

THE BIRD WITH A BROKEN WING

I walked in the woodland meadows,
Where sweet the thrushes sing,
And found on a bed of mosses
A bird with a broken wing.
I healed its wing, and each morning
It sang its old sweet strain,
But the bird with the broken pinion
Never soared as high again.

I found a young life broken
By sin's seductive art,
And touched with a Christ-like pity
I took him to my heart;
He lived with a nobler purpose,
And struggled not in vain,
But the life that sin had stricken
Never soared as high again.

But the bird with a broken pinion
Kept another from the snare,
And the life that sin had stricken
Raised another from despair;
Each loss has its own compensation,
There's healing for each pain,
But the bird with the broken pinion
Never soared as high again.

Hezekiah Butterworth.



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



Made in Handy Sizes

Home Comfort Bread and Cake Cabinets are made in seven handy sizes. The smallest is 14" x 17" x 11" and the largest is 30" x 36" x 16". They fit in anywhere—there's a size that will go in any corner of the kitchen or pantry. Ask about our No. 20 assortment.

Made by

The Home Comfort Company
Saint Paul, Minnesota

"When ordering direct, mention your jobber"

Yeast Builds Appetites

You're wondering how that affects your business?

It simply means that every time you sell a cake of

Fleischmann's Yeast

you speed up your customer's purchases of other foods. Push Yeast and don't let such steady profits slip past you.

Have your customers place a standing order.

When You Need Sugar

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

LOWEST MARKET PRICES

On Fine Eastern Cane or Beet

in car or less-than-car lots.

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

PHONES

Bell Main 5041

Citizens 65448

LEWELLYN and COMPANY
WHOLESALE GROCERS
GRAND RAPIDS MICHIGAN

Red Crown

CANNED MEATS IN BIG DEMAND



A thoroughly reliable line perpetuated through carefully maintained, high quality products.

**Sold to Retailers
Exclusively Through
Wholesale Grocers**

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

MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 25, 1921

Number 1966

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by

TRADESMAN COMPANY.

Grand Rapids.

E. A. STOWE, Editor.

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in advance.

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

HARRISON PARKER STALLED.

His Stock Sellers Forced To Suspend Operations.

March 30 of this year the Michigan Supreme Court handed down a decision—People versus Clum, No. 119—holding that common law trusts stand in the position regarding the sale of their stock as corporations, because they cannot offer the stock for sale without first having the proposition passed upon by the Michigan Securities Commission. The case in question came up to the highest tribunal from Wayne county, where F. H. Clum was convicted in the Recorder's Court for disposing of securities in the National Business Men's Protective Association without first securing the sanction of the Michigan Securities Commission. The appeal was argued before Chief Justice Steere and Justices Moore, Fellows, Clark, Bird and Sharpe. The opinion was unanimous, so the decision is now the organic law of the land.

Notwithstanding this decision, representatives of Harrison Parker and his two associate trustees came to Grand Rapids and opened an office at 112 Pearl street for the sale of stock in the Co-operative Society of America. Although they were told that they were operating contrary to the law, they arrogantly assumed that they were above the law and acted accordingly. One reason why they felt so cock sure they would not be molested was that their legal representative at Lansing assured them that his "stand in" with Attorney General Wiley would enable him to forestall any action against them. More recent advices from Lansing indicate that the "stand in" is a myth and that the Attorney General has well defined ideas on the subject of common law trusts and will show them no more consideration than Governor Groesbeck did during the four years he served as Attorney General. He always held that common law trusts were an evasion of the law and should not be tolerated. He refused to per-

mit any of these organizations to file papers with the Secretary of State, holding that outlaw concerns which claimed to be above the law—and not amenable to the law—had no place in the business structure of Michigan. It is understood that Attorney General Wiley entertains similar opinions regarding these super organizations and will not tolerate them to gain a foothold in this State.

The Grand Rapids sales agency advertised for stock salesmen and soon had twenty-six men in the field. They succeeded in selling 80 shares of stock the first week they applied themselves to the work, which involved a net investment of \$5,800. Promises were made to establish thirty co-operative stores in Grand Rapids and as many more in surrounding towns—one in Greenville, one in Belding, one in Lowell, etc., Purchasers of one share of stock were assured they could buy goods at these stores at 5 per cent. discount. A man who had had some experience in the grocery business was promised the management of the thirty stores if he would purchase five shares of stock. This offer was made the first time he called on the sales office, before the man in charge had made any enquiries whatever as to the capability of the man.

As soon as the character of the undertaking was disclosed, the matter was brought to the attention of Prosecuting Attorney Hoffius, who took prompt action in investigating the propaganda on his own account. He visited the office of the sales manager, but obtained little information because the man in charge assumed an arrogant attitude and refused to talk. Mr. Hoffius thereupon sought information from other sources and soon convinced himself that the sale of stock was contrary to law. He thereupon notified the local manager that sales must be discontinued and a detailed report made to him of the sales already made. The next morning an attorney from Chicago put in an appearance, assured Mr. Hoffius that sales would be discontinued at Grand Rapids and all other cities in the State where offices had been established, pending the result of a hearing before the Michigan Securities Commission; that if the decision of that body is adverse, the money realized from the sale of stock will be returned. Mr. Hoffius is entitled to a great deal of credit for the promptness and efficiency with which he acted in the matter. The same appears to be true of Prosecuting Attorney James Cleary, of Battle Creek, who kept in close touch with Mr. Hoffius and acted in concert with him. The battle royal will now be before the Michigan Securities Commission. On the face of things it

looks as though the Harrison Parker crowd would be defeated and will be compelled to back down and out as gracefully as they know how.

