grand Rapids



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio



**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 Proudfit
 LOOSE LEAF CO.**

GRAND RAPIDS, MICHIGAN



Unfortunate Decision on the Bogus Check Law.

Judge Dunham, of the Superior Court, has handed down a decision in the case of Boyle vs. Von Albert, which—if sustained by the Supreme Court—practically nullifies the bogus check statute under certain conditions. The full text of the decision is as follows:

Complaint in writing was made against said defendant by Fred E. Fagerstrom on the 14th day of December, 1920, charging that defendant feloniously, wilfully and unlawfully, with intent to defraud, did then and there make and draw a check and draft and order for the payment of money on the City Trust and Savings Bank, a corporation, bank and depository, doing business in the city of Grand Rapids, county aforesaid, said check and draft and order for the payment of money being in figures and words as follows:

No. 134.

Grand Rapids, Mich., Oct. 15, 1920.

Pay to the order of Racine Tire & Rubber Co. \$228.44, Two Hundred Twenty Eight and 44-100 Dollars.

Von Albert Company.

Per A. P. Von Albert, Treas.
For inv. 2722.

The Von Albert Company, a corporation, being then and there the maker and drawer of said check, draft and order for the payment of money and the said Von Albert Company, maker and drawer thereof, not then and there having sufficient funds in and credit with said bank and depository for the payment in full of said check, draft and order for the payment of money upon its presentation to said bank for payment and the said A. P. Von Albert then and there knowing that the said Von Albert Company did not have sufficient funds in and credit with said bank and depository for the payment of money upon presentation thereof to said bank and depository for payment, contrary to the form of the statute in such case made and provided and against the peace and dignity of the People of the State of Michigan.

Beginning on December 23, 1920, an examination of respondent was held in the Police Court of this city, two witnesses being sworn upon said examination on the part of the People, none sworn on the part of the defendant.

On the 30th day of December, 1920, the testimony so taken, together with the complaint, warrant and recognition of the said defendant to appear in this Court, together with the return of said Police Judge, was filed in this Court.

Later, and on January 8th, 1921, a motion was made on the part of de-

fendant to dismiss said cause for ten assigned reasons stated therein.

In this case respondent is charged with the violation of Act No. 271 of the Public Acts of this State for the year 1919.

The check in question, as already stated, was dated October 15th, 1920. This check was delivered to Mr. Fagerstrom, the complaining witness, about October 13th or 15th. It was dated ahead one or more days. This check was given to Mr. Fagerstrom for goods delivered to the Von Albert Company in July.

Mr. Fagerstrom testified that the check was dated at least one day ahead.

At the time the check was given, the respondent stated that he had funds coming in from his business, so that he thought he could take care of the check on the 15th.

Mr. Fagerstrom testified that this check was written out and given him before the 15th of October and that it was given for a past due account, over 60 days past due.

The testimony does not show that by reason of the giving of this check that any credit was extended, and no property changed hands by reason of the giving of the check. It was given to pay an antecedent debt. It was given to delay any proceedings against the Von Albert Company. The check was not protested.

The bank upon which it was drawn was called up several times by Mr. Fagerstrom and he was told that there was not enough money to pay it.

At the time this check was given there was no consideration passed from the payee to the maker. The circumstances of giving the check are substantially as follows:

Fred E. Fagerstrom in October, 1920, and for sometime prior thereto had been the manager here in the city of Grand Rapids of the Racine Tire

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit
Do Your Banking by Mail

The Home for Savings

Rash Ventures and Thoughtless Expenditures

Many a widow left with an inheritance, has spent the principal within a short space of time. In the largest number of these cases rash ventures and thoughtless expenditures have caused the waste of the family fortune.

Ill-advised as to investments, many women have lost all of the money inherited from their husbands' estates through purchasing "securities" that one with experience and judgment would have known to be insecure.

Thoughtless expenditures are more easily made from inheritances than from money earned. The list contains many items, from automobiles to yachts.

If you want to protect your wife and children from these calamities, secure from us a copy of "Safeguarding Your Family's Future" and then discuss the subject matter with our Trust Officer.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

In Days of Industrial Readjustment

Conservative
Bonds
Are Anchors
To Windward



Established 1853

Many a man has been kept off the shoals of financial ruin by the bonds he owned. Bonds are safeguards in crises when safety is paramount.

Write or ask for our offerings.

Open Thursday evenings, 6 to 8 o'clock.

THE OLD NATIONAL BANK

Monroe at Pearl

Grand Rapids

Regularly Examined by United States Government Examiners

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE

Taking an insurance rate of 50c per \$1,000 per year. What is your rate?

Particulars mailed. Safe experts.

TRADESMAN BUILDING

GRAND RAPIDS, MICHIGAN

and Rubber Company and up to some time in July Von Albert Company had become indebted to the Racine Tire and Rubber Company in the sum of \$500 or more, and some time about October 10th Fagerstrom had a talk with the respondent here about the amount of the claim his company had against the Von Albert Company. Mr. Fagerstrom made some concessions in the account which brought the Tire Company's bill against the Von Albert Company down to approximately \$288, which was to be taken care of by check, and in pursuance of that talk the check in question was given.

This, I think, is substantially the incriminating testimony in the case against the respondent.

I have read the entire testimony taken in this case against the respondent. I have read the entire testimony taken in Police Court and the statute in question. I do not see how, under this testimony, it can be said that the respondent gave the check in question for the purpose of defrauding anyone.

As I read the testimony, no one was defrauded. The Racine Tire and Rubber Company may have been disappointed that it was not paid, but further than this, I do not see any culpability in the matter whatever.

For these reasons respondent's motion to dismiss must be granted and will be ganted and the complaint and information in this case quashed and the respondent discharged.

Major L. Dunham,
Judge of the Superior Court of Grand Rapids.

The Soldier and the Bonus.

May 17—I am a soldier of the World War. I served nineteen months in France. I was gassed and slightly wounded, although I have fully recovered from both. I was honorably discharged and am a member of the American Legion and the V. F. W. I am deeply interested in both organizations, for what good they may accomplish for the soldiers and sailors and marines who had the misfortune to be seriously wounded or incapacitated in other ways, but I am not in sympathy with their effort to bleed the Government for a bonus.

Now, why am I opposed to this? In the first place the bonus would naturally be so small that it would not do any one very much good, excepting for a little spending money. And yet there were so many men in the army—close to four millions—that were the bonus to be paid to every one it would mean a tremendous drain upon the Treasury of the United States and the people would have to pay this sum in taxes.

Now, I never did believe very much in pensions of any kind, nor bonuses either, except for those who are incapacitated and unable to work. They should not be paid a bonus, but they should be paid a pension according to the amount of their injury, and this, I understand, our Government is doing, and most liberally. For the healthy, hearty young American to ask for a bonus, to go parading about the

street as an impressive demonstration, or to butonhole everybody regarding this I feel is a disgrace and I believe that the Legion and the Veterans should not insist on this bonus, but they should see to it that all of their brothers in arms who have been seriously wounded, who lost a part of their body and who cannot work, are the ones who should get it all.

The bonus-grabbers will say to us dissenters, "Well, if you don't want the bonus you are not forced to take it." That is a poor argument. I have a wide acquaintance in both organizations of service men, and, while I must admit that we who are opposed to the bonus are in the minority, yet I don't want the public to believe that the idea of a bonus is practically unanimous.

I pride myself in my war record, and am glad to speak of it to any one who cares to hear the story of one who has passed through and came out alive; but I don't want to hold my patriotism at a price. If I accepted a bonus I would never care to talk about the soldier's life, but would feel that I had sold my patriotism for a mess of pottage. You would imagine from the great cry that is going up from many of the soldiers that they were going to get a bonus that would make them independent for life instead of sufficient only to purchase a first class suit of cloths. Fellow Legioners, let's forget about the bonus and, with a bold front, go forward saying: "I offered my life for my country; God spared it. I am proud of my patriotism and loyalty to my nation, and my home. I thank God that I am here and am in good health to go forward to carry out the work that has been designed for me." Edgar T. Ellis.

Jail For Reckless Drivers.

Grand Rapids, May 17—The daily newspapers continue to call attention to the yearly growing list of maimed and killed, due to the operation of automobiles by reckless, untrained and often drunken men. Nothing, it seems, but a thoroughly aroused public sentiment will serve to check this danger of modern life in a great city.

No one, particularly no father of a family, would consider for a moment an ordinance giving steam locomotives the right of way on a public street; yet Judge Hess some years ago properly described the automobile, whether it be pleasure car or truck, as a locomotive, often equalling, if not excelling, in speed the steam locomotive, which is confined to an unvarying, known track, guarded within the city limits at street crossings by watchmen and safety gates, while the automobile has the power to pursue, often at express-train speed, any course on the city thoroughfares at the direction of a driver, who may have had little more than a few hours' instructions in the guidance of this dangerous machine.

The automobile is a necessary and highly useful development of modern life from which millions derive recreation and benefit, but let us recognize also that in the hands of unskilled and reckless men it can be made a great danger, not alone in the city, but on country roads. For this reason it is necessary to enforce the law sternly against those who violate the rules laid down for the protection of citizens on the public streets.

A few jail terms will go far to insure the public against reckless drivers. X. Y. Z.

Protect Your Loved Ones—

For instance, you may wish that your wife enjoy ALL your estate, or at least more than the share which the Law would provide. You may know that she would need it all in order to live. The only way of seeing that she gets it, is by a gift in a Will.

Your WILL becomes Law and receives the support of the Probate Court. Giving by WILL is every man's right. You may also know that unless your property is left in care of a Trustee for her benefit, she would not have it very long. It should be controlled FOR her and not BY her.

Let us advise with you as to what is best to "authorize" in writing.

Call at our office for the new booklet,
"What you should know about Wills."

"Oldest Trust Company in Michigan."

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS, MICHIGAN

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



CAMPAU SQUARE

The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district. On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

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

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ASSOCIATED

**WE OFFER FOR SALE
United States and Foreign Government Bonds**

Present market conditions make possible exceptionally high yields in all Government Bonds. Write us for recommendations.

HOWE, SNOW, CORRIGAN & BERTLES

401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

KEEP YOUR EYE ON SMOOT.

He May Be Able To Pull Off Sales Tax.

The advocates of a general sales tax, either with or without the "turnover" trimmings, received a severe jolt when Secretary of the Treasury Mellon addressed a letter to Chairman Fordney, of the Ways and Means Committee, and Penrose, of the Senate Finance Committee, in which he stated that "the Treasury is not prepared to recommend at this time any general sales tax, particularly if the sales tax were designed to supersede the highly productive special sales taxes now in effect on many relatively non-essential articles." Of course, the Treasury Department is not the court of last resort when Congress is engaged in revising the internal revenue taxes, but it would be foolish for the most enthusiastic champion of a general sales tax to say that Secretary Mellon had not dealt it a blow in the region close to the solar plexus.

The tax reforms advocated by Mr. Mellon are literally in the nature of readjustments, for they do not propose any new system of taxation. Wherever a reduction in rates on certain brackets of a tax is suggested, a compensatory increase in the rate on other brackets is recommended.

Every business man in the country is vitally interested in the principal suggestions for internal revenue readjustment, which the Secretary sets forth as follows:

1. Repeal the excess-profits tax, and make good the loss of revenue by means of a modified tax on corporate profits or a flat additional income tax upon corporations, and the repeal of the existing \$2,000 exemption applicable to corporations, to yield an aggregate revenue of between \$400,000,000 and \$500,000,000. The excess-profits tax is complex and difficult of administration, and is losing its productivity. It is estimated that for the taxable year 1921 it will yield about \$450,000,000, as against \$2,500,000,000 in profits taxes for the taxable year 1918, \$1,320,000,000 for the taxable year 1919, and \$750,000,000 for the taxable year 1920. In fairness to other taxpayers, and in order to protect the revenues, however, the excess-profits tax must be replaced, not merely repealed, and should be replaced by some other tax upon corporate profits. A flat additional tax on corporate income would avoid determination of invested capital, would be simple of administration, and would be roughly adjusted to ability to pay. It is estimated that the combined yield to accrue during the taxable year 1921 from a tax of this character at the rate of 5 per cent. and the repeal of the \$2,000 exemption would be about \$400,000,000.

2. Readjust the income-tax rates

to a maximum combined tax and surtax of 40 per cent. for the taxable year 1921, and of about 33 per cent. thereafter, with a view to producing aggregate revenues substantially equivalent to the estimated receipts from the income tax under existing law. This readjustment is recommended not because it will relieve the rich, but because the higher surtax rates have already passed the collection point. The higher rates constitute a bar to transactions involving turnovers of securities and property, which with lower surtax rates would be accomplished and thus yield substantial new revenue to the Government. The total net income subject to the higher rate is rapidly dwindling and funds which would otherwise be invested in productive enterprise are being driven into fields which do not yield taxable income. The total estimated revenue from the surtaxes under existing law is about \$500,000,000 for the taxable year 1921. The estimated yield for the year from the surtax rates above 32 per cent. would be about \$100,000,000. The immediate loss in revenue that would result from the repeal of the higher surtax brackets would be relatively small, and the ultimate effect should be an increase in the revenues.

5. Retain the miscellaneous special sales taxes and excise taxes, including the transportation tax, the tobacco taxes, the tax on admissions, and the capital-stock tax, but repeal the minor "nuisance" taxes, such as the taxes on fountain drinks, and the miscellaneous taxes levied under section 904 of the Revenue Act, which are difficult to enforce, relatively unproductive, and unnecessarily vexatious. The repeal of these miscellaneous special taxes would, it is estimated, result in a loss of about \$50,000,000 in revenue. The transportation tax is objectionable and I wish it were possible to recommend its repeal, but this tax produces revenue in the amount of about \$330,000,000 a year, and could not safely be repealed or reduced unless Congress is prepared to provide an acceptable substitute. The Treasury is not prepared to recommend at this time any general sales tax, particularly if a general sales tax were designed to supersede the highly productive

MR. MERCHANT

COLLECT YOUR OWN BAD DEBTS with one of our \$5.00 "SELF-COLLECTION SYSTEMS." No fees or commissions. Purchase price refunded if "SYSTEM" fails to collect its cost. Isn't that fair enough?

You spend hundreds of dollars annually in advertising, which naturally increases your Accounts Receivable—why not spend \$5.00 to collect the bad ones? Our "SYSTEM" gets the money. Post card brings full particulars. Don't hesitate.

UNION SALES COMPANY

1208 Grand Rapids Savings Bldg.
Grand Rapids, Mich.

RATES

As low as is consistent with good business and safe underwriting.

Live Agents Wanted.

MICHIGAN AUTOMOBILE INSURANCE CO.
Grand Rapids, Mich. A Stock Company.

Fourth National Bank

Grand Rapids, Mich.
United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President
J. CLINTON BISHOP, Cashier
HARRY C. LUNDBERG, Ass't Cashier
LAVANT Z. CAULKIN, Vice President
ALVA T. EDISON, Ass't Cashier

7.37%
with Safety

Our Preferred Stock May Be Purchased at
\$95 Per Share and Dividend

Ask any of our employees for information.

Consumers Power Company ²⁶

INSURANCE IN FORCE \$85,000,000.00



WILLIAM A. WATTS
President

RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

Offices: 4th floor Michigan Trust Bldg.—Grand Rapids, Michigan
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MICHIGAN TRUST BUILDING

Chicago

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephone Main 656
Citizens 4212

Congress Building

special sales taxes now in effect on many relatively non-essential articles.

4. Impose sufficient new or additional taxes of wide application, such as stamp taxes or a license on the use of automobiles, to bring the total revenues from internal taxes after making the changes above suggested, to about \$4,000,000,000 in the fiscal years 1922 and 1923. The only way to escape these additional internal taxes to an aggregate amount of between \$250,000,000 and \$350,000,000, will be to make immediate cuts in that amount in current expenditures. In the event that this should prove impossible, it might be feasible to provide, perhaps, as much as \$100,000,000 or \$150,000,000 of the necessary revenue from new duties on staple articles of import, and the balance by taking more effective steps to realize on back taxes, surplus war supplies, and other salvageable assets of the Government.

5. Adopt necessary administrative amendments to the Revenue Act in order to simplify its administration and make it possible among other things for the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury and the consent of the taxpayer, to make a final determination and settlement of taxes. In this connection, it would be well, in the interest of fairness and in order to simplify the administrative problem, to provide under proper safeguards for carrying forward net losses of one year as a deduction from the income of succeeding years.

It will be disappointing to the retail trade to know that the Secretary proposes to retain the "miscellaneous specific sales taxes and excise taxes," and would repeal only the minor "nuisance" taxes, such as the impost on fountain drinks and the "miscellaneous taxes" levied under section 904 of the Revenue Act. In other words, the Secretary would leave in force the taxes on automobiles and parts thereof, musical instruments, sporting goods, cameras, firearms and ammunition, hunting knives, portable electric fans, thermos bottles, etc.

These sales taxes and excise taxes are about as difficult to collect as those which Mr. Mellon includes in his category of nuisance taxes, but they undoubtedly produce more money, and that is the controlling consideration of the guardian of the Treasury in times like these.

Senator Smoot, champion of the sales tax, appears no whit discouraged by Secretary Mellon's attitude towards his net project. It is pretty hard to discourage Smoot about anything, which appears to be the reason why he so frequently wins out when it comes to Congressional support for his projects.

Keep your eye on Smoot, all you who favor a sales tax of any kind as a substitute for the unfair excise and consumption taxes levied by the War Revenue Act.

One of the Best Meetings Ever Held.

Lowell, May 17—The Merchants Mutual Benefit Association meeting at Alto, May 12, was one of the best the Association has ever held. The smallest town taking active part in the Association lived up to her motto, "The Largest Little Town in Western Michigan." At 6:30 over 200 sat

down to a banquet served by the Alto Rebeccas which was a credit to that organization. An orchestra led by Mrs. Skidmore rendered several selections and received hearty applause. The following program was rendered:

Invocation—Rev. Maltman, of Alto.
Address of welcome—William H. Watts, of Alto.

Response—President of the Association, M. N. Henry, of Lowell.

Solo, "When the Boys Come Home" and "When You and I Were Young Maggie"—Hazel Riley, of Grand Rapids.

Address on Credits—Richard Prendergast, of Worden Grocer Company, Grand Rapids.

Address on Expense of Conducting Business—Hon. C. L. Glasgow, of Nashville.

Address on Business Education—Howard F. Johnson, General Manager Rindge, Kalmbach, Logie Co., Grand Rapids.

Solo—"Irish Rose" and "When the Heart is Young"—Hazel Riley, Grand Rapids.

Brief remarks were made by the Rev. Shepherd, of Clarksville, Rev. Maltman, of Alto, Rev. Lash, of Lake Odessa, L. C. Hodgson, Des Moines, Iowa, and Dr. Swift, President of Middleville.

The minutes of Wayland meeting were read by Secretary Charles Brown.

A round table discussion on Pay Up Week was led by W. H. Watts.

D. G. Look read a paper on Federal Taxation.

E. F. Blake discussed Combination Buying.

Bert Long invited the Association to Freeport for the June meeting, which invitation was unanimously accepted.

Hastings, Lake Odessa, Middleville, Caledonia, Clarksville, Ada, Cascade, Freeport, Nashville and Lowell were all well represented.

M. N. Henry, Pres.

Success.

Its doing your job the best you can,
And being just to your fellow man;
Its figuring how and learning why,
And looking forward and thinking high,
And dreaming a little and doing much;
Its keeping always in closest touch
With what is finest in word and deed;
Its being thorough, yet making speed;
Its daring blithely the field of chance
While making labor a brave romance;
Its going onward despite defeat
And fighting staunchly, but keeping sweet;
Its being clean and its playing fair;
Its laughing lightly at Dame Despair;
Its looking up at the stars above,
And drinking deeply of life and love;
Its struggling on with a will to win,
But taking loss with a cheerful grin;
Its sharing sorrow, and work, and mirth,
And making better this good old earth;
Its serving, striving through strain and stress,
Its "doing your damndest"
—that's Success.

Although advice looks like about the cheapest thing you can hand out, it often proves to be the most expensive.

CADILLAC STATE BANK
CADILLAC, MICH.

Capital \$ 100,000.00
Surplus 100,000.00
Deposits (over) 2,000,000.00

We pay **4%** on savings

The directors who control the affairs of this bank represent much of the strong and successful business of Northern Michigan.

RESERVE FOR STATE BANKS

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

We Represent the Following Companies, Allowing Dividends as Indicated:

Minnesota Hardware Mutual	55%	Michigan Shoe Dealers Mutual	30%
Wisconsin Hardware Mutual	50%	Illinois Hardware Underwriters	60%
Minnesota Implement Mutual	50%	Druggists Indemnity Exchange	36%
The Finnish Mutual Fire Ins. Co. 50%			

REMEMBER WE HANDLE THE BEST COMPANIES IN THE MUTUAL FIELD.

These Companies are known for their financial strength, fair settlements, and prompt payment of losses. They always give you a square deal.
WE CAN NOW SAVE ANY MERCHANT 50% ON HIS INSURANCE COST.

C. N. BRISTOL, Manager
A. T. MONSON, Secretary
J. D. SUTHERLAND, Fieldman
FREMONT, MICHIGAN

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.

Good faith is needed in business. It is the very foundation of credit and underlying credit is Insurance.

We write insurance on all kinds of Mercantile Stocks and Buildings, on a 30% Dividend basis.

One of the Oldest and Strongest Companies in Michigan.

Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres. GEORGE BODE, Sec'y-Treas.

The Finnish Mutual Fire Insurance Co.

ORGANIZED 1889

The Only Company in Michigan allowing 50% dividends on all Mercantile Risks.

BRISTOL INSURANCE AGENCY

General Agents for Lower Peninsula
FREMONT, MICH.

Preferred Risks! Small Losses! Efficient Management!

enables us to declare a

30% Dividend
For Year 1921

100% Protection and 30% Dividend, both for same money you are paying to a stock company for a policy that may be haggled over in case of loss.

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Mich.