WHICH CLASS ARE YOU IN?

The Tradesman refers only at rare intervals to anything which appears in its advertising columns. This week it feels called upon to commend the frank statements made regarding present business conditions by the Grand Rapids Dry Goods Co. in its regular weekly message to the trade.

The difference between the progressive and the non-progressive merchant could hardly be described with greater exactness and fidelity to truthfulness than that employed by the writer of the advertisement. The unfortunate feature of the situation is that every word is true. Laboring men are not by any means the only profiteers in the country to-day. The union slacker who prefers to remain idle because he cannot get \$1 per hour, the same as he did two years ago, when everything in the food line sold at two or three times as much as it does to-day, is no more ridiculous in the eyes of the casual observer than the retail merchant who is still holding percales at 35 cents per yard, when his present stock can be replaced at 13 cents. Many of the city merchants are equally as greedy and short sighted as some of the country merchants. A large department store recently held a special sale of ribbon at \$1.20 per yard which cost the concern 30 cents. Only last week a local dry goods house had a special sale on ladies' silk hosiery at \$2.50 per pair which cost \$9 per dozen. It appears to be next to impossible for some merchants to look the situation fairly in the face and concede that they owe a duty to their customers at this time—that they must cut their prices in two in order to stimulate buying and influence business to resume its former channels.

The time has gone into history when a merchant can take in \$100 per day and make \$50. If he wishes to make \$50 per day, he must reduce his prices and increase his volume to \$250 per day. The people are not fools. They know that everything in the dry goods line has been reduced to meet the changed conditions. They realize that the merchant who insists on holding percales at 35 cents and brown cotton at 20 cents is just as much a sinner as the union dupe who would rather run store bills and play pool or walk the streets than work for less than \$1 per hour. They know they can get along without union slackers at \$1 per hour while they can employ faithful non-union workmen for 50 cents per hour and they also know that they can refrain from buy-

ing goods of the merchant who is obsessed with the idea that he can continue to be a profiteer long after the days of profiteering are passed and gone.

Present conditions find an exact counterpart in the days of 1867 and 1868, when some merchants continued to hold calico at 50 cents per yard and sugar at 25 cents per pound long after the cost on those articles had gone back to pre-war prices. As a result, the progressive merchants who took their losses in man fashion and sold goods on the basis of market value, instead of war cost, came to the front, while sluggards who were literally drunk with the gains they had accumulated during the war period were swept into oblivion by the panic of 1873.

It is not a pleasant task for the Tradesman to find fault with any of its readers and possibly some of them will resent the plain words we have undertaken to utter in the simplest language at command. If what we have said, however, results in arousing many merchants to their duty in the premises, so that they shake off the lethargy they have cherished for the past year, take an inventory of their own shortcomings and "get a move on," the Tradesman will feel amply repaid for the effort it has made to show the sluggards that they owe a duty to themselves and their customers at this time which should be exerted without another day's delay.

Women are not attracted to "Special Sales" merely by the price reduction, although that is an attraction when the store has a reputation for veracity. The time they are most eager to buy and even to struggle in a crowd of other shoppers is when the seriousness of the sale is impressed on them and some limit placed on the number of purchases that any one woman may make. The same effect is obtained when it is announced that "the best ones will go first," or that no deliveries, alterations or charge sales will be made. "Tell a woman you will let her buy only three sale lamps and she will buy those three even if she wanted only one!"

As an instance of the mental elusions of the devotees of high finance, the testimony given by Harrison Parker during his examination in the local bankruptcy court is most conspicuous. He apparently could not recall any transaction a year or two old unless it exceeded \$100,000 in volume. Such small sums as \$25,000 were too insignificant for him to recall with distinctness or any degree of accuracy. A careful compiled summary of his testimony will be published in the Tradesman next week.

GROSS SALES TAX.

Valid Reasons Why Business Men Favor It.

There has been a Nation-wide expression from the merchants and other business men of the country in favor of a turn-over of gross sales tax. This has been manifested by the large number of referenda reporting great majorities in favor of this form of taxation and by the resolutions of hundreds of associations of merchants and dealers throughout the country recording the same verdict.

It may be unhesitatingly affirmed that the rank and file of all business in the United States endorses this movement and if Congress could hear from each one of this vast army, it would change promptly from the position which seems at the moment to be assumed in Washington, unfavorable to the adoption of this great business-like measure.

Too much attention should not be given, however, by merchants to this last-mentioned opposition. It is purely political and the slogan is given out by party leaders for the benefit of those constituents who do not understand the subject.

The fact is that, proportionately, the little man would benefit far more than any other class, if the taxes were reformed and the turn-over tax put in operation on the lines proposed. This would eliminate all the various excise so-called luxury taxes, soda water, candy, movie tickets, etc., which are levied at exasperatingly high rates and are a continual annoyance to 70 per cent. of the whole people.

A reduction of 20 per cent. in the cost of things would be effected because the present system adds 23 per cent. to such cost while the turn-over tax would add only 3 per cent.

Table Showing Application of Turnover Tax on a Pair of Men's Shoes Retailing at \$7.00.
(Furnished by R. P. Hazzard of Gardiner, Me.)

	Tax at 1%
1. Raw hide, raw material, etc. \$1.56	\$.0156
2. Tanner sells leather for..... 2.82	.0282
3. Leather and findings are sold 3.13	.0313
4. Manufacturer sells pair of shoes to jobber..... 3.88	.0388
5. Jobber sells to the retailer 4.67	.0467
6. Retailer sells to consumer 7.00	.0700

Total tax \$2.306
Or 3.3 per cent. of the retail price to the consumer.
(From the Rothschild Tax Primer)

The tax is a perfectly fair one because the man who spent the most would pay the most and the effect, if any, would be to put a premium on thrift and saving.

The dry goods fraternity has expressed itself more universally in favor of this movement than probably any other industrial division, and it is fair to assume that the most complete understanding of the subject is possessed by readers of this paper.

Briefly, it is this:

Every one, whether citizen or alien, doing business in this country, under which he shall receive monies, must take out a license at the nearest tax collector's office, for which the charge should be a nominal one—\$100 per annum.

That license will compel him to keep books of account of his business transactions, and at the same time,

constitute him an agent of the Federal Government for the collection of taxes.

At the end of each month, he must send to the Tax Bureau from which he has taken out his license, a statement of the amount of goods sold by him, accompanied by a check for 1 per cent. of the gross amount.

At the end of the twelve months, he shall present a consolidated statement, correcting any errors, whether of over- or under-payment. The 1 per cent. must be paid by him, whether he has collected it or not, although it is contemplated that he shall collect the tax, and if he fails to do so, and prefers to absorb the amount, he must pay it nevertheless.

Persons doing a business under which they collect less than \$6,000 per annum, or \$500 per month, need pay no tax, unless they have collected it. Should make it a larceny to collect a tax, no matter how small, and not account for it to the Government.

This exemption of up to \$6,000 per annum is recommended both for economic and political reasons. I believe that there are so many small dealers in this country who do less than \$6,000 per annum that it would cost as much to supervise their payments, and collect the amount they owe, as would be collected. And above all, it would exempt a very large percentage of our farming community, and 100 per cent. of the labor, since labor receiving more than \$6,000 per annum would hardly come under the heading of labor, and if it does, it is capitalistic labor, which should pay.

The things to remember in any problem which may come up is, that while the merchant pays the tax, he treats it as part of his overhead and passes it along in the price he charges his customers.

The apprehension of the dealer who makes only 2 or 3 per cent. profits on his turn-over that his small profit will be thus measurably cut, if he has to pay 1 per cent. on the transaction, is unfounded.

Irrespective of his profit, he would add the 1 per cent. to his bill as the Government tax and it would be paid by the buyer. As every one in his line would do the same he would not suffer from his competitors.

It is a consumption tax all to be paid eventually by the consumer but so light in its final incidence that it will not be felt.

Tables have been carefully prepared showing the final percentage on a large number of representative products. These demonstrate that the average percentage which will be added to final prices is not 3 per cent. On some things it is much less. On an article with eleven turn-over taxes to be paid on each operation from raw material to ultimate consumer, the percentage to be added is only 3¼ per cent. on the final price.

The table appended showing final percentage on a pair of shoes will give the reader an idea of how the tax works out in actual use.

It is only necessary for every thinking person to become thoroughly posted and to post his neighbors. And

finally to inform his congressmen of the real sentiment throughout the country, to bring about action which will lift this great burden from the Nation's industries, and will establish a sound business system of taxation which will hurt no one; but will, on the contrary prove to the great advantage of every one.

Jules S. Bache.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 24—Lloyd E. Smith, Vice-President of the Valley City Milling Co., is on a business trip through New England. He expects to be gone four or five weeks.

Robert Massey is now on the road for the Lexington Cigar Co., of Chicago, covering the retail trade and turning the orders over to jobbing agents. Mr. Massey was formerly on the road for the G. J. Johnson Cigar Co., covering Minnesota, North and South Dakota, Montana, Iowa and Nebraska.

Charles Christopher, who resides at 108 East St. Joseph street, Lansing, was traveling salesman for Northrop, Robertson & Carrier, of Lansing, for twenty-five years, and when the Worden Grocer Company took over their interests, he remained with them nearly two years, when he had a slight stroke, so he retired as a traveling salesman and now is much better and has a very responsible position with the American Savings Bank of Lansing. He still continues to take and read the Tradesman. He has been a subscriber and constant reader of it for the last thirty-five years. He wishes to let his many friends among the trade know where he is and to let them know that he has a warm spot in his heart for them all and he says the only way he knows of to reach all the trade is to get a notice in the Michigan Tradesman.