WM. N. SENE, Sec'y

Creditors of Perkins Bros. Will Get Little.

Bay City, May 17—Perkins Bros., Inc., manufacturer of candy and peanut products, who recently went into bankruptcy, make a sorry showing, so far as ability to meet their obligations is concerned. The First National Bank, which has served as trustee in bankruptcy, has been able to realize only \$5,046.32 from the estate, as follows:

Cash on hand	\$ 44.10
Life insurance policy	245.40
Machinery and stock	3,401.88
Accounts receivable	1,354.84
The disbursements thus far have been \$1,644.30, leaving a balance in the hands of the trustee of \$3,401.92. As the liabilities amount to \$43,442.76, the creditors will probably not receive to exceed 5 cents on the dollar. The list of the creditors is as follows:	
Mrs. Kenzie	\$ 18.34
W. F. Meisel	37.94
Michigan Mutual Liability Co.	111.51
Migas & Co.	90.00
Miller Candy Co.	42.00
Mills Candy Co.	98.64
Milwaukee Printing Co.	698.51
Milwaukee Paper Box Co.	4,780.92
Milligan & Higgins Gel. Co.	23.27
Mossner Green Candy Co.	37.50
Muller-Houseman Co.	308.21
Muller Fox Bros.	124.99
National Starch Co.	343.57
National Binding Machine Co.	47.08
Nestle Candy Co.	26.00
News League	2.04
Nitschky Grant Electric Co.	45.00
Opler Bros.	310.00
Henry Ottens Manufacturing Co.	23.13
F. M. Paist Co.	34.55
Palmolive Co.	177.15
Package Confectionery Co.	165.61
Paragon Refining Co.	42.50
Pennsylvania Chocolate Co.	605.34
A. B. Perkins Co.	4,505.83
Mrs. A. B. Perkins	3,761.95
Harry Perkins	321.85
J. H. Phelps	48.00
Plain Dealers Publishing Co.	4.84
Planters Nut & Chocolate Co.	4,081.17
Plum Agency	38.09
Poole-Haberkorn Co.	135.89
Rainbow Chocolate Co.	197.88
Real Battery Service	33.00
Redel Chocolate Co.	257.50
J. W. Richards, Jr.	136.65
Regnev & Co.	230.31
H. J. Righby Co.	104.00
Riverside Truck & Storage Co.	27.50
Savage Bros. Co.	183.53
Schuster Co.	146.12
Shelby Candy Co.	193.06
Shutter-Johnson Candy Co.	210.92
Sidney Candy Co.	81.00
Smith Bros.	75.00
So Good Candy Co.	225.00
Spice Mill Publishing Co.	3.00
St. Laurent Bros.	89.79
Standard Oil Co.	70.05
Standard Carmel Co.	32.12
Standard Glue Co.	247.90
Sterling Candy Co.	38.40
Straub Bros. & Amiotte	131.52
Tanner & Daily	1.50
Thomas Publishing Co.	10.00
Thorne Electric Co.	55.25
Tourani Co.	60.00
Triangle Co.	65.00
The Trombley Electric Co.	31.65
United Chemical & Organic Co.	178.79
United Flag & Date Co.	604.45
Advance Candy Mfg. Co.	201.25
Ad Lee Novelty Co.	102.00
Alert Pipe & Supply Co.	8.41
N. Alexander Co.	108.00
Altman Bros.	66.30
American Chiclet Co.	254.10
C. E. Annen	2.69
Ararat Ice Cream Cone Co.	24.00
John G. Arnold	11.30
Barkdoll Candy Co.	77.50
Bay City Democrat	15.00
Bay City Hardware Co.	70.09
Bay City Tire & Supply Co.	14.75
Bay City Auto Equipment (A. Kowalski)	31.45
Bay City Spring & Mattress Co.	4.32
Beacon Chocolate Co.	74.00
S. R. Birchard Co.	166.60
Walter O. Birk Co.	60.48
Bitrose Company	117.75
Bromfield & Colvin	119.10
W. D. Buchanan Co.	50.43
Burroughs Adding Machine Co.	4.55
W. J. Busch & Co.	150.05
D. J. Carroll	2.65
Charms Co.	50.00
Chevrolet Motor Co.	59.51
City Treasurer	485.69
Harold Clayton	6.92
Cleburne Peanut Products	66.09
Confectioners Journal	3.00
Consolidated Wafer Co.	287.50
N. G. Conybear Co.	173.00
Cook Candy Co.	36.00
Cornwell Co.	209.51
Crescent Manufacturing Co.	27.00
John H. Davis	2.00
Dixie Peanut Co.	1,900.00
Dunn's Review	6.00
Dudley Paper Co.	79.64
Eagle Paper Box Co.	10.00
Empire Marshmallow Co.	455.08
H. W. Faulkner	78.00
Fisher Bros. Paper Co.	38.95
Flaherty Candy Co.	44.64
Fletcher Auto Sales Co.	24.80
Frontier Chocolate Co.	96.00
Gordon Chocolate Co.	15.00
Habicht & Co.	75.00

John Hinderman Co.	112.40	Whittle Co.	1.35
J. W. Hoodwin Co.	66.00	Winona Republic Herald	1.02
Hooton Chocolate Co.	555.85	W. J. Wischman	40.80
Hubbell Auto Sales Co.	.60	Peter Witly	28.80
A. A. Humphrey	79.80	Workers' Voice	20.00
Illinois Glass Co.	24.00	F. J. Ackerman	5.97
Jennison Hardware Co.	8.00	Consumers Power Co.	29.44
H. W. Jennison	26.02	Copps Co.	69.00
Kadelsburg, Tsviglogon & Co.	214.71	Michigan Light Co.	15.69
Kelley Co.	114.28	Michigan State Telephone Co.	1.55
M. Lamont & Son	14.85	Travelers Insurance Co.	32.09
John P. Lambert Co.	31.99	W. H. Perkins	1,301.23
Liberty Candy Co.	100.80	D. Auerbach & Sons	88.29
Liebethal Bros.	9.50	LeRoy Kowalski	27.88
Frank E. Lutzke	6.00	Chaffee & Co.	14.85
Zenith Candy Co.	183.56	Neu Candy Co.	121.25
Underwood Talmadge Co.	100.50	Ideal Plumbing Co.	4.59
United States Candy Tax	494.77	Columbian Cigar Co.	32.66
United States Candy Co.	8.40	Russell Welchli	7,574.41
Washington Garage	15.50	Union Motor Truck Co.	70.00
Wayne Paper Co.	27.50	Tradesman Co.	45.00
Watson & Richardson	87.86	Hilda M. Mertens	119.50
Weber-Schlitz Candy Co.	29.00	W. A. Evans	600.00

C. & J. Gregory	75.00
F. Mertens	32.00

Teacher Was the Goat.

A Milwaukee boy told the teacher that his sister had the measles. "You go right home, Johnny," she said, "and don't come back until your sister is well."

Johnny left in a hurry. After he was gone another little boy held up his hand and said:

"Teacher, Johnny Dolan's sister what has the measles lives in Philadelphia."

How It Differs From the Rest

THE PETOSKEY TRANSPORTATION COMPANY

Petoskey, Michigan

CAPITAL STOCK

100,000 Shares Preferred Stock

100,000 Shares No Par Value Common Stock

All Stock Fully-Paid and Non-Assessable.

Has to solicit no business. Has no competition because it will deliver only the products of the Petoskey Portland Cement Company and haul coal for that Company.

Has all the tonnage guaranteed that the maximum carrying capacity of its boats will be able to transport.

Knows that the net earning on transporting this tonnage will be more than twice what is required to pay its 8% preferred stock dividend.

Does not have to put on an expensive advertising campaign as other new companies do that are up against strong competition.

Has able, experienced and successful business men at the head of the Company.

Is not dependent upon every little flurry that affects general business.

Positively knows and can prove to anyone that it should make a substantial earning beyond what is required to pay 8% on its preferred stock, and thus a good earning on the common stock is assured.

Needs no long period to get ready for business. Has full grown business from the start. Its first boat of 1,000 tons carrying capacity is already at work.

By greatly extending the market of the Petoskey Portland Cement Company, it gives the latter concern a large and growing market in Wisconsin, and thus guarantees for itself a long life.

The Petoskey Transportation Company as an enterprise is as safe and as certain of success as any company could be. It possesses every possible element or factor necessary for success.

We highly recommend the purchase of an interest in this Company on the basis of five shares of common stock at \$1.00 per share with every ten shares of preferred stock at \$10.00 per share.

ONLY ONCE IN A GREAT WHILE IS AN INVESTMENT OF SUCH STRENGTH AND POSSIBILITY OFFERED.

F. A. SAWALL CO.

313-314-315 Murray Building

GRAND RAPIDS,

MICHIGAN

Gentlemen:

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

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

Yours truly,

Name

Address

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.

THE SMALL TOWN MERCHANT.

Suggestions Which Apply To Any Class of Trade.

Ralph Waldo Emerson has said that "the man who retires to the forest to make a better axe, or a better plow, or a better hat than man has yet made, will find a beaten path to his door, so that his products may be marketed to the world," and a merchant doesn't need to live in a crowded metropolis to build a good mercantile business if he shows himself to be possessed of a little of the initiative in merchandising, of which the man who can make a better axe or a better plow is possessed.

Cocoanuts fell for a thousand years, thumping the heads of men, but not until a few decades ago was the law of gravity discovered by Newton. Steam had rattled the lids of tea-kettles and boiling pots since the age when man began, but not until a short time ago did Watt discover the power of steam.

And the only thing that concerns us to-day is simply this: What are we discovering in our business, what are we acquiring at this convention, that can be used to build something bigger, better, grander, a year from this time?

We are not indebted to any book or to any particular individual for the fact that the world returns to us that which we give to the world; but it is a fact in nature that holds good in everything throughout every day, and in every relation that goes to make up our life, and if we, as hardware merchants, can't prove to the community in which we live and maintain a business, that we are rendering a worthwhile service to that community, we have no right to our place there and time will catch us in the wheels of the mills of the gods and grind us out, grading us into the bin where we belong.

We try to render a service in our small town in our small way, that our friends appreciate (by the way, we deal with our friends—our enemies won't trade with us).

Now I want to tell you a homely, prosaic little story—not the "House of Seven Gables, but of a little store of "Seven Departments of Quality and Quick Service," not located on "the trail that nobody knows how old," but on the trail of the Jefferson Highway, twenty-five miles from the South boundary line of Iowa.

The seven departments of the store are as follows:

1. Hardware that stands hard wear.
2. Furniture thirty minutes ahead of the clock.
3. Stoves for everybody.
4. Paint, for home from cellar to garret.
5. Wire fencing, hog tight, horse high and bull strong.
6. Queensware and cut glass.
7. Undertaking—no comment on the latter.

Town—New Hampton.
Firm—Denny & Jones.

Now the name of the town makes no difference; nor the name of the firm; nor the speaker, but this prosaic little story of how we are putting it over in at least a modest way, has been a matter of a great deal of con-

cern and thought to our firm, and we shall feel fully repaid if some thought dropped here may appeal to some Iowa dealer, that he may take it home and try it out for himself.

First, we think we know our territory, which we try to keep ever widening and not within a permanently fixed boundary—roughly it is ten miles wide and thirty-six miles long, although we slop over some on any line. Within the limits of this territory there are forty-eight school districts. In each we have what we call our agent. We select these agents from the best man or woman friend we have in the district and send them the blanks to fill in with the name of every person in their district, beginning with the man of the house, then the wife if living, then the children, and the approximate age of each. We explain just what we want done, and why, telling them as soon as they mail this list to us we will mail them a check for \$1, then explain to them if anyone moves into their district or moves out, if they will at once send us the names we will send them 5 cents for each name.

Now as soon as these lists arrive, our office girl takes them, and type-writes the names of each family on a separate card, labels the leaders card with the name of the school district, and the name of our agent for that district. Behind this card goes the names of every one on the district. So there we have our trade territory card indexed, and absolutely as correct as we can get it in any way, and so arranged that it automatically changes when new-comers arrive, or movers go, covering 100 families of 5,000 people.

We consider this the very corner stone on which our business is builded and upon this firm foundation the whole superstructure, we feel, is sure to rest securely.

We believe that it is necessary for people to know what we have to sell as to have the goods when they get to our store, and by this mailing list we keep them perfectly informed of what we are trying to do. We put out a monthly store paper which we mail to these 1,000 families every month. In this paper we use four pages of patent reading matter, three pages of advertisements with a cut for everything we mention, and a price for each, with at least one item priced unusually low each month (for instance, brooms 59c) and one page of local store and community news, making eight pages in all.

I don't think that this is better than local paper advertisements, but a local newspaper cannot reach every one, so we feel it necessary to put out the store paper to reach every family in our territory. Of course, we use our local paper every week also.

Besides that we use three other methods of direct advertising. First, a monthly calendar service to each of our agents, which keeps them reminded of their connection with our store.

Second, a wedding card of quite elaborate arrangement, and by watching the paper for marriage licenses, we are able to send one of these cards to nearly every newly married couple in our territory, and very frequently

Guarantee

Guarantee

We guarantee Dayton Display Fixtures to increase sales; to economize floor space, lessen spoilage and waste; to display more fruits, vegetables and dry groceries more attractively; to save time, steps, labor when waiting on customers and filling orders. We guarantee our all-metal, strong, portable, long lived, sanitary fixtures to be free from defects in materials or workmanship.

THIS is a sweeping guarantee and we didn't write it until we knew we were right in doing it. We have the testimony of thousands of high class grocers to prove that our fixture, properly used, will do everything we say it will do. What it has done for others it can do for you.

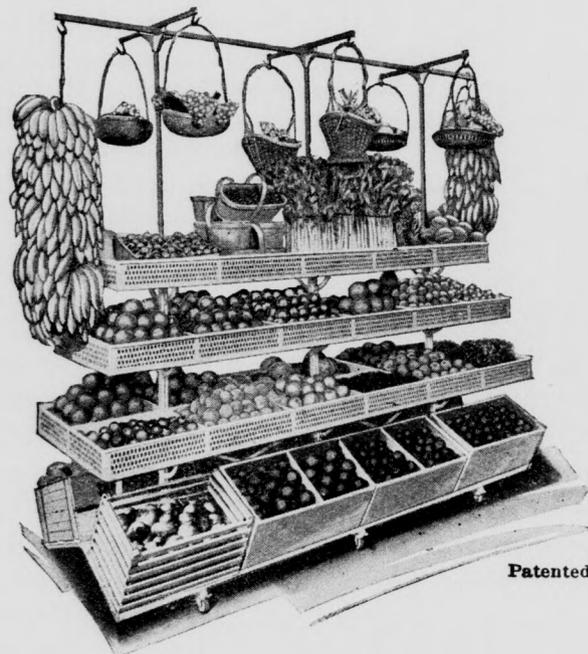
The Shepperd Company, Providence, R. I., one of the largest stores in the State write: "The A I display fixture looks so well we are pleased to ask you to ship us another one similar in every respect."

Display is one of the strongest merchandising forces. When you put in a Dayton Display Fixture you apply this powerful selling force to your business. That's what doubles and triples fruit and vegetable sales. That's what speeds turnover and earns greater profits.

You can easily secure a Dayton Fixture on our special payment plan.

Write for book that gives a complete description.

The Dayton Display Fixture Co.
DAYTON, OHIO



Dayton
Display Fixture

we land a full household bill to the newly-weds.

Third, a birth card with record of first smile, first step, first word, etc., which, better than 50 per cent. of the times, brings in a customer for a baby carriage or a baby bed.

When our customers die, we bury them, and make out pretty booklet of record for the family with our name modestly placed on the back page. Thus we advertise to our trade from the cradle to the grave. However, we don't want any of our customers to die, if we can help it, as we would rather they would stay alive and trade with us. This is a dead subject so let's pass on.

Now it may be that some of you hardware men think that such a motley assortment of merchandise can hardly be classified as a hardware store, and I think if I were in a city of from 25,000 up I should not so mix my lines, but it is my opinion, that for the hardware man of the small town to get by, he must have more than shelf hardware, because one's territory has only about so many people in it and your volume will be too small for the one line; and I think that the success of the hardware dealer of the small town lies in gathering together a number of kindred lines and from them getting a volume big enough to cover expense necessary for the running of a business. I know the more one sells, the more the expenses are, but there are certain fixed expenses that can only be met by adequate volume.

We so plan it in our store that we push something as a specialty each month. For instance, in January, we have our Annual January Clearance Sale, and put a sale price on everything we want to move, and this is the only time of the year that we make a reduced price sale. Last month we sold \$6,000 worth of goods, not large for a big town, but quite satisfactory for one of 500 people.

February, we have a range demonstration that we make much of and usually place a lot of ranges, card indexing prospects that we don't sell, for our fall range sale which we have the latter part of August. We think August a little early, but we can sell several ranges at that time and get all the rest to think range for fall. We keep our follow up after them until sold or lost.

March is our month for wire fence and steel post drive.

April, paint.

May for furniture.

During June and July we diversify with any new special we may think suitable to the weather, but especially pushing oil cook stoves.

In the fall of the year we fill up our cut glass and chinaware department with any attractive holiday goods we can find and begin to advertise the new things.

We set our aim for volume for each month, striving always to beat the corresponding month the year before, ending up the year with a bang at Christmas.

Now there is one thing at least, of which we can perhaps be called cranks. That is selling kitchen cabinets. We were of the opinion that men had most everything they

need to work with, but that the women folks many times failed to assert their rights, and we found that especially true of kitchen cabinets, so we bought a full car load of them, 64 in all, two years ago, and started to advertising as soon as we bought them, telling our customers just what we had done, printing in our local paper each telegram we received regarding the delivery and pictured the car being unloaded on the siding when it arrived.

We organized an endless chain of advertising among the women which sold the cabinets. This is the way the chain works. We made everybody who bought a cabinet an agent for our cabinets, telling her that for every cabinet she helped us sell we would give her \$1, only one dollar for the sale of any one cabinet. This made them all boosters for our cabinet and every cabinet sold made a new booster.

In a few months all our cabinets were sold. Last year we sold three car loads of them. A few of these we sold to neighboring dealers because we owned them much cheaper than they, but most of them were sold to our customers.

We liked this plan on the cabinets so well that we have a full car load of high grade ranges bought for delivery the first of March, that we will have to sell for \$125 each, and we hope to sell them by the same plan.

I hope you will pardon me for speaking in such personal terms of what we have accomplished, but as I think concrete illustrations of things we know to have been done, will be more appreciated than speaking in the abstract.

We know that a well planned advertisement will bring people to our store as well as the city store. With stoves and furniture especially, we found that our would-be customer would say to us. "Well, we were just looking; we can't take it out to-day; perhaps we will be back soon." So this is where delivery comes in—we just tell our prospect, "now listen, if this suits you just let us deliver it to your very door any time you want it if necessary we can beat you home with it." We find that the delivery has widened our territory remarkably, and it is one of the answers, we think, to the problems of this new era; it is also a service the mail order house can't render. We don't advocate delivering every little thing, and just tell our trade that we can't afford to do so, but if he will make his bill worth while we will deliver it. Don't take anything off the price to get your customer to deliver it himself, for if you do you have the problem every day; just tell them you are delivering for the accomodation of your customers. Delivering has won for us.

The phonograph business has appealed to us and we stock them regularly, with a good stock of records. We find it necessary to take most of them into the home for demonstration to sell them, and also find that anybody who hasn't a phonograph in their home is a prospect for one. We follow the theory of getting a machine into their home in any way possible, just so we don't have to throw them through the window and make

8%

Does YOUR Money Earn Eight Percent?

We are offering a limited amount of Preferred Stock on which the payment of 2% January first, April first, July first and October first, is GUARANTEED by Mr. Harry Harper, Pres. of the Motor Wheel Corporation; Mr. Ray Potter, Pres. of the Michigan Screw Company, and Mr. Wm. H. Newbrough, Pres. of the New Way Motor Company, with the Capital National Bank as Trustee.

FREE from State and City Taxes.

Price \$10.00 per share, with option to purchase an equal amount of Common Stock at par \$10.00.

Our PARTIAL PAYMENT PLAN offers a simple and convenient method of purchasing this high grade security, in a company ESTABLISHED SINCE 1913, managed by successful and responsible LANSING MEN.

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LYMAN COVELL,
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Without obligation, please send me further information.

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

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the customer mad, but we don't aim to leave them in a home over two or three days. If we do we feel that we had, in most instances, just as well send the delivery boy after it without any further argument. Go into the phonograph business is our advice, if you have any way of getting them out to the homes, and if it isn't already overdone in your town. We have been in the business right at two years and have sold over \$5,000 worth so far.

We have what we call a queensware department in our store in which we carry quite a lot of cut glass and painted china as well as the plainer dinner sets and dishes. We have this attractively displayed in a twenty-foot built in buffet with mirror back ground which, with the electric lights properly placed makes a very pretty department. This doesn't make us a lot of money but here is the reason we have it. We have noticed that ladies do not naturally gravitate to the hardware store, and we think the main reason is because it is so often unattractive, so with this attractive display we appeal to the lady trade with a line that most women have a strong affinity for, and take it from us, we have many an admirer come to this department to whom we sell goods from other departments before they get out of the store. I think about \$100 built this buffet, as we call it, and if this line is not already overdone in your town, just put it in your store if you have trouble getting the ladies to come your way. Then keep the rest of your store in order and clean to correspond with the pretty dishes.

Believing there is something in store arrangement, we have changed the common order of show case and counter arrangement by putting an eight-foot case at a respectable distance back from the front door, crosswise, running a row of them down the room at right angles from this one at each end, thus leaving a broad aisle at each side of the room with an enclosure in the center. We have also placed samples of our hardware on home made doors covered with green felt, and fastened to our shelving. Our customers can walk right up to the shelving in this way and examine the samples of our goods. I know there is a fine system of shelving made that will furnish this arrangement better, but since small stores can't always afford the better kind, these doors look good, show the goods and shut off from view unsightly paper boxes of stock.