A well-known traveling salesman writes as follows: "Permit me to congratulate the Tradesman on the admirable way you have of pointing out the shortcomings of hotels and hotel men. I join the Tradesman in the hope that Boyd Pantlind, now that he has had a half year's rest in California, will look into some of the charges made at the Pantlind Hotel and relieve his friends of the traveling fraternity from some of the abuses which were permitted to creep into the organization during the war period. The last time I was in Grand Rapids I was pressed for time and decided to eat a hasty luncheon in the bar room. I saw a sign conspicuously displayed, "Sandwiches 10c; buttermilk, 10c." I sat down at a table and asked the waiter to bring me two cheese sandwiches (pointing to the sign behind the bar) and a glass of buttermilk. I waited 25 minutes before I was served and then received two rye bread sandwiches, without any butter on them. The bread had been cut so long that I could not bite it with my teeth or cut it with my knife. I drank my buttermilk and called for my check. I then noticed that I was charged 20 cents apiece for the sandwiches and the same amount for the buttermilk—60 cents, instead of 30 cents, as I had planned. I handed the waiter 75 cents, when he casually remarked that most of the gentlemen who ate in that room gave him a 25 cent tip, instead of 15 cents. I recalled the wonderful meals I used to eat in the old days at the Morton House for 75 cents and marveled over the change which time has wrought in the hotel business. I have been a customer of Boyd Pantlind for thirty years and feel no hesitation in stating that I think he has done more to make Grand Rapids famous than any other man in the city. He always aimed to give a man his money's worth and never failed to do so until the war came on and raised Ned with both prices and service. Now that

the war is over and food prices are down to normal levels again, I think Boyd Pantlind will soon come to realize that he should make a corresponding reduction in the price of the food served by him at the various eating places in the Pantlind Hotel. Like all hotels, there are other abuses which were permitted to gain a foothold during the war which ought to be speedily and effectively abolished. I think, too, he should put some sort of a curb on the tipping evil, which has become next to intolerable at the Pantlind. It is next to impossible to get any service at the Pantlind unless you hand out a quarter or a half. Silver dimes are not legal tender at the Pantlind nowadays and a man who would venture to hand a porter a nickel for brushing his hat would

SEE AMERICA FIRST 3,000 Mile Trip By Automobile Through Scenic New England For \$300.

Including transportation, hotels, waiters and porters fees through Canada via Hamilton to Niagara Falls, Rochester, Watertown, through the Adirondack Mountains via Lake Placid, along Lake Champlain to Plattsburg and Burlington, through the Green Mountains of Vermont via Montpelier, through the White Mountains via Bretton Woods and Crawford Notch, scenic Poland Springs to Portland, Maine, down the Atlantic Coast resorts via Gloucester to Boston, Lexington, Concord and Plymouth, Providence, Springfield and through the Berkshire Hills to Pittsfield via Kingston to Delaware Water Gap, Mauch Chunk, Lancaster, Gettysburg and its battlefield, through the Alleghany Mountains via Bedford to Pittsburgh and home through Ohio. Get your map and see what a great trip this is, leaving July 2 and returning July 22, unless delayed by tire trouble, reserving the right to make such minor changes as state of roads may make necessary. Party limited. Write at once.

AUTO TOUR
c-o Michigan Tradesman,
Grand Rapids, Michigan.

Scotch Foresight

"In times of depression and quietness of trade," wrote Andrew Carnegie, "I used to prepare for the better times which never failed to come."

CONSTRUCTIVE planning for future growth is the order of the day. In line with Andrew Carnegie's Scotch foresight, progressive executives today are cooperating with Certified Public Accountants to develop better book-keeping records, more adequate cost-finding methods, and more efficient internal control.

With better times near at hand, such preparedness is especially timely.

SEIDMAN & SEIDMAN

Accountants & Tax Consultants

Grand Rapids Savings Bank Bldg.
GRAND RAPIDS

New York Washington Rockford
Chicago Newark Jamestown

be a marked man for life. It is, in my opinion, exceedingly unfortunate that Mr. Pantlind has permitted the tip nuisance to gain the upperhand of him, thus putting a mark against a record which contains so much in the way of long and faithful service to the public."

When a completely equipped whisky still is found in operation on the top floor of the residence of a handsome and gifted young instructor in the medical school of a well-known university, we glimpse the tenacious appetite for alcohol that exists among the learned as well as in the ranks of men of mediocre intelligence. The appetites of men are all alike. It is circumstance and opportunity alone that develops the taste for caviar and other refinements of the palate. The natural liking for them awaits only a chance for gratification.

Personal appearance has much to do with getting on in the world. Every woman knows it, and devotes much time to it when her younger years are making her fortune or misfortune, as the case may be. Men do what they can to minimize their natural ugliness when they are young, but incline to grow careless in later years.

The New York office of the Bissell Carpet Sweeper Co., has been moved from 25 Warren street to 46 West Broadway, and the stock of goods carried at this branch will be discontinued. The New York office will act in the sole capacity of a service station for customers in the Eastern territory. Although orders may still be placed at the address in New York, shipments will be made from the factory direct. The company recommends that export houses deal with the Eastern branch, as it is equipped for service along that line.

The opening of Hotel Northern, at St. Ignace, Monday night, was celebrated with a ball and musical program at which all of St. Ignace and surrounding territory attended. Hotel Northern is now the only hotel in St. Ignace catering to summer resort trade. It is a combination of the old Dunham and Norton hotels. During the past year the two hotels were joined by a modern brick structure, and made into one. The owners are Welsh & Hemm. The hotel is situated on the Lake Michigan front and, with the new improvements, is one of the most pleasantly situated hotels North of the Straits of Mackinac.

D. D. Cody, who was engaged in the wholesale grocery business here for many years prior to 1890, having been the senior partner in Cody & Olney, Cody, Olney & Co., Cody, Barnhart & Co., Cody, Ball, Barnhart & Co. and Cody Ball and Co., is in the city for a few days, visiting relatives. Mr. Cody spends his winters in Florida, his springs and falls in Cleveland and his summers in Pasadena and Santa Barbara, Florida. He is looking mighty fine for an 83 year old and is evidently destined to reach the century mark—and then some. All his friends agree that he looks younger than he did when he relinquished his residence here, about a dozen years ago.

Shut off from alcohol men take to sweets. Pastry is said to be in high favor now—one-third greater than ever before. Men who scorned it in barroom days now eat it habitually.

Life is becoming just one cut after another—wage cuts, price cuts, everything but rent cuts and building cuts.

Which Is the Worse?

To wed or not to wed,
That is the question.
Whether 'tis better
To remain single
And disappoint a number of women
For a time,
Or marry
And disappoint one woman for life.

The rich are having a hard time trying to make both ends meet. For the poor, of course, it is easy. They are used to it.

Let Us Put Our Hands To the Plow

The readjustment period through which we are passing is becoming more of a reality each day and a larger part of our population is becoming entangled in its operations.

The readjustment period is a natural result of the conditions which existed during the war. Like a fever, it must run its course until the cure is effected.

During the war, prices and wages went up. During the readjustment period prices and wages must go down. There is no alternative, and the longer that we merchants, employers or the farmers delay in getting back to a reasonable basis of prices and wages, the longer will the readjustment period have to last.

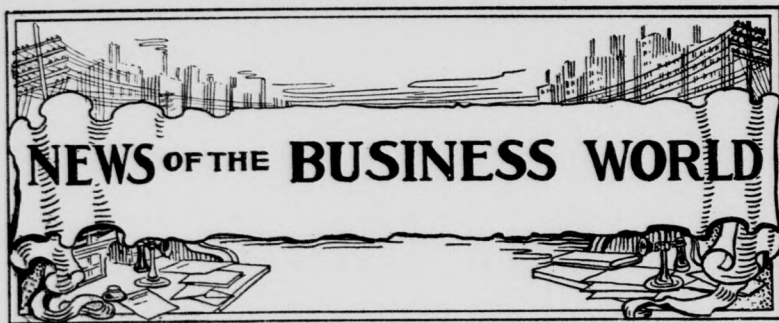
It is the delay and procrastination to-day that presents the most serious aspect to the question. It is the delay and procrastination which must cause a longer period of readjustment; therefore

Let us put our hands to the plow to-day, and do our part toward readjusting prices and wages to such a basis as can be workable and permit business to go on in such a manner that all of us shall receive an honest wage for an honest day's work, and a fair price for the service we are rendering our community.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers



Movement of Merchants.

Pearline—Gemmen Bros. succeed J. D. Mohr in general trade.

Lansing—Edwin H. Saier succeeds F. L. Hoff in the grocery business.

Kingsley—A. P. Baier succeeds Moore's Cash Store in business.

Northville—Northville Grain & Lumber Co., recently began; retail.

Kewadin—Johnson & Hondel succeed A. L. Goodman in the grocery business.

Detroit—Ralph A. Tillotson recently engaged in the wholesale and commission lumber business.

Lansing—Moore Peck, recently of St. Johns, has engaged in the grocery business on Isaac street.

Calumet—Edward Ulseth will open a lumber yard in Iron Mountain with his son, Charles, in charge.

Croton—L. M. Boynton has engaged in the grocery business, the Judson Grocer Co. furnishing the stock.

Jackson—The Pierce-Miller Co., grocer, has been incorporated with an authorized capital stock of \$25,000.

Pontiac—The Pontiac Commercial & Savings Bank has increased its capital stock from \$750,000 to \$1,000,000.

Allegan—Akom & Durand are building an addition to the North Side Grocery which will enable them to enlarge their stock.

Litchfield—C. H. Dalhouser, who purchased the E. L. Ford stock of clothing, is adding lines of dry goods and notions to his stock.

Greenville—B. M. DeVleiger has sold his interest in the stock of the Celrite Grocery to J. L. Case, who has already taken possession.

Matherton—J. H. Ludwick is erecting a modern store building which he will occupy with his stock of general merchandise about July 1.

Manistee—Mrs. B. J. Russky is now sole owner of the Vanity Hat Shop, having taken over the interest of her partner, Mrs. Elsie Kann Marx.

Grand Rapids—L. E. Richards has sold his grocery stock to A. Morrison, who will continue the business at the same location, 345 Bridge street.

Allegan—D. E. King, recently of Muskegon, has erected a building on Water street which he occupies with a modern vulcanizing and repair shop.

Sparta—Roy B. Eberly has leased the Murray building and engaged in the grocery business, the Worden Grocer Company furnishing the stock.