We believe that our windows are the eyes of our store and worth keeping a display of goods neatly placed in them and changed as often as possible, not over two weeks for any display and I think that is a week too long.

If we didn't believe that windows would sell goods we would take out our plate glass and sell them for \$100 a piece and board up our windows. Therefore, if windows sell goods, and create a good impression of your store, what kind of an impression will a dirty glass, a topsy turvy display that has been in for three months make? Have you ever seen a window that you thought would have looked better boarded up? Don't neg-

lect your windows; you can't afford to do so.

We feel fairly well satisfied with our 1919 volume of \$60,000 (we don't handle implements), although we have our stakes set at \$100,000 for this year, but without a pretty comprehensive set of books and records we feel that we could not do this; and if we could it wouldn't be safe to do so. Therefore as to the bookkeeping problem: We threw away our day book and got a supply of individual sales books, and make it a misdemeanor to find a clerk without one of these books in his pockets, for I know with the day book plan that one sells goods that the customer says charge and before you have finished another customer meets you and buys something to be charged and if your mind is not unusual you will fail to get many an item on the day book that you should have there, hence by the sales book plan we begin to write the items down as soon as we begin to sell them, making a complete record of our sales. That is the first step. The next is to put the cost on the ticket if possible, or describe it as accurately as possible, so the office girl can get the price if we don't have time when selling the article.

After we had formed the habit of making a ticket of every item we sold we bought a good cash register. That gives us an accurate record from day to day of our sales both cash and charge, as well as our "Received on Account," and "Paid Out." Then we religiously put every ticket into a drawer in the cash register during our day's sales just the same as we do our money.

Now we tell the bookkeeper what we want to list as in the hardware department, the stove department, the paint department and as many different departments as one may wish, which, in our case, is seven, and all that is necessary for her to do is to sort the tickets according to the department, to tell how much the goods cost, how much profit we made and by adding the invoices to the respective departments we can have a perpetual inventory of each department and of our whole store.

We can therefore tell every day, how much we sell, what our profit is, how much goods we have in our store, what our customers owe us, and how much we owe wholesale houses. By keeping such a record as this I think our banker loans us more money than he would otherwise. Now I think your National office can furnish you all the blanks for keeping these records, part of which we are using. Most of them we evolved out of a crying necessity before the National office got very extensively into the office supply business.

Now again, as to the bookkeeper. You can usually get a girl in the smaller towns for \$10 to \$15 per week that can do the work better than you yourself after she learns it and if your time isn't worth more than that, meeting people at the front door and trying to talk sales you are no good as a salesman. Our girl also keeps a card index of prospects, which as we get we drop into the register drawer on our regular sales tickets during the day, made up of prospects we may

hear of in any way and those we fail to close with. Then when business gets slow we get out our prospect list and write them a letter about it or better, get in our ford and go out and see them about it.

The things men fight over are generally the same as cats, dogs or monkeys fight over—nothing. So we don't propose fighting our competitor. We feel this way about the matter: If we can't sell an article, we would rather our competitor would sell it than anybody we know of. Many a time some of our customers have told us things on which he made a price that we didn't like, but most of the time it wasn't true, and many has been the time when I felt like going down and landing on him, but we find it much better to even suffer some seeming injustices at the hand of our competitor than to get mad at him.

Last month our competitor and myself took a trip down across the state for a few days; we slept in the same bed, ate at the same table, hob-knobbed together, and had a good time, and I think most of your competitors are good fellows if you only know them. Tom Witten of Trenton, Mo., says: "Get acquainted with your neighbor; you might like him."

Now I am down to the Farmers' Co-Operative Store question which many a small town is confronted with. I will say that the farmers have just as much right to go into business as anybody, and if they adopt business methods may succeed, but they can't sell goods any cheaper than a dealer that is onto his job, for they will have to pay clerk hire, rent, taxes, insurance, freight, light, heat, and for his goods the same as you do, and to fail to make a profit and to have to run an assessment would ruin it in a year's time so they must make a profit as well as the regular dealer, and the small difference between the prices you can make and the co-operative will make, may balance either way from time to time, therefore the co-operative has no excuse for existence if it can't show a saving, and will soon drift into the hands of a few stockholders if it does make a profit. If they can show more system and method and merchandising ability they have a right to stay and you to move on. If not, the old mill of the gods will grind them out.

Information that can't be applied to just like using a street sprinkler during a flood—it don't do any good. So I hope if I have imparted anything of worth-while information that you may apply it to your business so it may do you some good.

Now gentlemen, I want you to remember, that in your quest for the golden fleece and your days of chasing dollars to stop and reflect, for money isn't all there is in this world—that love of home, and friends, and a reverence for Him after whose like man was formed, is more to be preferred than much fine gold.

W. A. Denny.

Eliminate Waste and Thereby Increase Efficiency.

America's two great difficulties today are over industrialization and excessive foreign credits. The one makes a large foreign outlet for the

goods we produce above our needs essential to continue manufacturing activity, full employment and prosperity here. The other decreases the ability of foreign markets, already heavily indebted to us, to buy American goods. The several foreign financing corporations being formed under the provisions of the Edge act, designed to create the machinery for long term financing of American exports, may, if they are put across, aid temporarily in maintaining this country's foreign shipments, but even they cannot permanently effect a cure. That can come only through the gradual working off of the world's indebtedness to this country, a process which promises to be long drawn out at best.

Meanwhile it is a conviction that American industry will have to content itself with a smaller volume of business. Every cloud has its silver lining, however, and the comparative depression which faces our industries should accomplish more permanent good than harm. It is popular to howl at labor for the absurd policy it has pursued during and since the war, but capital and brains have just as much been slackers, although not so palpably, in this period. America's genius for devising new and improving old labor saving machinery and shortcut manufacturing methods has not been conspicuously active in recent years. Capital has not spurred this genius on as it once did, nor has it increased the horsepower behind its manpower as it once did. Great things were accomplished during the war, but they were accomplished in one direction only—that of increasing output. The whole effort in that period was essentially uneconomic because it gave only minor consideration, if any, to production costs.

The factories in America no less than American labor have got to come back to earth. Some of them become drunk from the dizzy heights to which they climbed and were clamoring for the moon and the stars. If we are able to believe the assertions of men like Jewell, who is supposed to represent an important railway union, the workers on the railroads would like the universe. It is not to be believed that he expresses the will of the average American railroad man, but the fact remains that he and other labor leaders who are trying to justify themselves to their men are putting up a stiff fight for this universe. Under less depressing circumstances men like these might win their point.

Similarly, under less depressing and not such highly competitive conditions as those now prevailing, capital, as we have to term factory management, might not be forced to mend its ways, to eliminate waste and to promote the maximum efficiency which must be the basis of true prosperity. In a word, the depression confronting American business will force out the uneconomic conditions and practices which sprung up like weeds during the war, and will place our industries in a stronger position when the time comes for full speed ahead than they ever were before or could have been so soon without a clarifying bath.



Absence makes the heart grow fonder

When you're away from home!
That's the time your family thinks
of you most and wants most to
hear from you.

It's possible, too, to have your voice
carry across the separating miles
into that welcoming home.

Long Distance Telephone Service
does it for you.

Imagine—the tingling surprise of
your loved ones at suddenly re-
ceiving your long distance greeting
—the pleasure you will take in
hearing their voices.

It's worth much more to you than
the little it costs.

Your conversation over Long Dis-
tance can readily be carried on in
a low tone; connections are made
quickly.

Next time you are out of town re-
member that you have this great
convenience at your command and
make use of it.

Give the folks at home a surprise!
Wherever you are, drop into your
home for a few minutes each day
via Long Distance Telephone.

MICHIGAN STATE



TELEPHONE CO.

“Our Ambition—Ideal Telephone Service for Michigan”



For Parents of Daughters Who Cannot Converse.

Written for the Tradesman.

She was a charming girl, about twenty years old; extraordinarily pretty and wholesome looking. She happened to be at home from college for the week-end, and I sat next to her at dinner in her father's house. There were other guests, some of them brilliant people with worth-while ideas on many subjects. Her father talked with them most entertainingly; but I noticed that his wife, his daughter, and two younger sons listened to what he said with interest and a certain air of accepting as final whatever husband and father said. More than that, they seemed to view with somewhat of disapproval, anything in the way of dissent on the part of the guests.

I tried to converse with the daughter who sat next to me. She was entirely amiable and evidently wanted to be responsive, but her contributions were few and diffident. Plainly, she found it easier to listen than to talk. I had something of the same feeling myself, for I was in the presence of men who knew what they were talking about, and what the girl's father said was well-informed and to the point. He was worth listening to, no question about that.

It took no great wisdom to understand the situation. All her life she has been listening to the brilliant conversation of her father and his friends. She has heard them talk, and it has been a delight to listen to them. I do not believe that ever in her life at home she has been under the cloud of that dreadful proverb, "Children should be seen, not heard."

But I doubt whether ever in that family there has been a conscious effort to encourage the children to have ideas and express them. The youngsters have been in the presence of a great store of information and intelligence. They acquired an unusual fund of both; but they never acquired either the opportunity or the inclination to put it forth on their own account. Such attempts as they made from time to time produced ideas often immature and mistaken, and the prompt correction of them—always with entire good nature and a desire to instruct—tended to minimize the voluntary product. It was easier, and usually more comfortable, to sit and listen.

Later I asked this father why his daughter, who had all the appearance of a most intelligent young woman, was so uncommunicative.

"I have talked to her about that," he said. "Only the other day I told her she ought to be more responsive. I said she had no right to be always

drinking in the conversation of other people and never contributing anything herself.

"She acknowledged that I was right, and said she often wished she had the gift of conversation. She said:

"I'd rather listen, Father. I don't seem to have anything that I want to say."

"She didn't inherit that from you," I laughed.

"No, indeed!" he answered. "I have always been a talker. Even when I was a little boy, if I had anything to say I said it, no matter how wise the folks were, or how foolish what I said might sound. My father—"

"Yes, your father—how did he take it?"

"Oh, I think he liked it. He used to let one get away with all sorts of nonsense; although I must say that afterward he would take me aside and show me where I was wrong."

"Possibly he had some idea of letting you get some self-confidence in general conversation, relying on time and experience to give you wisdom in the use of it?"

"I shouldn't wonder if you were right. He was a very wise and intelligent man."

Exactly. It seems to me that this faculty, like any other, buried away in all normal children, requires definite, intelligent, purposeful encouragement and training. It is a great thing for a child to have brilliant, well-informed, important parents, and to see them and hear them holding forth brilliantly. It constitutes a most important part of the "home background" that is talked about by schoolteachers and is such a help to them in bringing out what the children have within them.

Some children are more exuberant than others; to some the conversational gift comes naturally and needs little encouragement. But given a naturally reticent child and a brilliant, talkative father—the result is very likely to be at twenty a girl who would like to talk, but who never has learned how. Prudence Bradish.

[Copyrighted 1921.]

Two Kinds of Success.

There are two kinds of success. One is the very rare kind that comes to the man who has the power to do. That is genius. Only a very limited amount of the success of life comes to persons possessing genius. The average man who is successful—the average statesman, the average public servant, the average soldier, who wins what we call great success—is not a genius. He is a man who has merely the ordinary qualities.

Theodore Roosevelt.

Changes Made In Lingerie Styles.

An important feature in the manufacturing trade in women's wear today is in the various articles which come under the head of lingerie. As the actual number of undergarments that women wear grow fewer and fewer, and less and less material goes into them, they increase in importance. A woman of a few years ago wore the same styles year after year, varying only the trimming, and she always wore white. There are distinct styles in lingerie to-day, not changing with the frequency of the outer garments, but requiring constant consideration to follow the styles of the gowns under which they are worn. A woman in the business world is authority for the statement that a woman who made a pretense of dressing really well would spend about a quarter of an income of \$10,000 on clothes, and that nearly half of the amount would go into her underwear and silk stockings.

Wearing less and less lingerie, the woman of to-day never had so much of it. There is a good reason for this. To have simply a Saturday night change of clothes is as bad form as to have only a Saturday bath. The simple things that are worn are easy to tub. The office and shop girl who likes pretty things to wear thinks she is economizing when she buys silk because she can wash it herself, and she does. It took a strong-armed Amazon to handle in the washtub the heavy cotton underwear of some years ago.

It was through the heated house and the apartment that the change in women's underwear began. There was actually a time when women wore high necked, long-sleeved undervests and union suits possibly of wool. From these they went to the no-sleeve, knee length union suit and the things they wore above them began to grow lighter in weight. That was when heat began to be general in houses and people began to live in well-warmed apartments where there was a better average of summer warmth in winter than during the actual hot season.

But what the heat did not do the slip on gown did. They began with this in France some seven years ago. America began to use it about two years later. It wouldn't sell at that, at first, but afterward it acquired a great vogue. With it came the slip-on blouse and all the garments under it slipped on in the same way.

Behold now the woman with the slip-on wardrobe. There isn't much of it, it has grown less and less in bulk and shorter and shorter, but it hasn't a button or a band except the elastic band which holds anything that needs holding around the waist. The finest of soft silks and crepes are the materials, they are marvels of simplicity and of color.

Black is the color for outer wear, and it is a relief in removing it for the woman to catch a glimpse of herself in the mirror in soft pink, blue or orchid. The woman who wears gray outer garments often likes to wear the same color underneath, and there is a quaint bright shade of red that comes from England which is not as usual, but has its devotees.

There has been much discussion of

the frivolous young thing who removes her corset in the dressing room before she goes in to the dance. This makes the frivolous young thing smile. She couldn't remove her corset, for she has none. It is a long time since she has worn one, and it is ten chances to one that her mother and even her grandmother have followed the example of the frivolous young thing and do not wear them either. Gone, too, is that one-time emblem of modernity, the envelope chemise, for those who would be smart in their under dressing, and gone is the knicker. The latter is now a thing of the yester-yester year.

What is offered for the well-dressed woman now is, first, a little vest chemise of the silk with straps over the shoulder. It is very short, reaching hardly half way to the knee, and the little pantalon which slips on with an elastic band is so short that it cannot be said to have a leg to stand on. It, too, is of the greatest simplicity. There is a smart and useful little garment, a brassier chemise, tight across the bust and fuller below, which is practical and useful. With the slip-on gown there may be a very soft scant slip of satin with straps over the shoulders.

It can go into the tub every day if desired. The little vest chemise and the pantalon may be of white linen, each with a trimming of narrow lace.

In her night wear, the girl of to-day has actually gone back to a style of her great-great-grandmother, who wore what she called a bed chemise. That was probably a very heavy linen or cotton which the girl or woman of to-day would not consider, but it was low in the neck with no sleeves or short ones, and it reached a little below the knee. The smartest gown for the night now is short of dress-skirt length. It may have a short sleeve or more likely it has none. It is very simple of silk hanging straight, but there is, perhaps, a little band of the silk, held at the waist line under the arms by straps, which ties. A pretty French model has a band of thin white at the top and lower edge. Handkerchief linen gowns come in colors and have the little touches of embroidery in color such as is found on the smart little colored French handkerchiefs of to-day.

One of the things that has been eliminated for night wear, and which was used to some extent for a time, is the woman's pajamas. Only a very young girl will wear these now, and she wears them short.

New Kind of Silk.

Discovery has been made of a process by which the muscular tissue of horses and cattle can be converted into silk—a use being thus found for condemned cows and horses killed because of accident or old age.

The flesh is softened by saturating it in liquid, which separates the muscle fibers by dissolving the substance that holds them together. Then it is soaked in another liquid, which strengthens the fiber and gives them a silky character.

Silk thus obtained can be rubberized and made waterproof by soaking it for some hours in a bath of rubber.



Work Gloves with a National Reputation

Considered from all angles, Boss Work Gloves are ideal merchandise for dealers to sell.

First of all, their quality is ace-high—the only kind most dealers care to handle. Then, the profit per sale is good, and the turnover fast. Now consider that Boss Work Gloves need no missionary work to sell them—the advertising has done that. Practically everybody in America knows Boss Work Gloves. And every day, thousands of new customers buy them. These are mighty good reasons for carrying Boss Work Gloves.

But add this to the list of Boss qualifications—every man, woman, and child with two usable hands needs Boss Work Gloves. Have you as large a list of prospects for any other article? The complete line of Boss Work Gloves will meet every work-glove request. Stock the line in sizes for men and women, boys and girls, and in ribbed, band and gauntlet wrists.



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

THE BOSS MEEDY—best quality, medium weight canton flannel.

THE BOSS HEVY—very best quality, heavy weight canton flannel.

THE BOSS LETHERPOM—heavy canton flannel with tough leather on palms, fingers and thumbs.

THE BOSS JERZY—highest quality cotton jersey cloth in many colors.

THE BOSS XTRA HEVY—finest grade of extra heavy canton flannel.

THE BOSS WALLOPER—highest quality, heaviest weight canton flannel.

THE BOSS TIKMIT—Roomy mittens made of ticking that wears like iron.

THE BOSS ELASTO—strong canton flannel. Made by a patented process in one weight only.

The Boss Line includes highest quality leather palm, jersey, ticking, and canton flannel gloves and mittens.

THE BOSS MANUFACTURING COMPANY

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

BOSS WORK GLOVES

Merchants Warned Against Female Bogus Check Artist.

Lansing, May 17—In the summer of 1918 a bad check artist, who used a different name in each place, operated in Michigan. The seat of her operations that year were Ypsilanti, Ann Arbor, Port Huron and Bay City. She cashed worthless checks during that year to the amount of several hundred dollars that we know of and went from Michigan to Wisconsin and Minnesota, where she conducted a similar profitable business.

On August 11, 1919, I issued a bulletin to all of the members of the Michigan Retail Dry Goods Association with this heading

"Watch Out For This Woman" describing her personal appearance. During this season she worked in Saginaw and vicinity and from there to Grand Rapids and Muskegon. Again in June, 1920, she operated in Kalamazoo and Battle Creek, and immediately, early in June, a bulletin was issued to our members, warning them concerning her activities in Kalamazoo and Battle Creek. Immediately afterwards she transferred her seat of operations to Petoskey and vicinity and went away from there with about \$1,700 which she secured by passing worthless checks.

On July 9, 1920, I issued a bulletin with a circular from a detective agency offering \$100 reward, giving her picture; also a list of names which she had used in her forgery operations. The name used, however, is of no account, because she changes it in every place she goes.

It would seem that the credit department in every dry goods store in Michigan would be on the lookout for her, but to add to the mystery she appeared in Lansing and Owosso during the first week of May and walked away with several hundred dollars more. I do not like to give the names of the prominent merchants in Lansing and Owosso who are victims this time. The list, if given, would contain several familiar names. It would seem that, after all of the warning that has been given, this woman at least could not work the same scheme over and over again for the fourth season.

Our merchants either do not read their bulletins or if they read them, lay them aside carelessly and forget what they contain. There should be in the bulletin files of many of our members the picture of this expert check artist that was mailed to you last July.

One More Warning.

Swindled Lansing and Owosso merchants on checks amounting to about one thousand dollars. Age, 32 to 35 years, height, nearly 6 feet; weight, about 135 pounds. Very slender, dark eyes and brown hair. Very convincing talker. Makes it a business at first to "get acquainted," especially with office help and cashiers. She is accompanied this year by a man, two small boys and a small woman of slender build as a nurse maid. She opened an account at a local bank at Lansing in the name of Virginia Wainwright. She then proceeded to purchase merchandise and give checks.

After a few days getting acquainted, she rented a cottage at Pine Lake resort, a few miles East of Lansing and between Lansing and Owosso, and transferred her account to the Haslett Bank. This account she withdrew the day she worked her swindle game, passing checks amounting to about one thousand dollars.

She patronized men's furnishings in her purchases for her boys and passed one check at the American State Savings Bank here. She wore very short skirts and dressed conspicuously—a sailor hat, rough braid with blue and green band, brown suede pumps and brown silk hose. She assumes a free and easy, confidential and intimate attitude toward everyone—very voluble, bold and forward. She is wanted in many cities and rewards have been

offered for her arrest. A warrant has been issued for her by the Haslett Bank.

The Michigan Retail Dry Goods Association also offers a reward of \$100 for her arrest.

Last year she worked exactly the same scheme by renting a cottage at Gull Lake, withdrew her accounts from the Kalamazoo and Battle Creek banks and deposited them in the Augusta bank. We would advise our members to notify their local business men's organization and also use your telephone and notify all of the dry goods and clothing merchants in your community. If she continues to operate in this State, it should not be so difficult to have her arrested. At any rate our members should begin to learn how to deal with unidentified persons who wish to get their checks cashed. Jason E. Hammond,

Mgr. Michigan Retail Dry Goods Association.

Adrian Merchants Experimenting With Co-Operative Mailing List.

Adrian, May 17—Use of co-operative mailing lists and equipment is the experiment in trade extension being tried by eight retail merchants of Adrian, attempting to widen their trade territory.

The eight business firms—a bank, a hardware store, a drug store, two dry-goods stores catering to different classes of trade, a furniture store, a shoe store and a feed merchant—are establishing a mailing list of 5,000 or more names. As soon as the list is prepared, an office will be opened, mailing and addressing machinery installed and through this office the direct-by-mail advertising of these merchants will be handled.

The plan of issuing a combined trade bulletin or house organ was discarded, as it was believed this medium would not justify its expense as compared with newspaper advertising. Under present plans, each piece of direct mail matter will be handled separately, and there will be no indication to the recipient that the letter did not come direct from the advertiser.

Installation of modern mailing equipment and employment of a manager to maintain the list of names, keep it up to date and arrange it with proper indexing, so that any given piece of advertising may be sent to the more likely prospects on the list, with an accurate check of results from each part of the list, are essential, these merchants believe, but too expensive for one store to maintain.

An interesting feature of this development is that direct advertising schemes of this character usually result from failure of local newspapers to obtain sufficient circulation, but in this case one of the best local dailies in the country, with a circulation of more than 10,000 in a city of 11,800 and a county of 50,000 may be said to cover the field completely. All merchants entering this plan are already using newspaper space liberally, and say they do not expect to reduce this form of advertising, but feel that for certain purposes the more personal touch of direct publicity is required.