Eaton Rapids—Stirling & Stirling, grocery and meat dealers, are building a modern bakery which they will conduct in connection with their other business.

Greenville—W. W. Slawson, who has conducted a drug store at the same location for many years, has

sold his stock to Winifred Zank, who has taken possession.

Allegan—Charles Gibson has purchased a lot on Western avenue and will erect a store building, which he will occupy with a stock of groceries as soon as completed.

Allegan—The Grand Rapids Trust Co. has sold the grocery stock formerly under the style of the Union Stores Corporation to Volney Ferris, the original owner of the stock.

Dansville—Walter Almond, who has conducted a general store for the past twenty years, has sold his stock and store building to Grant Squires, who has taken possession.

Quincy—The Cavin Lumber Co., of Sturgis, which recently took over the Quincy Lumber Co., has purchased the lumber business of Frank Parkinson and will consolidate it with its own.

Williamsburg—Twenty-four hours after the death of his mother, Mrs. H. L. Hobbs, Upsall Hobbs, 37, proprietor of the general store here, died, following a few days' illness of tonsillitis.

Jackson—Charles Brown, Anasatas Elioff and Lazar Christoff, of the Eagle Baking Co., 917 East Main street, have filed a certificate of co-partnership to continue the business under the same style.

Lansing—F. H. Taft has purchased the interest of his partner, H. H. Raycraft, in the drug stock of Taft & Raycraft, 214 East Franklin avenue and the business will be continued under the style of the Taft Pharmacy.

Lowell—Norman B. Blain, who was engaged in the dry goods trade here for more than forty years, recently died at his home in Lompoc, California. He was a man of fine parts and was highly respected by all who knew him.

Lansing—Charles L. Cuatt has engaged in business at 334 East Hillsdale street, under the style of Cuatt's Cash Grocery, the Worden Grocery Co. of Lansing and the National Grocer Co. of Jackson, furnishing the stock.

Eaton Rapids—George Akas has sold his confectionery stock and store fixtures to Paul Charos and James Smith, who have formed a co-partnership and will continue the business under the style of Charos & Smith.

Reed City—H. W. Hawkins, who has been engaged in the mercantile business here for thirty-nine years, has sold his interest in his dry goods stock to his son, Rollin Hawkins, who will assume the active management of the business, which will be continued under the style of H. W. Hawkins & Son.

Detroit—John F. Skinner, arraigned before Judge William Heston on a charge of violating the State blue sky law, pleaded not guilty and was released on \$2,000 bail for trial next Monday. Skinner, the prosecutor charged, illegally sold stock in his company, the Skinner Dry Gas Carburetor Co., to the amount of about \$14,000 without first securing the approval of the Michigan Securities Commission.

Greenville—Morris Kellman, the new owner of the Jacobson block, is making quite a large number of improvements to the interior of the building. The front of the store will also be remodeled and an up-to-date department store front put in. Both carpenters and painters are now busy getting the building in shape for the opening of the store which will be about June 1. Mr. Kellman intends adding several new departments to those carried by the Jacobson's and is preparing the interior accordingly.

Traverse City—Funeral services for Harry Hurley, 54, who died Saturday, were held here Monday. Burial was in Coldwater. Mr. Hurley was traveling representative for the Voigt Milling Co., of Grand Rapids, at the time he was stricken with illness last August. He was well-known throughout the State, having for eleven years been Secretary for Traverse City Council, U. C. T., and during the past year was Grand Treasurer of the U. C. T. Surviving are his widow and son, La Vern, of this city. He was a brother of Guy Hurley, of 827 Innis avenue, Grand Rapids.

Ypsilanti—Wm. L. Kishlar, member of the dry goods firm of Davis & Kishlar, has signed a complaint against Mrs. Wm. Morris, alias Mrs. Virginia Wainwright Potter, accusing her of obtaining by false pretense merchandise amounting to \$57.20 on June 22, 1918. Mr. Kishlar stated that six or seven other merchants here had been swindled out of merchandise also by the woman. This is the woman that was arrested at Sturgis last Friday, where, it is alleged, she swindled stores out of \$400 worth of merchandise. It will be remembered that in 1918 a woman giving her name as Mrs. Wm. Morris, and whose husband at the time was employed at Geddes, worked Ypsilanti merchants in the same manner. She represented that she had a banking account in an Ann Arbor bank and would purchase merchandise and give her check on this bank in payment for same. Later she started in contracting bills and would draw her check for a larger amount than the amount of the purchase, pocketing the difference. Suddenly she disappeared and according to reports she has been operating this same game in other parts of the State. Her arrest was due to the Michigan Retail Dry Goods Association, which has been sending out bulletins warning the merchants to be on the lookout for the lady handy with her checks.

Manufacturing Matters.

Detroit—The United Broach & Machine Co. has increased its capital stock from \$50,000 to \$100,000.

Allegan—Lester Sloderbeck, who purchased the Henzel battery plant, will remodel the building and manufacture automobile parts.

Detroit—The Consolidated Steel Corporation has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Muskegon—The Woodland Piston Co. has been incorporated with an authorized capital stock of \$75,000, \$39,030 of which has been subscribed and paid in, \$30 in cash and \$39,000 in property.

Flint—The Electric Cigar Co., wholesale and retail cigar and tobacco dealer, has merged its business into a stock company under the same style with an authorized capital stock of \$95,000, of which amount \$76,000 has been subscribed and paid in in cash.

Muskegon—The A. R. Walker Candy Corporation has merged its business into a stock company under the same style, with an authorized capital stock of \$500,000 common and \$200,000 preferred, of which amount \$450,000 has been subscribed and \$361,200 paid in in property.

Embroidery Employed in Hat Trimming.

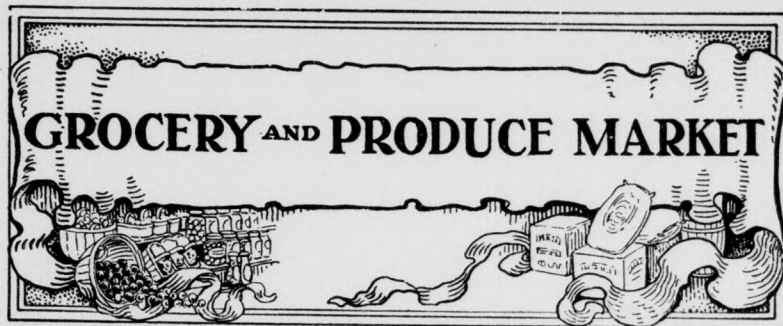
After every use has been made of flower trimmings, the forthcoming bulletin of the Retail Millinery Association of America will say, embroidery has come into its own for use on women's hats. Of the hats decorated in this way, the bulletin will say:

"Brown and black satin, particularly, are developed in a few models with soft, full tam crowns and very narrow brims. Fine tinsel threads appear almost to be interwoven in the cloth, so heavy is the embroidery. A very lustrous satin is used to carry the embroidered motif, and, for draping, it is exceedingly effective."

The bulletin will also speak of the increasing vogue for the veil in millinery. In the case of some of the extremely clever little felt and duvetyn models, it will say, a veil is simply thrown over the hat artistically and made to serve as the sole trimming.

"In the case of a model of white duvetyn," the bulletin will continue, "a beautifully embroidered veil is thrown over the entire hat. The design is then cut out of the veil and sewn on to the hat, thus allowing the veil to fall only from the brim. The design, fastened to the hat, makes it appear as if the veil were an all-over one. It is very much more practical, however, to have the motif right on the hat, so that, in an emergency, the veil can be discarded."

"A small white hat has a veil trimming that makes it most unusual and chic. A lovely sheer lace is draped over the front of it, falling to the nose, caught up at one side, and continuing in a long, flowing streamer. Black duvetyn is made most distinctive in another model by the use of a white veil trimming manipulated in the way described above, with the motif cut out and appliqued directly on the hat. A binding of very narrow black gros-grain ribbon is used around the edge of the veil to give it an attractive finish."



Essential Features of the Grocery Staples.

Sugar—The market is about unchanged for the week. Refiners are ranging from 6.30@6.60c for granulated, but the buying is still light. Some little firmness has developed in raws. The situation shows no important change since last week, all quotations being about the same. There is only a moderate demand for refined sugar, as the fruit season has not yet opened. Local jobbers still hold granulated at 7.40c. Buyers of refined sugar have as yet shown no responsiveness to the concession made by sellers in waiving the emergency tariff clause in contracts for a longer or shorter period of time, according to the several announcements on this subject issued by the Eastern refiners late last week.

Tea—There is some evidence of a little more activity in the market. Cheap teas are wanted perhaps a little better than the higher grades, but the whole line appears to have some firmness underneath it. Cables from some of the Oriental tea-raising countries quote an advance of from 3c to 5c above the markets of this country. Before this advance can extend to American transactions, however, some demand must spring up in this country.

Coffee—The market has shown no special change for the week. Prices on all grades of Rio and Santos are about where they were a week ago, although the news from Brazil shows some firmness. Milds are undoubtedly easy. Maracaibos of some grades having gotten down below 8c, green and in a large way. There is some demand for the higher grade Milds, but that does not prevent the market from being soft.

Canned Fruits—There is even better demand for canned fruits than for canned vegetables. Pineapples, apricots, cherries and peaches are wanted and rule steady to firm. There is considerable talk of short pack of all of these things this year, partly on account of frost and partly on account of the failure to sell futures.

Canned Vegetables—The demand is good; tomatoes and peas are especially desired. We look for a continued demand in all lines, as the prevailing unseasonable weather has affected early fruits and vegetables and retarded the planting of later varieties. This has had a beneficial effect, as it has stimulated trade and has been the means of reducing surplus stocks. Buyers are not favorably inclined toward futures, and from the present outlook we look for a short pack on some lines. All that is nec-

essary now to continue the movement which started in March, when prices were cut to a very low level and stimulated selling which was later reflected in confidence of buyers to take hold, is team work. Give the trade the benefit of your purchases and take normal profits. Don't expect to make up your losses in a short time. Everybody get together and nurse the upward tendency.

Canned Fish—Salmon is in active demand. Sardines became active during the latter part of last week. Tuna fish is also active for the first time in several weeks, although summer buying is not yet in evidence.