The service to be given by this co-operative plan is similar to that of the letter shop in larger cities, except that more personal attention to individual wants is expected in this case. Adrian is not large enough to support an independent letter shop, but the co-operating merchants believe that the slightly increased expense will be amply repaid by results.

The Best Firm.

A pretty good firm is Watch & Waite, And another is Attit, Early & Layte; And still another is Doo & Dairet; But the best is probably Grin & Barrett.

Some men will eat thirty different kinds of food at one meal and then hold the olives responsible for their indigestion.

Golf Playing Consists of Rules and Profanity.

In undertaking to master the game of golf my first discovery was that golf isn't a game, but a language. Ninety-nine percent of the thing is profanity and rules. Being of Scotch origin, to which the Jewish followers of the game have added a liberal supply of Yiddish idioms, you have to learn the language before you can learn the game, and when you mix the Scotch dialect with the Yiddish you get a result that is hard to negotiate in English literature.

The rules that govern the game are as exhaustless as the Mosaic laws. It seems that the guys who made the rules forbade everything they could think of, so the only thing a golfer is permitted to do freely is to swear. He must first memorize the rules, and then if he can think of something that isn't forbidden, he may do that. The sole idea seems to be to hit a little white ball with a stick, and then go and see if you can find it. Between hunting for the ball and cussing the caddy, the golf devotees say they get a fine thrill out of the thing.

For three or four miles I followed the players, trying to see what it was all about, and failed utterly. I didn't play, but only rubber-necked. Not knowing the rules, and not giving a dam about them—for I despise rules as much as I hate grammar—I was always standing or going or looking where the rules said I had no business to stand or go or look. It was all just about as interesting and inspiring as a cold fried egg three weeks old.

A golfer's equipment, outside of his vocabulary and rules, consists of temperament, idiotic clothes, some sticks with crooks on the end, a few innocent little rubber balls and a caddy. The caddy's job is to supply an excuse for profanity. Many women get married so as to have some one to lay the blame on, and a golfer is accompanied by a caddy for the same reason. To have something at your elbow to swear at is the only redeeming feature of the whole proceeding that I could see. I often want to swear, but not having a caddy to absorb the shock I am never quite out of ammunition; but a golfer's supply of profanity is entirely exhausted by the time he gets around the grounds.

Just why it is necessary to have so many kinds of crooks on the ends of sticks to hit one measly little ball I do not know. With a single cue a billiard player performs miracles with three balls, but it takes something like twenty sticks for a golfer to beat one poor little ball around the lot.

The ball is constantly being knocked where the player doesn't want it to go, and it gets into bushes, briars, weeds, grass, ditches, compost piles and pig pens, and you have to have a different kind of stick for each kind of place where the ball goes. Every once in a while somebody thinks of a new kind of crook to put on the end of a stick, and then another style of stick is added to the golfer's equipment. In this connection, a brilliant idea occurs to me. Why not take the Chinese alphabet and fasten each letter on the end of a stick, and then you will have an equipment that will

drive the ball from the bottom of a hog wallow?

It is quite interesting to watch a player select a stick to hit the ball with when it goes into a dump or an ash pile. He generally picks the wrong stick, makes a muss of the play and then raises hell with the caddy.

This was my first game of golf and my last. Where the lure of the thing comes in I failed to see. Anything that is more rules than it is skill will never get my support. I much prefer to chop wood, where I get the same muscular exercise—and I get a pile of wood as a result of the work. In golf you get the exercise, but no visible result. It is a sad waste of time, temper, effort and money.

The picture of Abraham Lincoln splitting rails is a million times more uplifting and inspiring than a picture of Harding hitting a little white ball with a big crooked stick. "Progress," so called, has made work so unpopular that the chief ambition of the men of to-day is to avoid it. The idea that it isn't nice to sweat unless you do it on a golf course is what is undermining civilization. If the energy wasted on golf courses were put into cornfields and potato patches, the cost of living would be visibly reduced.

Frank Stowell.

Atmosphere.

"Clarence," said the old farmer to his son, "remove those trousers and put on an old pair of overalls. Replace that cap with some old straw hat with the brim torn off. Leave your wrist watch in the house. Instead of using the tractor to-day, you may cultivate corn with that old single-shovel, one-horse cultivator that the museum has been trying to buy from me. And take a few straws to the field to chew."

"Aw, I say, pater," protested the young man, pausing in his job of repairing the farm dynamo, "where do you get that antique stuff? You aren't thinking of going in for cartooning are you?"

"Not at all. A moving-picture concern has paid me a thousand dollars to shoot a few scenes of what they call typical farmers. We mustn't disappoint them."

A Billion Dollars.

Nowadays we are accustomed to think in billions. Anything less than a billion dollars does not seem a very great sum.

Nevertheless the human mind is not able to grasp the idea of a billion, speaking numerically.

One gets the idea better if it be realized that one billion dollars' worth of coin silver would make a cube nearly fifty feet on an edge. If this quantity of white metal were minted into dollar pieces and the latter were placed in a single line as close together as possible, they would stretch all the way from New York to Key West.

If you are worth your weight in silver that would not make you rich. The weight of a 180-pound man would be balanced on the scales with \$2,500 worth of coin silver. His weight in coined gold would be worth only \$40,000.

The Young Man's Problem.

Thousands of young men are wrestling with a serious problem this spring, as other thousands did in former years. They are old enough to marry, they want to marry, they have girls ready to marry them, but—they cannot figure the income to provide and furnish a home, even rented quarters. This is by no means an unusual condition, nor a pleasant one to contemplate.

Forty years ago one dollar would buy a neat white shirt with a linen bosom and cuffs. Now many men pay one dollar to have their initials stitched on the sleeve of a shirt. Under normal and wholesome conditions the young man of marriageable age is learning to make his own living under some sort of employment. Love for some fine girl dawns on his life, and there he is. Maybe he has saved a thousand or five thousand dollars, well invested. The income from it may be \$80 or \$400 a year, but it is fine insurance, and he shrinks—very properly—from using this principal to finance a wedding.

What shall he do? His girl, let us imagine, is used to a comfortable living, good clothes and leisure. She shrinks from cooking and house-keeping, or even flat-keeping. What he does, usually, is to wait with a gnawing heart. It is too bad. Everywhere are bright, capable youngsters caught unprepared for their finest experience. Is it not time to teach them to insure their happiness by forethought? to train them to buy a suburban lot, or a house, as an investment, and pay for it with their savings before love strikes them? There is enough spent for candy, for automobile drives, for theater tickets, for fine raiment, for club accounts and for other unnecessary things, by young men between twenty and twenty-five, to put them in a position where marriage will mean no strain on their resources—where their hearts' desires may be fulfilled without fond hopes long deferred.

In cases where this thought comes too late, there is one last resort, one supreme test. It is to put the matter up to the girl, cut out all unnecessary expense, marry poor, work, save, and forego pleasures that cost money until later years. If the girl cannot see it this way, if she is unwilling to marry except on a well financed scheme, it will be better to call it off. The divine emotion is not in her heart, and where this is wanting, marriage is always a mistake, regardless of other considerations.

Plant Walnut Trees.

Make Arbor Day a day for general planting of black walnut trees. The United States Department of Agriculture suggests that these trees are fitting memorials to our soldiers from the prominent part that they played in the world war. The wood was used for gun stocks, airplane propellers, the nut shells contributed carbon for gas masks and the nuts themselves were used in sweets and delicacies for the boys at the front.

An additional reason for this planting is that, of course, our stock of black walnut has been seriously depleted. It is said, too, that the Ger-

mans, with their usual foresight, had for forty years back been buying up the supply of black walnut from the head of the Ohio river to New Orleans. About 1900 it was announced that the wood was to be used for gun stocks—but there was to be no war!

The Forestry Bureau computes that we are using up our forests four times faster than nature can renew them and that certain regions in the East are almost denuded; and fires, care-less lumbering and failure to protect the new growth have added to the scarcity caused by the war.

The black walnut, like the locust and cottonwood, is adapted to a sandy soil; it grows quickly and is a valuable factor in reclaiming sandy areas. The tree is a close relative of the butternut; the wood is light in weight, fine grained and beautifully shaded. The trees in every way would be fitting memorials to our brave lads.

So many of our chestnuts and locusts are dying off that we should plant and plant. And Arbor Day would make the planting Nation-wide.

Frances Irvin.

Bloody Bleeders of Union Labor.

No wonder Governor Allen of Kansas and his industrial relations court are unpopular with labor leaders. Those "hard-faced" soft-handed rascals," as Governor Allen calls them, are taking \$50,000,000 a year from the organized workmen of the country—the secretaries of labor unions alone pinching that great sum from the wages of laboring men, to say nothing of the horde of busybodies, meddlers, strike fomenters, "business" agents, walking delegates, black-mailers, slug-gers and plain murderers of the unions who get their fat pickings from union treasuries.

If the Kansas plan were adopted all over the country all that mischief and waste would be stopped. The state would arbitrate labor troubles. But—a great army of never-work union officials would have to go to work and earn an honest living. No wonder they shout against the Kansas plan and the Kansas Governor until they turn purple—from the infamous Gompers down.

Our Memorial Day.

Kalamazoo, May 17—Would it not be possible to do something to keep more sacred our National Memorial Day than as a holiday for all sorts of sports, picnics, outings, etc.? Not two out of a hundred persons ever spend the day in the proper spirit as a day to honor the men who saved and made us the great Nation we are. The day dawns and the people are astir early. They are off on all kinds of pleasure, and rarely even give a thought as to the meaning of the time or attempt in any way to honor those for whom it has been set aside as a holiday.

I think it would be a good thing if the American Legion would take up the subject and impress upon all its members the importance of a proper observance of the day, and through its influence it might induce the proper respect for the day in the way of observances. George T. Grier.

Before doing that little mean thing to irritate your competitor, don't overlook the possibility that it may make him feel like working his head off to beat you at your own game.

SUCCESS AND ENTERPRISE

usually go together.

The enterprising man is always willing to investigate anything that tends to improve his business and save him time, money and energy, and he wins out.

The man who succeeds, does so because he knows something that the other fellow does not.

Do you want to know all about our system and method of handling charge accounts through our new fire-proof Credit Register, as used by the leading merchants throughout the United States? Alright; then send for our literature. It describes and illustrates our system and will teach you the best way to get the most done with the least effort. It is free.



THE THOMAS-PETER CO.
(Dept. C)
CANTON, OHIO

Patented-Fireproof

Your Citizens Phone

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

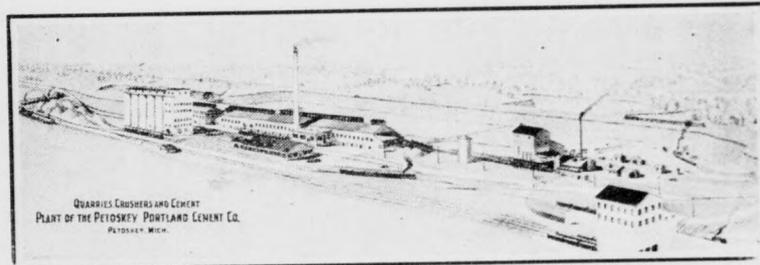
117,000 telephones in Detroit.

Direct Copper Metallic Long
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CITIZENS TELEPHONE COMPANY

**PETOSKEY
PORTLAND
CEMENT
COMPANY**



Now producing a high grade, uniform, dependable Portland Cement from the famous Petoskey Limerock which has very successfully been used in cement manufacture for the past fifteen years.

Shipments by rail or water.

Dealers send in your orders and secure agency.

Petoskey Portland Cement Co.
General Office, Petoskey, 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.

Can Clothing Be Sold Like Life Insurance?

Were the word "clothing" substituted for "insurance" in a booklet issued by a certain life insurance company to its embryonic solicitors, the instructions could apply to any clothing salesman who might decide to go after retail business outside the store. The instructions would read: "It is not the long-winded argument on clothing that sells it, but the salesman's knowledge of human nature and his ability to say the right thing to the right man. Clothing is largely bought on the confidence the buyer has in the salesman—he should understate rather than overstate. The salesman who keeps a systematic list of prospects always has some prospects to go and see. Always canvass the new men you meet whether on your list or not. It is better to see new men than to continue going after prospects who have become used to turning you down. Let everyone know that you are a clothing salesman. Many a sale has been lost because the salesman talked too long. If your prospect is signing letters or looking out of the window, concentrate your mind on getting his attention. Even when you have the man's attention, it is a good idea to go over the same point three or four times. Often an interview is best handled by letting the customer do most of the talking. Talk slowly, clearly and quietly. Give your prospect time to analyze what you say. Listen carefully to his objections. Read the newspapers; it will help you to talk in an interesting way. When a man says he does not want any clothing, don't give up. Change the subject; talk about something that will interest him and you may get a chance to come back to the main topic. At any rate, you can leave the matter so that you can come back to him later. Do not run down other companies, talk about the good points in your proposition. When you cannot close a prospect, try to get his promise to see you later, and enter this in a notebook. Every man, great and small, has at times felt discouraged about the possibilities of making a success of business. The remedy is to work a little harder and associate with successful men in your line of work."

Mr. Grenville Howard, of the New York Life Insurance Co., says: "The average man knows little about clothing and would rather buy from a friend whom he can trust than place

himself at the mercy of a total stranger. If the clothing canvasser has a good house back of him and a good personality he cannot lose dignity by seeking business. Such a method would save many a business man from going to the store. A clothing salesman could carry samples with him and create business. Whether the prospect wants to buy clothes or not, he always needs them, and there is ever the possibility of swinging customers to the store."

The insurance agent watches the records of births, deaths, promotions, weddings, and many incidents that affect the social and business life of his prospects. The clothier might take a cue from him.

Value of a Wide Acquaintance.

The big chain stores formulate certain selling rules for their clerks. A clerk is told to say "Thank you." Also to learn to call as many customers as possible by name. Human nature, as the philosopher says, is very human. The other day we saw a lady, resplendent in furs and feathers, steer an equally fashionable friend up to a certain counter in a very large department store.

The girl attendant said: "What can I do for you to-day, Mrs. Blank?"

And Mrs. Blank's friend, visibly impressed, exclaimed: "Why, she actually knows you."

Mrs. Blank was pleased. "Yes, she knows me," was her rejoinder, "and Miss Wombat is a nice girl, too. Understands her line. Always ask for her when you want anything at this counter."

"I'll do that," declared the other lady. "I've been coming to this department store for years, and nobody knows me."

So three people were happy, the girl clerk and the two lady customers. You know how it is, yourself.

You go into a busy store. You are waited on by a polite clerk. The goods are right, the prices are right, the service is beyond criticism. Yet you are only one of a thousand customers. Nobody knows you. You go into a store further down the street. The clerk hails you by name. He knows you.

Doesn't this give you a pleasant feeling around the heart? Of course it does.

It pays to know people. You may offer a customer every courtesy. But if you can call him by name you will make a hit with him that can be made in no other way.

Whom do we like in life?

The people who like us.

This is only natural, and human, and to be expected. A man can hardly have a warm feeling for one who takes no apparent interest in his welfare.

But how quickly he responds to a friendly greeting.

It isn't difficult to get to know people. Nor is it difficult to take a really friendly interest in their affairs.

It is a simple secret, and yet it isn't used overmuch. To an ambitious clerk in any line we say this: "Get to know people.

Get to know people. It works two ways. Plenty of people will know you. Some of them will be prominent. Build up an acquaintance.

This is a valuable business asset.

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



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



Store and Window AWNINGS

made to order of white or khaki duck,
 plain and fancy stripes.

Auto Tents, Cots, Chairs, Etc.
 Send for booklet.

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"The Quality School"
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 110-118 Pearl St. Grand Rapids, Mich.
 School the year round. Catalog free.

TAKING INVENTORY
 Ask about our way.

BARLOW BROS. Grand Rapids, Mich.

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 GRAND RAPIDS, MICH.

STRAW HATS

Create a demand for Straw Hats in your locality by showing a new line.

We have them in various styles and prices.

Boys' Chip and Palm Straw from \$1.75 to \$2.75 doz.

Men's Peanut and Palm Straw @ 2.50 to \$4.25 doz.

Children's and Misses' Peanut and Fine Straw Hats:

White @ \$3.12½ to 9.00 dozen.

Black and Navy @ \$6.00 to \$21.00 dozen.

Write us for a Sample Dozen.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Another "hit" by "The Men's Wear House of Michigan"

Tom Wye

Knitted Garments, Coats and Vests for Men

The "last word" in high class Knitted Wear.

Now on the floor in 12 distinct patterns.

Exclusively distributed from Grand Rapids by

Daniel T. Patton & Company

GRAND RAPIDS

59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

In Honored Memory of Our Soldier Dead.

Grandville, May 17—As we approach another Memorial Day our thoughts wander back to that time when war's alarms rang throughout the land. "Sumpter has fallen!" Men gathered in groups questioning in awed tones as to what the new President would do.

Many were outspoken in their declaration that he would never dare call for troops to coerce a Southern state. The situation was perilous, new conditions confronted the country and there were no precedents to fall back upon. The gaunt backwoods country lawyer had, indeed, a serious problem confronting him which he met with the calm dignity befitting the high office to which he had been but recently elected.

Lincoln's answer to the guns on Sumpter was his clarion call for men to subdue the insurrection rearing its head in South Carolina. Once before this same commonwealth had threatened to withdraw from the Union because of Federal tariff taxes. General Andrew Jackson, then President, nipped the rebellion in the bud so that it remained for one who came after to grasp the nettle danger in his hand and crush it.

The guns of Sumpter ushered in the greatest rebellion the world had ever known. Four years of blood and treasure were emptied into the pool before peace again dawned and the triumph of a republican form of government was assured.

From this great struggle arose what is known as the organization of the Grand Army of the Republic. No such body of men, on such a grand scale, had ever been known. The G. A. R. was an institution which stood alone as the one big, patriotic society that included every man who wore the blue in that struggle to keep Old Glory in the sky.

Memorial day sprang from the desire to recognize, on the part of the American people, the patriotic services of those men who bore the brunt of battle in defense of home and country. Since then the organization of returned soldiers has become a mere remnant, the passing of time thinning the ranks more rapidly each year until soon the time will come when the last man who followed the banners of the Union will walk alone in faded blue, his steps, mayhap, steadied by the arm of a boy in khaki, to lay a last tribute on the grave of a dead comrade.

All honor to those boys who donned the army blue in 1861-4 to save and make forever free the country founded by Washington and preserved by Lincoln. When the last lone soldier of the Union passes over, when the last reveille is sounded, there'll be tears for the dead, yet a hope ever growing brighter that beyond this life, somewhere on the golden shores of eternity, these men of the G. A. R. still live to enjoy the fruits of their patriotic ardor in defense of our American Republic.

When the cruelties of the old Spanish Inquisition again operated its damning work on inoffensive citizens of a neighbor people, the United States once again entered the lists in defense of our common humanity, and the war with Spain resulted. "Remember the Maine" was the war cry which animated our soldiers of the line. The outrage of blowing up the Maine no doubt served to precipitate the war against Spain.

The "Yankee Pigs" were not long in demonstrating their ability to fight as well as talk. A war lasting hardly three months served to humble the haughty Don, marking a new era in the fighting abilities of the American soldier. From this short, sharp conflict a reunited America sprang. North and South alike now decorate the graves of their dead in unison, the old rancor of sectionalism having, let us hope, been buried forever.

When the last survivor of the armies of Grant and Sherman passes on, the Grand Army of the Republic will be fitly represented by the Spanish war veterans, and by the men of that other, larger war, which served to change the face of the civilized world, exiled the greatest military monarch of the age and humbled the mighty German nation as no other nation in history has ever been humbled before.

The men in khaki who were in at the death of the mighty Hohenzollern are with us now; that is, those who did not leave their bones in foreign soil as a mark of what America has done for the salvation of human liberty. For a generation yet to come and longer these later soldiers for liberty will march each Memorial Day and lay wreaths of flowers on the mounds in our various cemeteries which cover our noble soldier dead.

Memorial Day is the most solemnly sacred date in all our history. To observe this in a fitting manner has become a sacred duty which every schoolboy and girl looks forward to with that kindly feeling that animates one when standing by the open grave of a dear friend. It is with solemnly thankful hearts that we as a people lay our offerings on the graves of America's soldier dead.

While here in the United States these ceremonies are being performed, across the ocean there are many graves of America's fallen heroes which will come in for loving adornment. The French owe much to this country, and the time will never come when it will be safe to sneer at America's dead soldier boys in the presence of a son of France. From the days of the Revolution down to now America and France have been the best of friends. The hiatus in this feeling during the Civil War was not because of a French change of heart toward the Western Republic, but rather because of the overweening ambition of the Emperor Napoleon who ruled the French of that day. May 30, 1921, should be the most widely observed Memorial Day in our history.

Old Timer.

Atmosphere in Men's Clothing Advertisements.

A determination to sell a good grade of merchandise at a fair price, but to emphasize at all times the merchandise and not the price is the secret of the success of the men's department in the store of Joseph Horne & Co., Pittsburgh. This idea of emphasizing the merchandise is at the bottom of the advertising campaign. Each advertisement, and each series of advertisements, is directed toward some one class of men with the idea of bringing this thought home. There are advertisements for young men, for old men, for business men, for fat men, for slim men, and for all types, styles and conditions of the male sex but no advertisement is run just for and advertisement. The cuts show real, live, breathing men, show them in action, show them as they live, not merely a suit of clothes hung on a dummy. The pose of the figure is natural. The word "sale" does not enter into the campaign. The term "markdown time" is used instead. In building up this atmosphere much care is taken about the full truth and it is presented in a natural unaffected way. Its effectiveness is made not only by what is said but by its atmosphere.

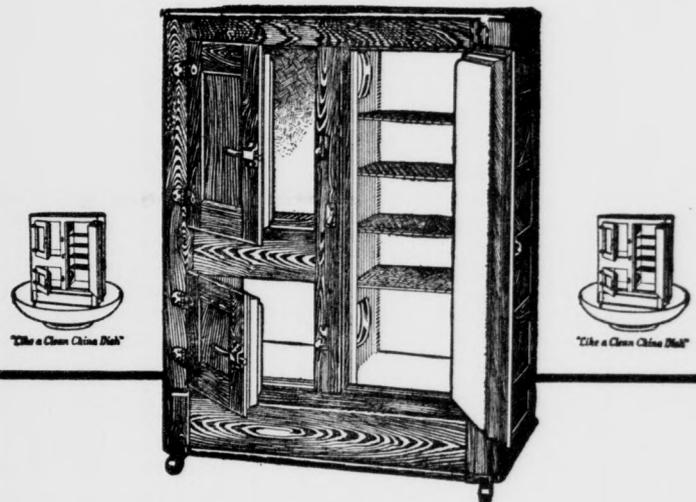
Approves of Mr. Judson's Talk at Cincinnati.

Shelby, May 17—I have just been reading the address of Mr. Judson, printed in the Tradesman last week.

It is so sane and sensible that I think you have done well to reproduce it for the benefit—I might well say information—of your readers. It is based upon a comprehensive understanding of economic laws and is a clear and understandable statement. Not that Tradesman readers need this sort of sound reasoning more than others, but they are lucky to get it. There are so many foolish remedies being suggested as a panacea for present conditions that to read an address marked by such sound sense is surely most heartening as well and enlightening. Harry M. Royal.

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.

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.



Come See Our Display of Refrigerators at Popular Prices

If you plan to own a refrigerator this season, now is the time to get posted on values.

A good refrigerator will repay you its cost in saving foods, in keeping the milk and butter fresh and cold.

We recommend and sell the famous Leonard Cleanable Refrigerator, made in styles and sizes to fit every purse.

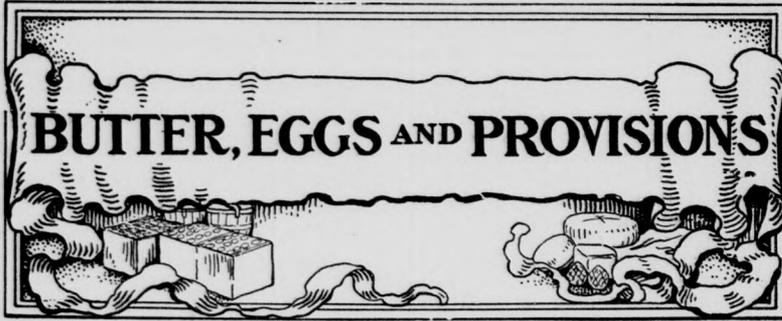
The glistening one-piece porcelain food chambers of the Leonard Cleanable Refrigerators, the Leonard patent trap, the ten walls of ice-saving insulation, and many other Leonard patents not found on any other refrigerator, are worth seeing before you buy.

See them today in our refrigerator display.

See our Grocers Refrigerators

Send for Catalogue and Prices

H. Leonard & Sons
 GRAND RAPIDS, MICHIGAN



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.

Handling Beans Through Wholesale Brokers.

Lansing, May 17—During the past month a number of bulletins have been issued dealing with the subject of consignments and we hope that nothing has been said which would in any way reflect against brokers who are following legitimate recognized brokerage business.

The question of the elimination of the wholesale merchandise broker has been receiving a great deal of attention in the Southern Wholesale Grocers' Association. The following is quoted from a bulletin issued by the President of the Southern Association on March 24:

"Accordingly, it is of highest importance to a proper understanding of the attitude of the wholesale grocer toward the wholesale broker that it should be made clear that in almost every communication passing over our desk from a wholesale grocer on this subject, distinction has been made between the wholesale broker who functions as such in fact as well as in name, and the "so-called" merchandise broker who is half broker and half jobber—the class who during the operations of the Food Administration found it necessary to operate under two licenses, one as a wholesale broker, the other as a wholesale grocer. The interest of this organization with its constant regard for economic food distribution in the interest of the public is centered both on that class of broker referred to for convenience sake as the "legitimate wholesale broker," as well as the camouflage broker, and it is our purpose, of course, to give attention in this and following bulletins to both classes of the brokerage profession."

In reply to bulletins regarding the importance and necessity of the broker hundreds of letters were received. The sentiment expressed was practically unanimous that the broker was very essential to the wholesale grocery trade so long as he functioned in a legitimate brokerage way, but many letters expressed disapproval of the broker who became a semi-jobber. From one of the letters we quote the following:

"We acutely disfavor the pseudo merchandising broker, who abuses the ethics of the game by becoming a semi-jobber. However, we should not judge the profession by those who fail to live up to its ideals, and we feel that the Southern Wholesale Grocers' Association would be championing a worthy cause if they would cast their lots on the side of the legitimate broker, but they would fall short of their responsibility if they did not equally resist the abuses of this worthy profession."

This very fairly expresses the consensus of opinion on the subject. In eliminating the practice of consigning beans, we are therefore removing the temptation for the legitimate broker to become a semi-jobber and compete

with the wholesale grocer in the sale of small bag lots to the retail trade.

Inspections in April, as shown by certificates filed in this office, totaled one hundred and fifty-one cars.

We have reports from fifteen jobbers of the number of cars shipped by them from the State which were not sold to other jobbers. These reports show a total of five hundred and sixty 40,000 pound cars.

Frank B. Drees, Sec'y.

Recipe for Making Souse.

Souse is made from pigs' feet, hocks, snouts, skins, hog cheeks, etc., thoroughly cooked, spiced and later placed in pans and covered with a mixture of gelatine, lemon juice and vinegar. Take 50 pounds of hog cheeks or knuckles, 50 pounds of hog snouts, 85 pounds of a gelatine solution made with 10 pounds of dry gelatine, $\frac{3}{4}$ pound of such spices as pepper, whole cloves, allspice, etc., and 8 ounces of lemon juice. The meat should then be cooked for three hours at a simmer (190 to 200 deg. Fahr.) until it falls from the bones. After this remove the bones and cut the meat by hand and mix in the spices. Place the meat in pans, usually about 6 pounds to the pan, and pour over it the mixture of gelatine, lemon juice and vinegar. Next allow this to cool and harden, after which it is ready for the trade and can be eaten without further preparation or cooking. Sometimes the jelly is made by thoroughly cooking cleaned hogskins, but there the difficulty lies in getting a clear product.

Reason For Oiled Wrappers.

Wrapping apples in oiled paper has been found to cut down or prevent apple scald. As a result of government experiments a great many fancy packed apples are likely to go to market this year in oiled instead of plain wrappers. This will prevent heavy loss in storage and during transportation. The scald is caused by gases given off by the apples, and contribute to the flavor. Manufacturers are preparing to market an oiled paper lighter than that which was used in 1920, and which was prepared for other purposes. This paper will take the place of ventilation, where ventilation is hard to arrange for in shipments.

Varying Brands.

"Mister Grocer, I want some of the strongest and jazziest coffee you have."

"Here's some of the brand that Dempsey drank before he knocked out Willard."

"Yes, but I'm going to a whist party."

"Ah, then! Here's the kind Macaulay drank before he wrote 'Horatio at the Bridge.'"

E We Buy E We Store E We Sell EGGS EGGS EGGS 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

Pineapples Pineapples
Red Spanish Variety
The Best Pines For Canning

We strongly urge you to anticipate your requirements as the season is in full swing.

Mail, Phone or Wire us your Order.

We are Direct Receivers and our Price is Right.

M. J. DARK & SONS
 Wholesale Fruits and Vegetables Grand Rapids, Mich.

Michigan Outstandings Decrease in March.

The average of outstandings in March as reported to D. J. Buck, secretary of the Michigan Wholesale Grocers' Association, show an average percentage of 75.34 as compared with 85.42 for February and 87.49 for January.

The statistics for March follow:

1.....	37.00	19.....	73.00
2.....	41.00	20.....	73.60
3.....	45.00	21.....	74.84
4.....	45.80	22.....	75.62
5.....	46.00	23.....	77.00
6.....	48.00	24.....	79.00
7.....	53.00	25.....	79.15
8.....	57.15	26.....	89.00
9.....	60.00	27.....	93.00
10.....	61.00	28.....	93.00
11.....	61.00	29.....	97.00
12.....	63.21	30.....	97.00
13.....	65.00	31.....	97.00
14.....	66.00	32.....	102.17
15.....	70.00	33.....	111.00
16.....	71.00	34.....	112.00
17.....	72.00	35.....	125.00
18.....	72.00	36.....	129.00

Total2712.54

Previously monthly averages follow:

	1919	1920
Jan.	72.6	77.4
Feb.	86.0	87.5
March	79.2	79.9
April	72.2	70.7
May	68.5	74.5
June	69.9	65.9
July	71.1	67.7
Aug.	70.8	73.8
Sept.	72.3	71.8
Oct.	73.2	75.7
Nov.	79.3	80.0
Dec.	83.9	85.5

"Short Cut" in Cheese Curing.

A Wisconsin cheese dealer while in New York recently commented upon a method of rapidly maturing cheese curd before pressing which he says does away with "green" cheese and gives the freshly made cheese turned out under this process the character of one made in the usual way and cured for three weeks. Our informant stated that the new short-cut process is coming into wider use in Wisconsin and he was quite enthusiastic as to the possibilities of the plan and the beneficial influence it should have in improving the edible qualities of fresh made American cheese. We have not learned the details of the process although we understand that its main feature consists of subjecting the curd at some time after whey is drawn to a steaming process, the curd being placed on cloth covered racks in the vat, the vat being covered while the steam is being introduced. An hour's steaming is said to effect a marked change in the curd.

We report the process for what it is worth, without first hand knowledge as to its technique or as to its effect upon the curd, but with the suggestion that an investigation of its

possible benefits if used by our State factories might be undertaken by our State experiment stations.

Live Grocer Fighting For 1921 Rewards.

In 1920, W. B. Langridge, proprietor of the Westreicher Incorporated grocery at 907 Chicago avenue, Evanston, Ill., did a business of \$173,000. The store, one of the cleanest in Cook county, has as its slogan: "Reasonable Prices, Quality and Cleanliness Will Prevail." Early in 1921 Mr. Langridge added a meat market and now employs three butchers regularly. He expects business to climb to \$250,000 during the year. In 1920 the stock was turned over twelve times and the record is expected to reach twenty-four times in 1921. No basement stock is carried and the store keeps to well-advertised goods. The store has done a large credit business, but recently has been going after more cash trade. Three delivery routes are maintained by two wagons and a Reo truck, with five deliveries a day. All goods are guaranteed. Every salesman is warned not to sell anything he wouldn't buy or eat himself. Mr. Langridge says: "We have just as much interest in the customer with the thin dime as the one with the \$10 bill." Operation expenses last year were approximately 20 per cent. and the salary expense was 10 per cent. of sales.

The Only Home Product of California

The Californian gets up at the alarm of a Connecticut clock; buttons his Chicago suspenders to Detroit overalls; washes his face with Cincinnati soap in a Pennsylvania basin; wipes on a Rhode Island towel; sits up to a Grand Rapids table; eats Kansas City meat and Minneapolis flour with Idaho potatoes cooked with Indiana lard on a St. Louis stove, burning Wyoming coal; puts a New York bridle on a Colorado broncho fed with Iowa corn; plows five acres of land (covered with Ohio mortgages) with a Chattanooga plow. When bedtime comes he reads a chapter from the Bible printed in Boston; says a prayer written in Jerusalem; crawls under a blanket made in New Jersey, only to be kept awake by fleas—the only home product of his own state.—San Francisco Chronicle.

The older you get, the longer a trouble seems to hang on.

Leaders for 70 Years

For more than two generations Van Duzer's Certified Flavoring Extracts have stood first with people who demand the best in quality, purity and strength. These Extracts are reasonable in price and offer a fair profit with quick turnover.



Van Duzer Extract Co. New York, N. Y. Springfield, Mass.

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



Chocolates

Package Goods of Paramount Quality and Artistic Design

It's Common Sense To Sell Sun-Maid

Take the word of thousands of grocers who sell Sun-Maid constantly. They know it pays—they re-order Sun-Maid constantly because they want its constant profit.

Order Sun-Maid from your jobber today. Supply is limited.

THREE VARIETIES:

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



California Associated Raisin Co.

Membership 10,000 Growers
Fresno, California



Tropically Ripened BANANAS

contain all the goodness that makes them so

DELICIOUS NUTRITIOUS WHOLESOME

We devote expert attention to tropically ripening those we sell

**The Vinkemulder Company
GRAND RAPIDS, MICHIGAN**

Grand Rapids Market St., S. W.

W. E. Roberts

EGGS AND PRODUCE

Citz. 1361 Bell M. 1361



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 and the Kitchen Shower.

Written for the Tradesman.

The first thing for the hardware dealer to remember in connection with the June wedding gift trade is that it isn't by any means confined to June. Weddings are a matter of all-the-year-round occurrence; and wedding gifts are always saleable.

June, however, is the month of brides; the recognized month for weddings. Here comes the second circumstance for the hardware dealer to remember; that the purchase of wedding gifts is by no means limited to invited guests, at the wedding itself, but that a great many friends more or less remote are nowadays anxious to remember the June bride, or the bride at any other season of the year.

Here is where the small gift lines come in—the "shower" gifts, as they are sometimes called. The "shower" seems to have been invented for the purpose of giving the more distant friends of the bride an opportunity to express their good-will in tangible form. Some maid or matron invites her immediate circle of friends to a small party in honor of the prospective bride. Each person invited to such an event brings some small gift of a specified sort.

Thus three are linen showers, where all the gifts are of linen; handkerchief showers; china showers. But the hardware dealer is particularly interested in kitchen showers, where the gifts are some of the smaller kitchen utensils.

These events usually string along for several weeks before the wedding itself. So that, if June is the month of weddings, May is quite likely to be the month of showers for June brides. At least, these events usually crowd the latter part of the month; so that it will pay the hardware dealer who caters to them to make his initial appeal to the shower trade toward the middle of May, or a little later.

There are three or four good methods of reaching this class of trade. One of these is the window display. Another is newspaper advertising. A third is the circular letter. The fourth and in many ways the most effective avenue of appeal, is personal solicitation.

Right now, or in the next week or two, it will be worth while to put on a good window display. Here is your chance to extend this line of business, and to suggest some new ideas.

The average young lady or matron who is a hostess at one of these events

is usually anxious to think of something new or different. Perhaps someone else has already staged a "kitchen shower" for the bride-elect whom she is also delighted to honor. Here is where a little suggestion on the hardware dealer's part may score a repeat.

Why not, for instance, an aluminum shower? Why not an enamelware shower? Why not an electrical shower, devoted to electric irons, toasters, and other handy devices of the less expensive sort? So, you can make your window suggest showers of various kinds, dependent on what lines you have to offer.

If you can get something striking to draw attention to your display, so much the better. One hardware dealer contrived a big "wedding ring" with a couple of hoops and some wire and cheese-cloth, the whole bound around with gilt paper. Inside this he stood a miniature bridal couple, with orange blossoms, wedding veil, etc., complete. If you can't get an arrangement of this sort, try to get hold of magazine pictures, covers, etc., showing June brides, bridal parties, etc., and use these on your show cards. Anything of this sort helps to make your window more effective.

Here are some accompanying show-cards: "Showers for the June bride," "Why not an electric shower?" "An aluminum shower will please her," "A kitchen shower—of course," etc.

The shower is, primarily, intended to assemble a large number of small useful gifts, rather than a lot of expensive and pretentious ones. Nevertheless, with aluminum and electrical lines you can often suggest that two or three guests combine to purchase one of the larger and more expensive articles. By suggesting such variations you have a chance of catering to three or four showers for one bride, instead of merely the one old-fashioned kitchen shower.

Another dealer aims to appeal to customers by practical helpfulness. So he offers his services, free, in an advisory capacity. He keeps a scrap

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



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.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

book of ideas for showers clipped from women's magazines and Sunday supplements. He has been accumulating this material for years, for just this purpose; but any competitor is quite free to start accumulating now. The material includes menus, games decorations, and, last and most important, gift suggestions.

One salesman is especially detailed to master this subject. Whoever wants information is referred to this salesman and his comprehensive scrap book. You don't have to buy," this merchant advertises. "Our advice and assistance cost you nothing." At the same time, a large percentage of the hostesses who avail themselves of this free information bureau can easily be led to devote their showers to hardware lines. The hostess can, with the information that hardware store places at her disposal, work up her entire program in a few minutes. So she reciprocates by deciding on a kitchen shower, instead of a linen or china shower.

The same idea of providing expert assistance is often used in December, with the Christmas trade. It is a good practical stunt, and really requires very little extra effort. All that is necessary is the systematic accumulation and arrangement of ideas and suggestions.

One hardware dealer used as the center feature of an effective display a dummy bride, holding a huge parasol. Over this there dangled threateningly a deluge of small kitchen utensils. Orange blossoms a bridal bouquet and real rice provided realistic accessories. The accompanying slogan demanded: "Why not a kitchen shower?"

Newspaper advertising at the same time can ask the same pertinent question and make the same offer of practical service and free advice to intending hostesses. It is a good stunt, too, to get out a circular letter with a lot of practical suggestions regarding showers, and gifts for that purpose. The problem is to get the right sort of mailing list for such a circular. Here it is that personal effort often comes in handy.

For instance, one hardware store a number of years ago had a young bookkeeper who belonged to the tribe of Gad. She was always gadding and gossiping and—seemingly—neglecting her business. She went to all the parties, and brought more headaches down to work with her at 10 a. m. than any bookkeeper had a right to display.

But she brought also an immense amount of practical information. She brought in longer and more accurate prospect lists than the men clerks ever seemed able to gather. She knew everything about everybody; and among other things she had advanced information of every shower, every wedding and every party in the community. She turned it all over to the boss, and he used this information as a basis for his circularizing.

Here is some of the information this flighty girl managed to pick up: "Who are the prospective brides? Who are their most intimate girl friends? Which of these are likely to give showers? When is the wedding? Who will be invited?" To one set

of girl friends the hardware dealer mailed a list of "Suggestions for Showers." To another list he mailed a list of gift suggestions.

So, the younger people on your staff can, if they will, and if you encourage them, pick up a lot of information of this sort that will help you in your business-getting campaigns. Train them to be on the look-out constantly for information that will point the way to more business and better business for the store. The nose for business opportunities can be developed in the salesman, just as the nose for news in the reporter.

The shower campaign of course paves the way for the June wedding gift campaign a little later.

Victor Lauriston.

New Panama Canal Next.

Undoubtedly there will have to be a second canal across the narrow neck which joins North to South America. Growing traffic will demand it. But the route is a puzzle.

To parallel the present Panama Canal with a second one seems the most obvious thing to do; but there are serious engineering difficulties, especially in relation to the cut through the mountain divide. Landslides would make endless trouble. And there are even obstacles in the way of duplicating the locks.

The Nicaragua route has the advantage of cheapness. Half of its length would traverse the great sheet of fresh water called Lake Nicaragua, 100 miles long and forty-five miles wide, which is separated from the Pacific ocean by

a land strip only twelve miles broad.

Lake Nicaragua is connected with the Caribbean sea by the San Juan river, three-fourths of which is ready made canal. For the balance the ditch would be dug through lowlands. And at the Pacific end there is no important obstacle, the Cordilleran backbone of the continent offering there a gap only 155 feet above sea level.

The digging across Nicaragua is so easy and the lake and river so helpful to the project that, although the route is 168 miles long, a canal would cost less than half as much as the \$375,000,000 spent for the Panama ditch. The only serious objection to it is danger from earthquakes. But, on the other hand, it is urged that the canal would be far to the South of the earthquake zone.

The third possible route is by way of Darien, where the continental backbone is too high to be cut.

A Song For To-day.

Whene'er we say,
"How fair the day—
The sky, how blue its tint!"
The heavens frown.
The rain pours down,
Before we get in print.

If now we sing
A song of spring
To fill our morning stint,
The weather will
Turn bitter chill
Before it gets in print.

But if we cry
"How bleak the sky!"
Or even dare to hint
At frosty days,
The sun will glaze
Before it gets in print.

So, if our lay
Contains each day,
A pessimistic squint
We hope the song
Will all be wrong
Before it gets in print.

**BE SURE
OF
Merit and Safety**

**Regent
Theatre**

7%

**1st Mortgage Gold
Bonds**

**Are Safe, Sane and
Sound**

FISCAL AGENTS
Interstate Securities Corp.
431 KELSEY BUILDING
GRAND RAPIDS, MICH.

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

QUICK TURN-OVERS

are assured the Retailer on Rub-No-More products.

Rub-No-More Dealer Helps get the business—Rub-No-More quality retains it.

Ask your Jobber for Rub-No-More deal

RUB-NO-MORE PRODUCTS REPEAT



RUB-NO-MORE PRODUCTS REPEAT

THE RUB-NO-MORE COMPANY, FORT WAYNE, IND.

Manufacturers of Rub-No-More White Naptha Soap, Rub-No-More Yellow Naptha Soap, Rub-No-More Washing Powder, Rub-No-More Soap Flakes and Spotless Cleanser.



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

The Qualities That Make Real Salesmen.

Very few people are born with the natural qualifications for success; with most people these are acquired by hard, persistent effort. In fact, if you look over the successes that you know of you will find that many started with some kind of a handicap—physical, mental or financial. They succeeded because the handicap made it necessary for them to do a harder day's work at the beginning than the man who was endowed with the so-called natural qualifications for success, and the habits thus formed became a fixed and regular part of their lives.

If there is any virtue in our belief that by our own efforts and hard work and hard study we can acquire a greater margin of success, surely we can apply the same doctrine to the men whom we employ.

There is one thing about all men that, of course, is a primary requisite—they must be absolutely honest and reliable. Without this qualification there is no use in figuring on any improvement. You cannot build except on a solid foundation. Assuming that we and the men have this very necessary qualification, we can make some study of the things that are going to help us succeed.

No man can be a success if he feels that when he starts to work he has acquired sufficient knowledge to carry him through life, nor can any man when he secures a job, feel that having accomplished this he can drift along easily to bigger and better jobs and to final success. Not only must he work hard, but he must at all times study his business. He must study the ways and means of improving himself and he must be constantly reviewing what he has already learned.

Now, particularly, is the time for this study. Now, because it is the hardest time to sell and because it is the poorest time it is the best time. If for no other reason than because we must, we will learn now. When things were going good we did not feel the same urge that we do now. We were too busy enjoying the benefits of a mediocre success to study the fundamentals of real success. This same thing is true, both of employers and employes. For the very same reason, if we now undertake our

tasks and find that by hard work and real study we can begin to climb, we will be in better position to reap the benefits of business when the so-called depression is over with.

The sales force is, of course, the life blood of any business, and it is essential that the men be well trained in all qualifications for success.

In a recent study made by the Salescraft Club of Detroit letters were sent to 125 Detroit business men in all walks of life, asking them to state the characteristics which they looked for in salesmen. There were forty-four different businesses represented in the replies. When tabulated, the replies were divided into seven primary qualifications, and in the order of the number of replies they were as follows:

1. Knowledge of the Business.
2. Appearance.
3. Personality.
4. Sincerity.
5. Courtesy.
6. Conciseness.
7. Enthusiasm.

If there is any one thing that influences adversely the sale of any product it is the salesman who is not well informed, and the most serious mistake that any of us make is trying to sell an article that we are not 100 per cent. sold on ourselves. How can we sell an article unless we know all about it?

I have personally called in a good many stores and found salesmen trying to tell me of certain products that I have been acquainted with for fifteen or twenty years. I know they were making up their talk as they went along. I would rank "Knowledge of the Business" as the most important qualification for success in a salesman. In fact, it is so self-evident that it is hardly worth taking time to prove it, but it is interesting to know that it ranks first among the replies received from 125 business men of Detroit.

Appearance means cleanliness of person and attire. It means that any dress that particularly attracts attention is poor dress. Dress so that the customer never notices the clothes you have on. This means that you must not be overdressed or slovenly. A clean collar, shined shoes, clean shaven face, and well kept hair are invaluable assets to appearance.

No real salesman in a store, or soliciting outside, smokes or has the odor of stale tobacco about him when trying to sell.

Appearance means, also, health—the kind of health that we can control—the kind of health that is brought about by clean living, regular habits and a certain amount of daily exercise.

Personality means more your par-

ticular manner—the way you have of meeting people and looking them in the eye. You can educate yourself to shake a man's hand firmly and momentarily and look him squarely in the eye, without staring, and people will like you better. Don't make this too conscious or you will not act natural—but, practice makes perfect.

Talk and act in such a way that the customer will be impressed with the fact that you are telling the truth and representing each and every article just as it is. Lack of sincerity has probably caused the loss of more sales than any other reason. You cannot afford to raise in the customer's mind the slightest doubt of the truthfulness of the statements made by you. You cannot cultivate this qualification without sticking literally to the truth all the time.

Courtesy is a qualification that is too seldom found in salesmen. Treat every customer as if he were the most important banker in your city and you will make no mistake, because you will then try to use all the courtesy in your makeup.

Conciseness is an attribute found only in real salesmen. Tell what you have to say in as few sentences as possible. Practice selling each article a number of times until you can in the shortest space of time tell all there is about it and yet without using superfluous words. Don't start a conversation on a subject that has nothing to do with the purpose of your customer's visit to you, but do not overdo this qualification by being unable to talk on any business subject that is really connected with your line of business. After all, conciseness is closely related to "Knowledge of the Business." The customer wants you to know all about the product you offer, not just the one you have in hand. Generally speaking, "Conciseness" has more to do with what you do not say.

I would rather have a sales force built now than a sales force built up at any time in the last four or five years. In fact, we have right now an opportunity that we will probably not have again for years to come. We can train ourselves and our men to become students of salesmanship. We cannot obtain any success this year without hard work and study, and the same thing is true of every man, no matter what his capacity is in any institution. Therefore, let us look

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.

PARK-AMERICAN HOTEL

Near G. R. & I. Depot
 Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, 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, Mgr.

Muskegon :: Michigan

The Newest Well Known for
 in Grand Rapids 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, refurbished 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.

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.

at the present situation as an opportunity—a chance to build up an organization which can only be built up in times of stress, at a time when it requires the best that we have to make anything out of the situation.

Above all, let us apply to ourselves the same rules that we expect the lawyer, the banker or the doctor to follow. We expect him to be the best informed and we expect him to keep reviewing what he has already learned; we expect him to be on the alert all the time as to what is going on so when the time comes that we need his services he can put every ounce of energy into the particular tasks assigned to him. After all, isn't that the whole problem as far as our daily lives are concerned? We are training ourselves from the time we get up in the morning to do something in a few moments' time. Most sales are the result of a few moments' negotiation. (We have to concentrate into these few moments all of our arguments and all of our persuasiveness to meet what perhaps has been in the prospect's mind days and weeks.)

This being the thing that occupies our greatest effort and energy and brings us, in an abstract way, the greatest amount of satisfaction and happiness, we can afford to take these opportunities we have presented to us to study all phases of salesmanship, and we should train the men we have working for us to do likewise. If you can succeed in training yourself and your men to like and to long for opportunities for improving themselves, then you have surely succeeded.

Joseph P. Glaser.

Calfskin Market Gets Hard Setback.

A market that cannot stand a temporary setback is not in a sound position. The calfskin market has had a surprising setback. The largest Chicago city dealer has sold a car of first salt city calfskins at 21 cents, although the market has been fairly well established at 23 cents and operators were asking 25 cents for the small stocks that were on hand. One packer had refused 25 cents for the bulk of his skins, but the buyer wanted to reject a few undesirables. It is generally supposed that politics had something to do with the sale at 21 cents. If the market does not recover from this setback it will then be clear that prices were on too high a level. But following this trade, an outside dealer has sold two cars of resalted skins at 20 cents, although such skins have been selling frequently at 14 to 18 cents. We are inclined to think that this bear is in for another routing.

The packer hide market is in excellent condition. The kill this year is short about 18 per cent. from the same period last year. Generally speaking, packers are sold out of all hides up to May 1, only a few heavy native cows and heavy native steers remaining. Then reports come from South America that many of the packing plants there are closed down on account of labor troubles, and it is therefore possible that no South American hides will be available for some months. One packer here sold

about 7,000 bull hides at 7c for Aprils and Mays of 1920 and 8c for Junes to Decembers. Another packer sold 2,000 branded bulls at 6½ cents.

Country hides are moving much more freely, and buffs have sold at 9c, while the best quality extremes are wanted at 11@12c, according to lots.

Horsehides are in short supply on account of American hides being so low in price that they cannot be produced, and one Chicago tanner has bought a lot of South American hides at a price which is not revealed.

Shearlings continue to sell freely at 50c for coat stock and 22½@25c for short wooled. Spring lambs are coming to market slowly, but no sales are reported as yet.

Observations of the Muskegon Philosopher.

Muskegon, May 17—Dunn & Co. are starting a new drug store on Jackson street. Hazeltine & Perkins Co. furnished the stock.

J. Klont, of Piowaty Co., was held up by a band of gypsies near Whitehall and relieved of some cash a few days ago.

Universal Garage Co., of Hastings, has purchased the Wenger garage, at Caledonia, and will inventory stock and take possession at once.

Concrete is being laid on the Montague and New Era road and detours are very sandy. There is also a very bad detour at North Muskegon. The road between the Pennsylvania and the Grand Trunk has the cement laid on one side and will soon be finished.

Frost again killed all the fruit in Michigan Sunday night; also the Grand Rapids and Muskegon teams in the Central League; at least they show no sign of life, so far as base ball is concerned.

There is quite a movement on foot to compel hotels and restaurants to decrease their rates and the writer feels that in many cases very high prices are asked for both meals and lodgings. However, there are always two sides to a question. For instance, I saw a fellow (not a real man) shining his shoes with a hotel towel recently. Some go quite so far as to use the woolen bed blanket. Cigarette stubs are laid upon newly finished wood work and upholstery. Towels and other property are carried away, etc. What I would like to see would be rates placed at a reasonable price and a heavy penalty placed upon any guest who wilfully removes or damages hotel property. Please remember that while the commercial traveler is the goat, he seldom does much of the deviltry.

E. P. Monroe.

Boomlets From Busy Boyne City.

Boyne City, May 17—Industrially, Boyne City is slowly improving. With the advent of the outdoor working season, a good many of our people are finding employment. The work on the State park is going along and we are assured that it will be in readiness for the traveling public by July 1. The State highway board is planning on considerable work in this district in the way of closing up short gaps in the Mackinaw Trail in Charlevoix county and also on the West Michigan Pike.

We have advices that the Michigan Transit Co. will make Boyne City a port of call this season for the steamer Missouri. Because of the excessive cost of operation, this port was left out last summer, much to our disappointment and disgust. We are very much pleased to have the service restored, for we think that Pine Lake, especially the Eastern end of it, is an ideal summer resort district.

Farmers around this town are very busy getting ready for summer work. In spite of the low prices for farm

produce last winter there seems to be no curtailment of farm work. One encouraging feature is the abundance of good help that is available. The boys and girls who have been drawn to our great industrial centers are with us and most of them seem glad to get back. They don't get so much money, but have more real living.

We have now had our regular middle-of-May freeze-up and now we will expect that Summer will be with us for good soon. We will be glad of it. We have had about enough of the lingering-in-the-lap business. Seems as though old winter should know by this time that he is a has-been and get off the earth; but then he is not the only old bird who does not realize or relish the idea that his time is past.

The salvation army drive in Boyne City, thanks to the energy of the county chairman, went way over the top and both the solicitors and the public are to be congratulated that so worthy a cause should receive such hearty support.

Maxy.

Fall Season at Rochester.

The opening of the Rochester clothing market for the fall 1921 season last week and the offering of men's clothing in other centers at the same time are reported to have been generally successful.

The Rochester offering attracted a

large attendance of retailers from all over the country to that city, and their numbers alone indicated a breadth of interest. Their operations are reported to have been larger than many of the more conservative minds in the trade had been expecting. They have been covering a fairly large percentage of their fall needs. Their point of view seems to be that prices will not be lower and that a commitment is the best assurance that they can get of having goods with which to meet the good current of trade which is expected next fall.

Prices on fall clothing are about 30 to 35 per cent. under the prices of a year ago. They are about on a par with the spring prices, but the slightly heavier fabrics used in the fall season are said to make the lines just placed on the market better value than the spring offering. From \$25 to \$40 will be the popular price range, although some of the houses which make a strong style appeal will not meet the lower end of this range.

Many a man got printers' ink in his blood by folding circulars when a boy.

Grand Rapids Merchants Mutual Fire Insurance Company

Economical Management
Careful Underwriting, Selected Risks

Affiliated with the
Michigan Retail Dry Goods Association,

OFFICE 320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

Seven Stores For Sale At Bargain Prices

In our capacity as receiver, acting under the United States Court, we herewith offer for sale seven 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.

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.

How To Secure the Memorial Day Business.

With the constantly thinning ranks of the veterans of the Civil War, and the sad recollections of the thousands of brave boys who fell in the recent great struggle, Memorial Day takes on a reverent aspect, and the druggist must proceed warily, so as not to surpass the bounds of good taste in attempting to make the occasion serve him commercially.

There are a few articles, however, which can be advertised with the greatest propriety, and among them are phonographs and records. Music forms a large part of every memorial program, and there is no higher tribute we can pay the loved ones who have gone before than to sing the old songs, the marches, ballads and camp-fire choruses beloved by the boys of '61 and '18. A number of stores handling these records last year announced regular concerts, for the latter part of the afternoon on Memorial Day. The Woodard-Clark Co., Portland, Ore., sent out cards, bordered with red and blue, on which was printed the program, with a cordial invitation to all music lovers to attend. The selections ranged from "Yankee Doodle" and "The Girl I Left Behind Me," to "The Battle Hymn of the Republic" and "The Rock of Ages." There were included many of the songs of '61, such as "Marching Through Georgia," "Tenting on the Old Camp Ground," and "Rally Round the Flag;" those of the Spanish War, "Down in the Harbor of Havana," and "Just as the Sun Went Down;" and, of course, a number of the late popular favorites, "Keep the Home Fires Burning," "It's a Long, Long Way to Tipperary," "Over There," and the beautiful "Flanders Fields." As each record was played on the machine the young woman in charge of the concert gave a short talk on the origin of the song, and something of the composer. At the conclusion the entire audience was invited to join in the singing of America. Copies of all the pieces played were kept in a small cabinet near the machine and at the conclusion of the concert salesmen were on hand to attend to the sales of any records the audience wished to purchase, and to demonstrate many other patriotic records which had not formed a part of the regular concert program. To call special attention to their Memorial Day records, they arranged a beautiful window. It was backed with a big flag which occupied practically all of the rear wall. At either side were placed Victrolas and in the center was a pedestal draped with a flag and topped with a gilded eagle. Strewed over the floor were a number of patriotic records — "America," "Star-Spangled Banner," "We'll Do Our Share," "God Be With Our Boys To-night," and others. Tall cards of green, lettered in gold, leaning against the Victrolas, observed: "Let's keep the old songs alive," "These songs gave the boys their fighting spirit that won the war," and "You should have these records in your collection." A large card in the center bore a score of martial songs and marches, and a vase filled with red and blue flowers

gave the finishing touch to the display.

The Byron Mauzy Co., San Francisco, Cal., is another company that arranged a handsome Memorial Day window to feature their talking machines and records. On a platform draped with deep blue cloth were placed three of the phonographs, to the center one being attached a large wreath of glossy leaves and palm branches, from which extended long, broad streamers of red, white and blue ribbon. Against the platform was a gilded card lettered in black: "War Songs Are Memorials—They are preserved for all time on the Victor and Columbia records." Behind the card were placed a couple of American flags. At either side were records arranged in a rack in pyramid form, back of the topmost record in either rack being placed a jar of white lilies. At one side, on the floor, was a Victrola, with motor attachment, which rendered over and over one of the patriotic songs, the music being wafted through the open doorway to the crowds passing by.

Another article that can be advertised without offense for Memorial Day is kodaks and supplies. There are pictures of the parade, of the veterans, of the floats, of the marching boys and girls, all to be taken. It is also, in its lighter aspect, a holiday, and teachers and pupils being set free, are prone to form picnic parties, or to go on hikes or various jaunts, for all of which a kodak adds great zest. This fact was set forth in a striking manner by the Bowman Drug Co., Oakland, Cal., by means of their window. In the background was a large wreath, and within the circle was a card bearing an eagle and a flag, and the words "Memorial Day." Big square pillars were covered with flag paper and had flags arranged in clusters at the top. Many glass-topped stands, with little flags at the base, held kodaks and boxes of films, and some of these were also strewn about the floor. Cards advised "Take plenty of films with you on your Memorial Day outing—We take back all you do not use," and "Pictures taken to-day will be valuable souvenirs a few years hence." To each camera was attached a red and blue bordered card, bearing the name, size and price. Extra help was engaged to take care of the extra work occasioned by the holiday, and they advertised in the papers and by cards in their windows, that all work left before 5 p.m. would be ready the next day at that hour. This offer of speedy work made a big hit with the holiday crowds, many of whom were transients and wished to leave in a day or two, and gained them many additional orders for film work.

One line more that is always in demand at this season is flags, and a good display the week before Memorial Day is advisable. It will not only bring flags to the attention of schools, churches and societies, but will give them a chance to estimate their requirements and get their orders in ample time. One of the best displays of the season was put out by the sporting goods department of the Bon Marche, Seattle, Wash. At the top of the window was a large bronze eagle with extended wings,

holding in his beak and talons a great flag that trailed down upon the floor. There were metal stands of flags of all sizes, ranging in size from six inches to three feet, and one of the novelties was a flag about 40 inches long, made entirely of paper roses of red, white and blue. Several weeks before Decoration Day the manager of the department had sent to the secretaries of all the social, religious, fraternal and athletic societies of the city a little note stamped with a flag, reminding them of the date of Memorial Day, and enquiring if they would not want flags, bunting, ribbons, rosettes or other emblems for the occasion. Mention was also made of the fact that special rates would be made for flags purchased in quantities, and that the earlier the order the better the selection there would be from which to choose. During the week preceding Decoration Day a counter was maintained near the door where flags and bunting was displayed in great profusion, and in the showcase were steel engravings of Lincoln, engrossed copies of his Gettysburg speech, and many picture frames containing pictures of generals of the Civil and the great World War.

W. B. Stoddard.

Thirty-Ninth Annual Convention M. S. P. A.

Grand Rapids, May 17—There are some who attend the convention of the M. S. P. A. every year; there are others who attend the convention when it is geographically convenient and there are others who attend the convention when they have nowhere else to spend their vacation. To all three of these and to those who have never attended before, we must say, don't let distance, pressure of other business, nor anything else, interfere with your attending the M. S. P. A. convention this year.

The convention of the Michigan State Pharmaceutical Association will take place in Detroit on June 14, 15 and 16. The sessions will take place at Hotel Statler.

Tuesday Morning.

At 10 a. m. (all events will take place on Detroit time), Tuesday, the registration booth will open at Hotel Statler. At 11 a. m. there will be an informal reception for the druggists and delegates. Come early and get in on this get-acquainted stuff. It will make you set for the whole convention.

Tuesday Afternoon.

At 1 p. m. the first session will begin. There will be the reports of the President, Secretary, Treasurer, Chairmen of the Legislative, Executive and Membership Committees, and reading of messages and resolutions. At this

session Dr. W. R. Scovell will deliver his address on "The Normal Pharmacist." Dr. Scovell is the author of dispensing and other books on pharmacy and the Association feels that it is very fortunate in securing him for this convention.

Tuesday Evening.

At 7:30 Tuesday evening, there will be a theater party for the ladies. At what theater this will be, the Secretary will announce in these columns later.

For the men there will take place the Dutch lunch and smoker at the Wayne County Medical Society at 6:30. It is at this smoker that Leo Caro will unleash his herd of hyenas and let them track the uninitiated to their hiding places. Several victims are promised for this occasion. One thing we do know is that every man who ever attended one of these Dutch lunches will be in Detroit the opening day of the convention.

Wednesday Morning.

The morning session will start at 9 a. m. and will be devoted to legislative affairs. D. G. Look, chairman of the Legislative Committee, will be in the chair. A. C. Graham, Federal Prohibition Director, will deliver an address entitled, "Within the Law." S. C. Henry, Secretary of the N. A. R. D., will deliver a paper on the legislative problems which confront the druggist to-day. Both of these papers will be live, up-to-the-minute and both of these gentlemen are willing that you should take part in the discussion following the papers and ask questions. Bring your favorite question along.

At 11 a. m. the ladies will visit the Detroit Creamery Company and have lunch at 12:30 at the Detroit Creamery. This is promised to be a very nice outing for the ladies.

Wednesday Afternoon.

At 1:30 Wednesday afternoon Frank Stockdale, former editor of System Magazine and at present President of the Stockdale Service for Retail Merchants, will deliver his address, "Making the Dollar Do Its Duty." This address is along dollars and cents lines and is the one that will balance up your expense account before you know it.

Wednesday Evening.

A dinner dance will take place at Hotel Statler on Wednesday evening. The program for this is now being arranged and will be announced on this page at a later date.

Thursday Morning.

At 9 a. m. Thursday morning, the last session of the M. S. P. A. convention will begin. George Grommet will report on the Trades Interest Committee investigation. You should hear this report, as his committee has spent a great deal of time in making this survey and it may surprise you. Election of officers, installation of new officers and reports of the resolutions committee will be acted upon. The report of the State Board of Pharmacy and the Prescott memorial fund will be read.




Malted Milk

LOZENGES

CHOCOLATE FLAVOR

A DELICIOUS CANDY FOOD

Also put up in wafer form in 10 cent rolls

MADE ONLY BY

Putnam Factory, National Candy Co., Grand Rapids

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Rape Seed	Mutton	Sardines	
Canned Blackberries	Pork	Canned Milk	
Oats		Clothes Lines	
Corn		Gum	
Hides		Lozenges	
Smoked Meats		Dry Salt Meats	
Lamb		Sausages	

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 Bfst Biscuit 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
Krumbles, 24s 2 80
Krumbles, 36s 4 20
Krumbled 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 26 lb 10 00

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

Stove
No. 1 1 10
No. 2 1 35

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

BUTTER COLOR
Dandelion, 25c size 2 80
Perfection, per doz. 1 75

CANDLES
Paraffine, 6s 15 1/4
Paraffine, 12s 16
Wicking 60

CANNED GOODS
Apples
3 lb. Standards 1 50
No. 10 1 25

Blackberries
3 lb. Standards 14 50

Beans—Baked
Brown Beauty, No. 2 1 35
Campbell, No. 2 1 30
Fremont, No. 2 1 30
Van Camp, No. 1/2 70
Van Camp, small 1 05
Van Camp, medium 1 30

Beans—Canned
Red Kidney 90@1 50
String 1 60@3 30
Wax 1 60@2 70
Lima 1 15@2 35
Red 1 10

Clam Bouillon
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
California, 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 60
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, 1/4s 4 50@5 00
Mustard, 1/4s 4 50@5 00
Mustard, 3/4s, 48s 4 00@4 50
California Soused 2 00
California Mustard 2 00
California Tomato 2 00

Sauerkraut
Hackmuth, No. 3 1 60
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 1 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 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chiclets 65
Adams Sen Sen 65
Adams Yucatan 65
Beeman's Pepsin 65
Bechnut 75
Doublemint 65
Juicy Fruit 65
Spearmint, Wrigleys 65
Zeno 65

CHOCOLATE
Walter Baker & Co.
Caracas 48
Premium, 1/4s 47
Premium, 1/2s 44
Premium, 3/4s 44

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
Waldorf, 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
Pals, 50s 97 50
Imperials, 25s 115 00
Agreements, 50s 58 00

Royal Lancer Line
Favorita, 50s 75 00
Imperiales, 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.
Delicades, 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
Cigarettes, 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.
R. B. Londres, 50s,
Tissue Wrapped 58 00
R. B. Invincible, 50s,
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-
pions, 50s 57 50
Templar Blunts, 50s 75 00
Templar Perfecto,
50s 105 00

CLOTHES LINE
Hemp, 50 ft. 3 25
Twisted Cotton, 50 ft. 2 50
Twisted Cotton, 60 ft. 3 25
Braided, 50 ft. 3 50
Sash Cord 2 60@3 75

COCOA
Baker's 1/4s 52
Baker's 3/8s 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, 1/4s 48
Lowney, 1/2s 47
Lowney, 3/4s 46
Lowney, 5 lb. cans 31
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 3/4s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 33

COCOANUT
1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 48
1/4s & 1/2s, 15 lb. case 49
6 and 12c pkg. in pails 4 75
Bulk, barrels 24
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

COFFEE ROASTED
Bulk
Rio 11
Santos 15@22
Maracaibo 22
Mexican 25
Guatemala 26
Java 46
Bogota 28
Peaberry 22

Package Coffee
New York Basis
Arbuckle 23 00
McLaughlin's XXXX
McLaughlin's XXXX package
coffee is sold to retailers
only. Mail all orders
direct to W. F. McLaugh-
lin & Co., Chicago.

Coffee Extracts
N. Y., per 100 10 1/4
Frank's 250 packages 14 50
Hummel's 50 1 lb. 10 1/4

CONDENSED MILK
Eagle, 4 doz. 10 00
Leader, 4 doz. 8 00

EVAPORATED MILK
Carnation, Tall, 4 doz. 6 65
Carnation, Baby, 8 dz. 6 00
Pet, Tall 6 00
Pet, Baby 4 30
Van Camp, Tall 6 50
Van Camp, Baby 4 50
Dundee, Tall, doz. 6 60
Dundee, Baby, 8 doz. 6 00
Silver Cow, Baby 4 30
Silver Cow, Tall 6 00

MILK COMPOUND
Hebe, Tall, 4 doz. 4 50
Hebe, Baby, 8 doz. 4 40
Carolene, Tall, 4 doz. 4 25

CONFECTIONERY
Stick Candy
Standard 13
Double A Twist 21

Mixed Candy
Pails
Grocers 14
Kindergarten 23
Leader 19
Century Creams 22
X. L. O. 16
French Creams 23
Cameo Mixed 23

Specialties.
Pails
Auto Kisses 26
Bonnie Butter Bites 28
Butter Cream Corn 29
Caramel Bon Bons 32
Caramel Croquettes 26
Coffy Toffy 35
Cream Waters, Pep. 25
Fudge, Walnut 28
Italian Bon Bons 30
Marshmallow Peanuts 30
Manchus 24
National Cream Mints.
7 lb. tins 35
Nut Butter Puffs 26
Persian Caramels 32
Snow Flake Fudge 26
Sugar Cakes 24
Toasted M. M. Drops 34
A A Jelly Beans 20
Wintergreen Berries 24
Sugared Peanuts 22
Cinnamon Imperials 24

Chocolates.
Pails
Champion 24
Honeysuckle Chips 40
Klondikes 35
Nut Wafers 35
Ocoro Caramels 32
Peanuts, Choc. Cov'd 37
Quintette, Assorted 25
Mount Royals 36

Fancy Chocolates.
5 lb. Boxes
Bittersweets, Ass'ted 2 00
Choc. Marshellow Dps 2 00
Milk Chocolates A A 2 40
Nibble Sticks 2 25
Primrose Choc., Plain
Dipped 1 60
No. 12 Choc., Plain
Dipped 2 00
Chocolate Nut Rolls 2 00

Gum Drops.
Pails
Anise 22
Champion Asst. 20
Raspberry 22
Favorite 24
Orange Jellies 20
Butterscotch Jellies 22

Lozenges.
Pails
A. A. Pep. Lozenges 20
A. A. Pink Lozenges 20
A. A. Choc. Lozenges 20
Motto Hearts 24
Malted Milk Lozenges 24

Hard Goods.
Pails
Lemon Drops 22
O. F. Horehound Dps 22
Anise Squares 22
Favorite 20
Peanut Squares 20
Horehound Tablets 24

Pop Corn Goods.
Cases 100s
Cracker Jack, Prize 7 00
Checkers Prize 7 00

Cough Drops
Boxes
Putnam Menthol Hore-
hound 1 75
Smith Bros. 2 00

CRISCO
36s, 24s and 12s 16 1/4
6 lb. 15 1/2

COUPON BOOKS
50 Economic grade 2 60
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR
6 lb. boxes 55
3 lb. boxes 60

DRIED FRUITS
Apples
Evap'd, Choice, blk. 12 1/2

Apricots
Evaporated, Choice 25
Evaporated, Fancy 30

Citron
10 lb. box 52

Currants
Packages, 14 oz. 20
Boxes, Bulk, per lb. 18

Peaches
Evap. Choice, Unpeeled 18
Evap. Fancy, Unpeeled 23
Evap. Fancy, Peeled 25

Peel
Lemon, American 32
Orange, American 33

Raisins
Fancy S'ded, 1 lb. pkg. 27
Thompson Seedless,
1 lb. pkg. 27
Thompson Seedless,
bulk 26

California Prunes
80-90 25 lb. boxes @ 09 1/4
70-80 25 lb. boxes @ 10
60-70 25 lb. boxes @ 12
50-60 25 lb. boxes @ 14
40-50 25 lb. boxes @ 16
30-40 25 lb. boxes @ 19

FARINACEOUS GOODS
Beans
Med. Hand Picked 05
California Limas 10
Brown, Holland

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

Hominy
Pearl, 100 lb. sack 3 00

Macaroni
Domestic, 10 lb. box 1 00
Domestic, brkn bbls. 8 1/2
Golden Age, 2 doz. 1 90
Fould's, 2 doz., 8 oz. 2 00

Pearl Barley
Chester 4 75

Peas
Scotch, lb. 4 1/4
Split, lb. 6 1/4

Sago
East India 7

Tapoca
Pearl, 100 lb. sacks 7
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3
doz., per case 3 70

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 45
No. 3, 15 feet 1 70
No. 4, 15 feet 1 85
No. 5, 15 feet 2 15
No. 6, 15 feet 2 45

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

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

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

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

FLAVORING EXTRACTS
Jennings
Pure Vanilla
Turpeneless
Pure Lemon
Per Doz.
7 Dram 20 Cent 1 65
1 1/2 Ounce, 25 Cent 2 00
2 Ounce, 37 Cent 3 00
2 1/2 Ounce, 40 Cent 3 20
3 Ounce, 45 Cent 3 40
4 Ounce, 65 Cent 5 50
8 Ounce, \$1.00 9 00
7 Dram, 20 Assorted 1 65
1 1/2 Ounce, 25 Assorted 2 00

Van Duzer
Vanilla, Lemon, Almond,
Strawberry, Raspberry,
Pineapple, Peach, Coffee,
Peppermint & Wintergreen
1 ounce in cartons 2 00
2 ounce in cartons 3 50
4 ounce in cartons 6 75
8 ounce in cartons 13 20
Pints 26 40
Quarts 51 00
Gallons, each 16 00

FLOUR AND FEED
Valley City Milling Co.
Lily White, 1/2 Paper
sack 9 80
Harvest Queen 24 1/2s 9 50
Graham 25 lb. per cwt. 4 20
Golden Granulated Meal,
25 lbs., per cwt. N 2 20
Rowena Pancake Com-
pound, 5 lb. sack 4 50
Buckwheat Compound,
5 lb. sack 4 50
Light Loaf Spring
Wheat, 24 1/2s 9 80

Watson Higgins Milling
Co.
New Perfection, 1/2s 9 40

Meal
Gr. Grain M. Co.
Bolted 2 25
Golden Granulated 2 60

Wheat
No. 1 Red 1 28
No. 1 White 1 25

Oats
Michigan Carlots 46
Less than Carlots 50

Corn
Carlots 69
Less than Carlots 75

Hay
Carlots 18 00
Less than Carlots 22 00

Feed
Street Car Feed 30 00
No. 1 Corn & Oat Fd 30 00
Cracked Corn 30 00
Coarse Corn Meal 30 00

FRUIT JARS
Mason, pts., per gro. 8 40
Mason, qts., per gro. 9 60
Mason, 1/2 gal., gross 13 90
Ideal Glass Top, pts. 9 50
Ideal Glass Top, qts. 11 50
Ideal Glass Top, 1/2
gallon 15 65

GELATINE
Cox's 1 doz. large 1 45
Cox's 1 doz. small 90
Jello-O, 3 doz. 3 45
Knox's Sparkling, doz. 2 25
Knox's Acidu'd, doz. 2 25
Minute, 3 doz. 4 95
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 85
Plymouth 1 60

HIDES AND PELTS

Table listing various hides and pelts such as Green No. 1, Calfskin, Horse, and their respective prices.

HORSE RADISH

Table listing horse radish products like Pure, per pall, 30 lb. 5 50.

JELLY GLASSES

Table listing jelly glasses, 8 oz., per doz. 44.

MINCE MEAT

Table listing mince meat products like None Such, 3 doz. 5 60.

MOLASSES

Table listing molasses products like Fancy Open Kettle, 95.

NUTS—Whole

Table listing various nuts like Almonds, Brazil, Pecans, and Walnuts.

Shelled

Table listing shelled nuts like Almonds, Spanish, Pecans, and Walnuts.

OLIVES

Table listing olives like Bulk, 3 gal. kegs, each 4 50.

PEANUT BUTTER



Table listing Bel-Car-Mo Brand peanut butter products like 8 oz., 2 doz. in case.

PETROLEUM PRODUCTS

Table listing petroleum products like Iron Barrels, Perfection, and various oil types.

PICKLES

Table listing pickles in Medium, Small, and Gherkins categories.

PIPES

Table listing pipes, Cob, 3 doz. in box 1 25.

PLAYING CARDS

Table listing playing cards like No. 90 Steamboat, 2 75.

POTASH

Table listing potash, Babbitt's, 2 doz. 2 75.

FRESH MEATS.

Table listing fresh meats like Beef, Cows, Veal, Lamb, and Mutton.

Pork.

Table listing various pork products like Heavy hogs, Medium hogs, and Light hogs.

PROVISIONS

Table listing provisions like Barreled Pork, Clear Back, etc.

Dry Salt Meats

Table listing dry salt meats, S P Bellies, 16 00@19 00.

Lard

Table listing lard products like 80 lb. tubs, Compound Lard, etc.

Smoked Meats

Table listing smoked meats like Hams, Corned Beef, etc.

Sausages

Table listing sausages like Bologna, Liver, Frankfurt, etc.

Beef

Table listing beef products like Boneless, Rump, new, etc.

Canned Meats

Table listing canned meats like Red Crown Brand, Corned Beef, etc.

Mince Meat

Table listing mince meat products like Condensed No. 1 car, 2 00.

Pig's Feet

Table listing pig's feet products like 1/2 bbls., 2 15.

Tripe

Table listing tripe products like Kits, 15 lbs., 90.

Casings

Table listing casings products like Hogs, per lb., 65.

Uncolored Oleomargarine

Table listing uncolored oleomargarine products like oSilo Dairy, 23@29.

RICE

Table listing rice products like Fancy Head, 7@11.

ROLLED OATS

Table listing rolled oats products like Monarch, bbls., 6 50.

SALAD DRESSING

Table listing salad dressing products like Columbia, 1/2 pints, 2 25.

SALERATUS

Table listing saleratus products like Packed 60 lbs. in box, 3 75.

SAL SODA

Table listing sal soda products like Granulated, bbls., 2 50.

SALT

Table listing salt products like Solar Rock, 56 lb. sacks, 75.

Common

Table listing common salt products like Granulated, Fine, 8 00.

SALT FISH

Table listing salt fish products like Middles, 25.

Holland Herring

Table listing Holland herring products like Standards, bbls., 14 00.

Herring

Table listing herring products like K K K K, Norway, 20 00.

Trout

Table listing trout products like No. 1, 100 lbs., 12.

Mackerel

Table listing mackerel products like Mess, 100 lbs., 26 00.

Lake Herring

Table listing lake herring products like 1/2 bbl., 100 lbs., 7 50.

SHOE BLACKING

Table listing shoe blacking products like Handy Box, large 3 dz., 3 50.

SEEDS

Table listing seeds like Anise, Canary, Cardamon, Celery, etc.

SNUFF

Table listing snuff products like Swedish Rapee, 10c 8 for 64.

SOAP

Table listing soap products like Proctor & Gamble, 5 box lots, assorted.

Lautz Bros. & Co.

Table listing Lautz Bros. & Co. products like Acme, 100 cakes, 6 75.

Tradesman Company

Table listing Tradesman Company products like Black Hawk, one box 4 50.

Scouring Powders

Table listing scouring powders like Sapollo, gross lots, 12 50.

Washing Powders

Table listing washing powders like Snow Boy, 100 5c, 4 10.

Soap Powders

Table listing soap powders like Johnson's Fine, 48 2 5 75.

CLEANSERS.

TEA

Table listing tea products like Medium Japan, 38@42.

Gunpowder

Table listing gunpowder products like Moyune, Medium, 35@40.

Young Hyson

Table listing young hyson products like Choice, 35@40.

Oolong

Table listing oolong products like Formosa, Medium, 40@45.

English Breakfast

Table listing English breakfast products like Congou, Medium, 40@45.

Ceylon

Table listing Ceylon products like Pekoe, Medium, 40@45.

Pure Ground in Bulk

Table listing pure ground in bulk products like Allspice, Jamaica, @17.

Seasoning

Table listing seasoning products like Chili Powder, 15c, 1 35.

STARCH

Table listing starch products like Kingsford, 40 lbs., 11 1/4.

Gloss

Table listing gloss products like Argo, 48 1 lb. pkgs., 3 75.

Muzzy

Table listing muzzy products like 48 1 lb. packages, 9 1/2.

SYRUPS

Table listing syrups like Barrels, 75.

Pure Cane

Table listing pure cane products like Fair, 75.

TABLE SAUCES

Table listing table sauces like Lea & Perrin, large, 5 75.

Toothpicks

Table listing toothpicks like Escanaba Manufacturing Co., No. 48, Emco, 1 85.

Traps

Table listing traps like Mouse, wood, 4 holes, 60.

Tubs

Table listing tubs like No. 1 Fibre, 42 00.

Washboards

Table listing washboards like Banner Globe, 6 50.

Window Cleaners

Table listing window cleaners like 12 in., 1 65.

Wood Bowls

Table listing wood bowls like 13 in. Butter, 3 00.

WRAPPING PAPER

Table listing wrapping paper like Fibre, Manila, white, 07.

YEAST CAKE

Table listing yeast cake products like Magic, 3 doz., 2 70.

WOODENWARE

Table listing woodenware products like Baskets, Bushels, wire handles, 2 90.

Butter Plates

Table listing butter plates like Escanaba Manufacturing Co., Standard Emco Dishes.

Churns

Table listing churns like Barrel, 5 gal., each, 2 40.

Clothes Pins

Table listing clothes pins like Escanaba Manufacturing Co., No. 60-24, Wrapped, 6 10.

Egg Cases

Table listing egg cases like No. 1, Star Carrier, 6 00.

Faucets

Table listing faucets like Cork lined, 3 in., 70.

Mop Sticks

Table listing mop sticks like Trojan spring, 2 25.

Pails

Table listing pails like 10 qt. Galvanized, 3 25.

Toothbrushes

Table listing toothbrushes like No. 48, Emco, 1 85.

Traps

Table listing traps like Mouse, wood, 4 holes, 60.

Tubs

Table listing tubs like No. 1 Fibre, 42 00.

Washboards

Table listing washboards like Banner Globe, 6 50.

Window Cleaners

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Wood Bowls

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WRAPPING PAPER

Table listing wrapping paper like Fibre, Manila, white, 07.



KITCHEN KLENZER



80 can cases, \$4.50 per case

Bi Carb. Kegs 4

SPICES

Table listing spices like Allspice, Jamaica, @15.

Pure Ground in Bulk

Table listing pure ground in bulk products like Allspice, Jamaica, @17.

WICKING

Table listing wicking products like No. 0, per gross, 70.

The Sellers' Right to Choose His Customers.

Written for the Tradesman.

A decision which the United States Supreme Court handed down last week in the case of Frey & Son vs. the Cudahy Company makes it necessary to again say a word about the state of law as to the right of a seller to refuse to sell a cutter and at the same time to compel other people to refuse to sell him.

The Frey-Cudahy case was this: Frey & Son were Baltimore, Md., wholesale grocers selling Dutch Cleanser, which is made by the Cudahy Company. Cudahy has a rule that every jobber selling Dutch Cleanser must get a certain fixed price for it. Frey insisted on selling it below that price, and Cudahy not only cut him off, but in some way forced all the other jobbers to refuse to sell him, too.

Frey sued for damages on the ground that what Cudahy did amounted to restraint of competition, and won a verdict for about \$2,000. Cudahy appealed, and the U. S. Circuit Court of Appeals reversed, on the ground that as the U. S. Supreme Court had ruled in the Colgate case that a seller could not be deprived of the right to choose his own customers, Cudahy had a right to cut Frey or anybody else off without regard to motive.

Frey then appealed to the U. S. Supreme Court, and the latter now affirms, but says that the jury had a right to find the verdict it did. Business people are wondering how to square this with the decision in the Colgate case, which decided that a man with goods to sell can refuse to sell anybody he doesn't want to sell.

I shall try to make it clear in the light of this latest decision what the law is. My idea of what it is is this: That while it is fundamentally true that a seller may choose his own customers, he has no right to enter into any agreements, express or implied, with his distributors to keep goods away from a given distributor, and if he does that he violates the anti-trust act. Moreover, it is for a jury to say whether there have been such agreements. To state it a little differently, a seller can refuse to sell anybody he doesn't want to sell to, but he can't be the means, directly or indirectly, of inducing other people to refuse to sell him.

Just a little resume of the cases will clarify this. First came the famous Colgate case. The Court held in this case that since Colgate had no monopoly, he was within his rights when he announced in advance the prices at which he wanted his goods sold, and then he refused to sell to dealers who didn't sell at those prices. There was no charge that Colgate & Co. had made any agreements with any of its distributors that they should refuse to sell anybody whom Colgate & Co. should put a ban on, and the case therefore simply decides that a seller can refuse to sell a dealer who doesn't conform to his idea of price. In other words a seller's right to choose his own customers is not affected by the fact that he cuts a customer off merely because that customer sells too cheaply.

MARKET LETTER, MAY 17, 1921

COTTON

The better outlook in Europe has prompted a slight advance in Cotton which is plentiful. The cut in price of fertilizer and the natural tendency to raise cotton in the South will probably result in a larger crop than most expect. All cotton merchandise is priced on basis of demand, that is without reference to cost or profit or loss. If the product is scarce and demand good the price is higher proportionately than a line of merchandise in good supply and only fair demand. Dress Goods for Fall are cheap, likewise Satine, Cambrics, etc. White Goods are cheap but have been held back by poor weather. Gingham are scarce and selling at a premium, with indications that not more than two-thirds of Fall orders will be filled by Mills. Percales are like Gingham except that they are not quite so scarce. Wash Goods such as Voiles and Organdies are in demand, especially in new small checks and foulard designs. Prices on Towels, Pattern Cloths, etc. have been reduced below cost. Delivery on Damasks is unobtainable before October 1st. Draperies and Curtain Materials have been priced very low, which should bring back the demand on this merchandise. Blankets have been priced for Fall at prices approximately 40% less than last year. Comforts and other such items are on the same basis. Sheets and Pillow Cases are sold from two to four months in advance on all numbers and on some numbers of Wide Sheetings there have been small advances. Most numbers are sold until Sept. 1st. Bleached and Brown Cottons and Pillow Tubings are very hard to get and sold far ahead. Some lines of branded merchandise are sold far ahead and prices much higher proportionately than unbranded lines. Mills are refusing very much business ahead and when they have attempted to work extra time have been confronted with strikes and labor troubles. Outings, both fancy and plain, Shaker Flannels, etc. have all been priced for Fall on a very low basis in comparison with other lines of Cotton Goods and with the short time to manufacture, it is thought that there will be a distinct shortage in such lines.

All lines of Notions are moving continually, with very few price changes. This department should be one of your best departments. Cotton Hosiery cannot be obtained fast enough to take care of the demand and the prices in many cases are below cost. Cotton Underwear is in great demand and sold to July and cannot be obtained fast enough to take care of the demand. Bathing Suits have been reduced approximately 40% from the prices of last year, which should make them a big seller this year. Sweaters, and Knit Goods are priced very low for Fall. With short production it would be well for you to cover at least a part of your needs on Future order. Men's Furnishings are very low priced and have been cut continually, due to the necessity for money by cutters and manufacturers. This includes all lines of Men's Furnishings, such as collars, neckwear, night shirts, pajamas, dress pants, rain coats, dress shirts, suspenders, etc. We are showing fall lines of heavy goods like Mackinaws, Duck and Sheep Lined Coats, Winter Pants, etc. at prices which are very low.

Denims and Drills have apparently reached a level and the prices on Overalls and Work Shirts, especially in standard merchandise, are holding firm. Many Manufacturers have gone broke, thereby relieving the market of a great deal of distressed merchandise. One Manufacturer of a well known branded line of Work Shirts is sold up until August. Flannel Shirts have been re-priced on a very low basis compared with last year, being about 50% or more off. Immediate lines, such as Boys' Blouses, Pants, Knickerbockers, Rompers, Wash Suits, Shirts, Suspenders, etc. are practically stabilized on a low level. Umbrellas have apparently reached bottom.

One peculiar feature of our business during the slump has been that Ladies' Ready-to-Wear and Notion sales have exceeded last year, indicating that the prices on Ready-to-wear have gone so low that people prefer to buy made-up merchandise rather than making it. We are making very low prices on Middy Blouses, Waists, Aprons, House Dresses, Petticoats, Wash and Tub Skirts, Bloomers, Silk, satin and cotton Chemise and Combinations, Camisoles, Corset Covers, Bandoes, Brassiers, Muslin Gowns, Phillipine Gowns, etc. Our line of W. T. Corsets has been re-priced to the lowest market and is very cheap, as owing to competition which has been again restored all Corset Manufacturers are making an extreme effort to get business.

We are closing out a line of Children's Dresses at ridiculous prices. We are also closing out certain lines of Infant's Wear and other numbers of Ladies Ready-to-Wear which we have discontinued and which we are selling much below present cost. The market on Gray Goods advanced last week and if the European situation continues to improve a further recovery in Cotton is expected.

WOOL

The United States has on hand approximately one year and a half's supply of wool and our consumption is less than before the war, so that there is little indication of strength in the wool market. Available supply is close to 800,000,000 pounds and this year we will do well to consume 450,000,000 as against a normal consumption in 1913 of 550,000,000 pounds. The proposed tariff on wool may help the situation, but the stocks of wool all over the world are large. Present price of wool is about 45% under the high prices of 1920 but still somewhat above the pre-war prices.

All merchandise made of wool has been priced for Fall on a very low basis, even considering the high cost of wages and other comparatively high costs of manufacture. The best policy is to buy part of your needs on Future Order and then later buy as you need the merchandise. Imports of Manufactured products have been much larger recently than in 1919.

SILK

Raw Silk continues on about the same basis but the outlook is not for much higher prices. Imports in 1920 about equaled 1913 but were only about two-thirds as large as in 1919. The present rate of imports is not sufficient to meet the reduced demand. The consumption is now the largest since September and stocks in ware-houses are about one-third of what they were a year ago. The silk industry is improving rapidly and some fundamental and seasonal strength is to be expected, although no large advance can be looked for any length of time. The Japanese Syndicate is still artificially holding up the price of raw silk. Certain lines of Silk Piece Goods are in good demand, although any attempt to raise prices meets with failure. Full Fashioned Hosiery is temporarily scarce owing to the strike which is continuing. This has caused a shift to seamed Hosiery, of which we have a large stock and are selling below present market. Artificial Silk Yarn Manufacturers catering to the Hosiery trade claim they are sold far ahead. It looks as if you are reasonably safe in buying Silk Merchandise in reasonable quantities for your immediate use.

GENERAL

A tendency toward easier money has helped to stimulate industry. The slogan "BUSINESS IS NOT BAD, IT IS JUST HARD TO GET" expresses the situation. We find that Mills, Manufacturers, Wholesalers and Retailers who make extra efforts are getting a fair volume of business, while those who are not making such efforts are not getting much business. This means that you will be rewarded for making special efforts to get business. We want to help you and make you the proposition of paying your Railroad fare to induce you to visit us during May and we are going even further than this.

We find that many smaller stores who do not have an Advertising Manager, Window Trimmer, etc. can obtain large increases in their business by putting on SPECIAL SALES. If you find your business is not good and you desire our help, one of our experts will help you pick out the merchandise, write your ad, trim your windows, arrange your store and obtain extra business, which you would not ordinarily get. If you are interested, fill out and send us the attached coupon.

GRAND RAPIDS DRY GOODS CO.

GRAND RAPIDS, MICH.

EXCLUSIVELY WHOLESALE

NO RETAIL CONNECTIONS

Grand Rapids Dry Goods Co.,
20-28 Commerce Ave., S. W.,
Grand Rapids, Mich.

Date _____

We are interested in having your help for a SPECIAL SALE. We desire to have your expert call on us _____, 1921.

Name _____

Address _____

Next came the Schrader case, in which the Government sued Schrader's Son, Inc., a manufacturer of patented automobile accessories. It was charged and proven that Schrader made regular agreements both with jobbers and retailers to sell his goods at fixed prices. When anybody cut those prices Schrader would cut him off and compel his other distributors to cut him off. Schrader was found guilty and the U. S. Supreme Court upheld the conviction because it said "the parties combined through agreements designed to take away dealers' control of their own affairs, and thereby destroy competition and restrain the free and natural flow of trade among the States."

Now comes the Frey-Cudahy case, involving the same state of affairs as in the other two cases, viz., a situation where a manufacturer, attempting to hold his dealers to a certain resale price, tries to keep goods away from cutters.

What the Supreme Court says in the Frey-Cudahy case is that while a seller, as was ruled in the Colgate case, undoubtedly has a right to choose his customers, he must not be the means of forming agreements with his distributors, of keeping goods away from a given distributor; that such agreements need not be expressed, either verbally or in writing, but can be by tacit understanding, or a course of dealing, and that whether such agreements or understandings have been had a jury must decide after hearing all the facts. The only reason the Frey-Cudahy verdict was not sustained by the Supreme Court is that it was rendered after an erroneous instruction by the trial court. In other words, while the Court affirms the fact that these cases must be decided by juries, it says that this particular jury had incorrect instructions and therefore the Circuit Court was right

in setting the verdict aside. If the verdict had been rendered after correct instructions by the trial judge, the Supreme Court would have upheld it.

The importance of the decision is in this: That when the manufacturer of a trade-marked article starts in to make the trade resell it at a certain fixed price, he is confronted by the fact that any cutter whom he has cut off, and had others cut off, can sue him for damages, that his case will be heard by a jury of laymen, that before that jury his whole scheme to limit prices and the way he has carried it out will be told, and that the jury will then have the legal power to render a verdict against him if they think he had an understanding with the trade that cutters shouldn't be sold; a verdict, let it be said, that cannot be overturned if there was no error at the trial.

My judgment is that juries of laymen would render verdicts in favor of plaintiffs in nine cases out of ten; that is the danger of the new situation.

[Copyrighted 1921.]

When some special occasion comes along on the calendar, if you mark your picture post cards to sell by the dozen, you will sell a lot of cards to the people who only needed seven or eight. A harp-shaped fixture, formed of three pieces of light wood, made an attractive St. Patrick's post card display. Two of the pieces used were plain strips, the same width from end to end; the upright piece was several inches wider and longer than the piece that went across the top. Brass curtain rods were used as strips for the harp and the woodwork was covered with green paper and decorated with artificial flowers and foliage. Several bows of green ribbon and an American flag hung as a background set off the entire fixture.

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.

Want to hear from party owning a good general merchandise business or other business for sale. State cash price and particulars. John J. Black, 139st, Chippewa Falls, Wisconsin. 283

EXPERIENCED SALESMAN desires connection with large retail shoe store where there is a chance for advancement. At present employed as salesman and assistant buyer. Best of references. Charles O. Ballard, Monroe City, Mo.

For Sale—Implement store in a thriving city of 15,000 in central part of Michigan. About \$8,000 stock. Last year business \$26,000. This has always been a money maker. Selling on account of other business. Address No. 344, c-o Michigan Tradesman. 344

SALESMEN WANTED—To handle SCOPO, the sanitary sink shovel as side line. SCOPO typifies quality in sink scoops. Nothing else approaching it in the market. Widely advertised in the leading trade papers. Sells on sight. Address Scopo Manufacturing Co., 393 High St., Newark, N. J. 345

FOR SALE—Old established wholesale and retail bakery and ice cream plant. In city of 9,000. Doing approximately \$100,000 annually. Inventory \$40,000. Price \$30,000 part time. For full particulars, write Harner & Max, 10 South Washington St., Ypsilanti, Michigan. 346

For Sale—Shoe stock, fixtures, accounts and lease of E. W. Herrick, Kalamazoo, Michigan. Sealed bids to be in hands of trustee not later than May 10, 1921, accompanied by 10 per cent cash or certified check to trustee for bid. Inventory furnished on request. A \$40,000 business. Charles D. Kable, trustee, c-o Herrick Boot Shop, Kalamazoo, Michigan. 347

Eighty acres, good house, orchard, in good condition. Buy from owner. Address Joseph Lutz, Route 4, Hesperia, Mich., Oceana County. 348

FOR SALE—ESTABLISHED dry goods business. BEST location in Kenosha. Clean stock, invoicing \$10,000. Can be reduced to \$6,000. Reason for selling. F. J. Moore, Kenosha, Wisconsin. 349

Drug store for sale in small town in central Michigan, with good farming, on trunk line road, for \$2,500. Reasonable terms. Will sell or rent building. Must sell on account of health. Address No. 350, c-o Michigan Tradesman. 350

Splendid Business Chance—General merchandise of groceries, drug sundries, dry goods, living rooms and post office in connection. Ask any wholesaler, bank, or Dunn. Reason, sickness. J. W. Aldrich, Falmouth, Mich. 351

Old established grocery doing \$500 weekly. About \$3,000 buys it. Best and cleanest stock in city. After twenty-four years continuous business owner wishes to retire. Will sell or lease building. Address A. J. Clark, Lansing, Mich. 352

FIXTURES OF METAL—For every modern display and merchandising need, in all desirable styles and finishes. Special fixtures will be built to order. VISEL-DARLING CO., INC., Bronson, Mich. 353

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.

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

Bell Phone 596 Citz. Phone 61366
JOHN L. LYNCH SALES CO.
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

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

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

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

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

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. E. 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

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

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

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

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

Supreme DANISH PRIDE Quality

Mr. Retail Grocer:

Are you getting your share of business on

DANISH PRIDE

The PERFECT MILK

The housewife is fast learning the superior quality of this brand of canned, unsweetened evaporated milk, and when she once tries it, insists on having no other.

JUDSON GROCER CO.

Wholesale Distributor

GRAND RAPIDS

MICHIGAN

Supreme DANISH PRIDE Quality

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

Tradesman Company
Grand Rapids, Mich.

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



BLUFF AND BLUSTER.

More Windy Statements By the Chicago Bubble Blower.

Chicago, May 12—The trustees of THE CO-OPERATIVE SOCIETY OF AMERICA won before Judge McDonald, won before Judge Scanlon and won before Judge Foell. They will always win in any Court of Justice.

Fighting the negative thinking politicians with one hand, at night with the other, we have built one of the most substantial business enterprises in the city of Chicago. The interests have jumped on the Chicago market in two years from \$25 to \$70. It is predicted that they will sell at \$100 before a year is over.

We own the seventeen story building on the corner of Wells and Randolph streets. We own the Peoples Life Insurance Co. and the Rochdale Wholesale Company, operating 148 retail stores. We are opening five additional stores each week and can continue for three years with our present resources. We have over a quarter of a million dollars invested in food manufacturing plants in Chicago and a half million in creameries in Wisconsin. We have other assets and are acquiring more.

Little did the railroad men of twenty-five years ago realize, when they allowed the crooked politicians of that day to put an innocent looking bill through Congress, that within twenty-five years the railroads, a competitive business, would be controlled and managed by politicians, and that economic chaos would be the result.

Not a banker in a hundred (most of them eat too much) realized when the first "blue sky" law was passed that the same negative thinking politicians are reaching out to regulate and, therefore control another competitive business—the investment banking business of the U. S. If they get control, as they surely will unless somebody fights them, all business expansion in this country will cease. We will then have another Russia.

Recently a representative of one of the oldest and proudest banking houses in the United States accepted what he thought was immunity from one of these negative thinking politicians in order that his banking house might dispose of some notes of a "Pittsburgh Electrical Manufacturing Company." The banker was, and is, guilty of a criminal offense, like any cheap culprit languishing over in the Clark street jail and the statute of limitation has not run against him. Think of a business man being in that position.

If the late Henry Higginson could see the investment bankers of the United States walking up "hat in hand" and "knotowing" to these negative thinking politicians, he certainly would groan and turn over in his grave.

The same politicians offered the same immunity to me. I told them we were still Americans—that we neither accepted nor gave immunity—that we preferred to meet in a court room, and if the court decisions were against us, we would move to some enlightened country, like China, where our little sons could have dreams and then work to make those dreams come true—or move to some other place where real men may make two blades of grass grow where one grew before.

Having been trained in advertising and sales work; knowing, as I do, how to capitalize scurrilous attacks to the best advantage of the interest I represent, I have rather enjoyed the bankers' attack on myself. The co-operative business, under their grilling of me, has certainly grown beyond any of our expectations.

But my associates are a little more thin skinned than I am and insist, now that the business is established, I stop telling the reporters for these so-called bankers' reporting agencies "to jump in the lake."

The bankers, in their attempt to ruin the Co-operative Society of America, have had printed about me all the negative "stuff" that could be thought of. Here is some positive.

When I was 25 years old, I was one of the highest paid executives in the Wanamaker organization in Philadelphia. I came to the Chicago Tribune from Philadelphia to re-organize its sales and advertising department. During the five years of my administration, its cash dividends were increased from \$28,000 to \$916,000 a year. The books of the Tribune Company will confirm this statement. The Tribune Company offered me a contract for \$100,000 to continue to work under Mr. Keeley. The transaction is written on the minutes of the Tribune Company. I preferred to retire from their service and did.

J. L. Stack then offered me an equal interest in his business. I accepted and retained it until, for reasons we now all understand, I voluntarily left eight years ago and joined Mr. Hearst's staff as President and Publisher of the Chicago Evening American.

Mr. Hearst paid me \$35,000 a year and in three years I changed the Evening American from a loss of \$167,000 in 1912 to a profit of \$137,000 in 1915. Mr. Hearst then asked me to go to New York. I was with him almost one year after that time. I told Mr. Hearst if he would pay me a million dollars in ten years I would remain in his employ. Mr. Hearst did not agree. I left. Mr. Hearst sent me

a consulting fee of \$1,000 a month for almost a year after.

One of these "reporting agencies" has said that I was discharged from the Chicago American for stealing money. If a man puts his finger on that report after this notice, under the law I can put him in jail, also the stenographer who rewrites it and the clerk who drops the document in the mail box. Let no man dare.

I was one of the organizers of the Fruitvale Grocery & Market Co., an Illinois corporation with a cash paid-in capital of \$100,000. The interest which I represented sold out its entire holding in July, 1918, to one of the biggest financiers, a director in five Chicago banks, and his friends.

Neither I nor the National Society of Fruitvalers was an officer, director or stockholder in that Company after July, 1918. If I had been interested in any way, the concern would not have gone into bankruptcy. The financier permitted it to go into bankruptcy in October of that year. If any banker or anybody else ever writes or says that I have ever been a stockholder, an officer or a director in any company that ever went through bankruptcy, I will put him in jail for criminal libel. Eager as you are to destroy the Co-operative Society of America and me personally, don't you dare try it.

I was one of the founders of the National Society of Fruitvalers. I was summoned by blackmailing lawyers into a bankruptcy court. All my life I preferred to fight rather than to be blackmailed. I won in the proceedings before Judge Landis. The suit was dismissed, as the records in the United States Court will disclose. The National Society of Fruitvalers never was in bankruptcy. But after the sensational newspaper attacks it was a sorry plight of business. All of its assets and organization were wiped out—its liabilities remained.

I put my signature on the back of every note and obligation ever issued by the Fruitvale Society and my wife put her name on as much as she thought she could, in justice to her children. When the difficulties came I could have gone through bankruptcy, as other men have done, who found themselves in a similar predicament. But all my life I have paid one hundred cents on the dollar and I shall always try to. I could have sat down on the curb and wept, as I have seen other fellows do. Instead, I preferred to pick up the "broken pieces of china," put the load of over a quarter of million dollars in debt on my back and walked down the middle of the street. "It was a tough job," as every man who has been over the road will appreciate.

Ninety per cent. of the creditors offered to tear up their notes. A few of the more cold blooded creditors wouldn't give me a chance. They tried to attach the beds my children slept in—one tried to attach the desk I wrote on. A few got judgments against me which still remain. Some tried to put me into involuntary bankruptcy. I had to endure every indignity that, under the law, crooked, ambulance chasing lawyers could heap upon me. Yet I would not free myself from them by using the bankruptcy act. Many called me a "crook." I could have moved away as others have done when overtaken by difficulties, but I preferred to stay in Chicago and fight it out. I am still here and on the job. Personally, I haven't fully recovered. Some day I will. But the Co-operative Society of America, of which I am a trustee, as I was the President of the Chicago American or the Business Manager of the Chicago Tribune, starting with one store out "on the prairie," is a big success. I think it will be the biggest business in Chicago.

In this letter I have accounted for every minute of my life since I was 25 years old and the time in my life from 9 years to 25 could be just as well accounted for.

It probably would be better for every banker or investment banking house to let everybody who handles correspondence to read this letter. It might be for the best interest of everybody that you go through the files and burn every report about me.

Unless you can defend yourself if taken into Court, you had better train your office staff about writing my name, for I certainly will take the first man who dares into a criminal court room. I will use all the resources of my family and friends and give every character assassin exactly what he is entitled to under the law—a prison cell.

Now that I have given you legal notice let no man dare go beyond the point where he can defend himself. Now that I have the time, I would like to take one of these cowardly banker character assassins through the wringer of a court room to see what kind of stuff some of them are made of.

I am ready—are you?
Harrison Parker.

Stop! Look! Listen!
To secure a conviction in criminal libel cases it is necessary to serve notice. This is legal notice for every banker in Chicago. If any bankers or bankers' employes sends out a statement about me that isn't correct, I will put him in the Joliet penitentiary.

I can do this under the law and I will do it.
Harrison Parker.

RAMONA

"The Park Beautiful"

Open Saturday, May 21

All the old popular attractions and some New Ones, including the Jack Rabbit, repainted and overhauled and the new Mystic Chutes, the latter just completed at a cost of \$40,000 by McElwee Brothers.

Florists have been working for weeks putting the beds, window boxes and terraces in magnificent shape, while the lake front has been improved.

The Mystic Chute is a boat ride of half a mile and it takes over five minutes to make the marvelous trip. It ends up in a lake of water after a 52-foot drop from a chute.

Among the features are two scenes, fantastic in the extreme, 1,200 feet of tunnel, through which the 17-foot boats carrying seven passengers each pass, and in which lights flare every 300 feet, pleasing turns and scenic effects as well as many other things warranted to fascinate people of all ages and temperament.

The approach to the Mystic Chute is the representation of an old mill, in front of which is a landing 36 feet by 75 feet in dimensions. John McElwee has this new attraction, as well as the Jack Rabbit and merry-go-round, renovated in a manner to attract the eye of the younger folk.

"Where They Hang Out the Sign of Good Shows"

Ramona Theater

8 DAYS STARTING MAY 22

Matinees daily at 3:00 p. m. Evenings at 8:30 p. m.
Seat Reservations Downtown—Peck's Drug Store,
Pantling Toggery Shop, Ramona Box office. Citizens 1321; Bell M. 350.

Get the habit of securing your seats early. Ramona standard of shows will be maintained. It is going to be an S. R. O. summer for those who wait until the last minute. Seat reservations now for entire season.

Dancing Every Evening at the

CASINO

This popular resort again under the management of Mr. and Mrs. Frank Harris Peake, of Chicago. Many novelties and special features will be offered during the season. The music leaves nothing to be desired. The dreamy waltz and the peppy jazz by

Carl Hentschell's Ramona Orchestra

The Nightmare in the Grocery Business— and the Cure

When you lie on your back at night—and the phantoms of nightmare push you toward the abyss—you know the remedy: “Turn over!”

Every grocer knows the Nightmare of the jobbing business. Goods that lie in the warehouse and *won't turn-over!*

These are invariably unknown, unadvertised goods, selling several cents under the popular brands—with big paper-profit and permanent residence on the stock list.

Instead of turning-over for profit they over-turn the business.

Karo syrup has the National Record for a 100% turn-over in the syrup end of the grocery business.

Karo syrup is practically sold the day it enters the warehouse. Several million dollars of “Karo Good-Will”—*established popularity*—insures the sale of every case *to the consumer* at minimum sales-effort and expense.

Regardless of the extensive advertising carried on in the past, Karo will receive still greater and more extensive publicity during 1921.

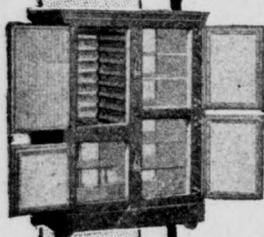
CORN PRODUCTS REFINING COMPANY
17 Battery Place, New York

McCRAY

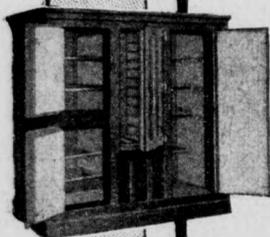
REFRIGERATORS FOR ALL PURPOSES



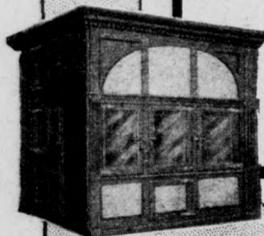
Sanitary Grocery and Market—McCray Equipped.



FOR RESIDENCES



FOR HOTELS.



FOR MEAT MARKETS

IN considering a refrigerator there is just one thought you have in mind: "What will it do for me?" A McCray Refrigerator will save you money—*absolutely save you money*. The McCray is built to cut out the waste due to spoilage. You know that this waste accounts for one of the biggest losses in your business and, as thousands of McCray users will gladly tell you, McCray Refrigerators and Coolers cut spoilage waste to the absolute minimum.

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

You can make your refrigerator or cooler pay for itself. Our special payment plan enables any grocer or butcher to secure any McCray Refrigerator or Cooler and pay for it while it is in use.

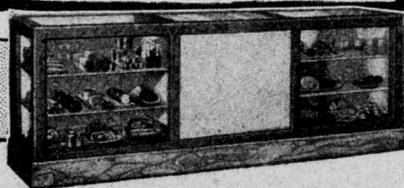
SEND FOR CATALOG—No. 71 for Grocery Stores and Delicatessen Stores. No. 63 for Meat Markets. No. 52 for Hotels and Restaurants. No. 95 for Residences. No. 74 for Florists.

McCRAY REFRIGERATOR CO.

3144 Lake Street, Kendallville, Indiana

Salesrooms in Principal Cities

Detroit Salesroom, 36 East Elizabeth St.



FOR DELICATESSEN STORES