Dried Fruits—Both prunes and apricots are reported as difficult to locate, it being evident that spot stocks have been well cleaned up. On the Coast both prunes and apricots are firmer and orders are being declined f. o. b. Coast at recent prices. The recent improvement in foreign exchange and the settlement of the reparations argument has strengthened the export situation considerably and foreign buyers have been active during the past week on the Coast. Local stocks of peaches are also reported light and have been well cleaned up. The 1921 peach crop on the Coast has evidently suffered considerably from the frosts. Raisins are nominal. Both dates and figs are more or less quiet.

Corn Syrup—There is no change in the situation, the market is steady under a moderate demand.

Molasses—The market is quiet with prices unchanged and steady.

Sugar Syrups—The outstanding features of this market continue to be its dullness and weak tone.

Rice—The Southern rice market continues to strengthen, due to export buying. The local market is affected to some extent psychologically and there is a better feeling throughout the trade. Fancy Blue Rose has tended toward scarcity, due to export demand and the firmness of farmers in holding up the price of rough.

Cheese—The market is barely steady on new-made goods. The receipts are slightly heavier and the quality of new-made cheese is much improved. The market on old cheese, however, is firm, as the supply is rather light.

Provisions—The market on lard substitutes remains steady, with quotations unchanged. At the present writing, there is an ample supply for the fairly active demand. The market on lard remains steady, with quotations about the same as last week. There is a fairly active demand and a good supply. The market on smok-

ed meats is steady and quotations are unchanged. The market on barreled pork is steady and unchanged. The market on dried beef remains firm, there being a small supply and a fairly active demand. The market on canned meats is steady and unchanged.

Salt Fish—Some holders claim an improvement in the demand for mackerel during the week, but there is little visible sign of it. There is some enquiry for mackerel, but it results in but little demand and prices show no improvement.

Review of the Produce Market.

Apples—Sales are confined mostly to Coast fruit. Roman Beauties bring \$6@6.50 per box.

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

Bananas—8¼c per lb.

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

Butter—The market is somewhat lower, due largely to a noticeable increase in the receipts of fresh-made creamery. The average quality is improving and some grades are showing more or less grass flavor. On the present basis there is a fairly active demand, more especially for the finer grades. The butter season is several weeks ahead this year, and we look for a good make throughout the producing season. Local jobbers hold extra creamery at 27c and firsts at 25c. Prints 30c per lb. Jobbers pay 12c for packing stock, but the market is weak.

Cabbage—New from Mississippi, \$5.50 per crate.

Carrots—New from Illinois, \$2.25 per hamper.

Cauliflower—Florida, \$3 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 egg market is weak, having declined 2c per dozen under quotations of a week ago. The average quality is showing up very well, as the weather has been cool throughout the egg-gathering country. With the large supply on hand at the present time, we do not look for any higher prices in this commodity in the immediate future. Local dealers now pay 18c, f. o. b. shipping point.

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

36	-----	\$5.25
46	-----	6.50
54	-----	6.75
64	-----	7.25
70	-----	7.25
80	-----	7.25
96	-----	7.25

Green Onions—Evergreen or Silver Skin, 20c per doz.

Green Peas—\$4.50 per hamper for Florida.

Lemons—Fancy California have nearly doubled in value during the past week, due to shortage of stocks in all the markets East of the Coast. Last year every dealer who handled lemons got stung. This year they kept out of the market in the belief there

would be no shortage, as is usually the case when a warm wave hits the country along about July 1. The recent warm wave has caught every dealer without any stock to speak of and the market has gone wild, with indications that it may go to \$15 before starting downward again. Today's market is as follows:

300 size, per box	-----	\$9.50
270 size, per box	-----	9.50
240 size, per box	-----	9.50
Lettuce—20c per lb. for leaf; Iceberg \$5.50 per crate.		

Onions—Texas Bermudas, \$3 per crate for Crystal Wax and \$2.50 per crate for yellow.

Oranges—Fancy California Valencias now sell as follows:

126	-----	\$6.00
150	-----	6.00
176	-----	6.00
216	-----	6.00
252	-----	5.75
288	-----	5.75
324	-----	5.25

Parsley—60c per doz. bunches.
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	-----	\$6.50
30s	-----	6.00
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 7c per lb.

Radishes—20c per doz. for home grown.

Spinach—\$1.10 per bu. for home grown.

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

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

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

Wax Beans—\$5 per hamper for Florida.

The retail merchant seldom turns to the letter to help him build business, yet a letter campaign would prove the strongest kind of advertising for him. A customer file should be available; if not, it can be easily started with information taken from the books or furnished by the clerks. Names may be secured from the telephone directory, the city directory, club membership lists, the Chamber of Commerce, and other sources. A letter on store service or other general subjects may be used, but by far the better plan is to devote the letter to a particular proposition—a line of goods, a timely suggestion, or an unusual article of merchandise. The letters should be personal in style, beyond criticism in appearance, and signed by the proprietor himself. Sales letters offer the added advantage of keeping competitors in the dark upon some of the store's activities.

The occupation of the bootlegger will soon be bootless.

To Erect a Statue In Honor of Retailer.

Fort Wayne, Ind., May 23—Think of a furniture dealer being so popular in his own home town that the citizens, by a popular subscription raise the sum of \$16,000 for the erection of a monument to him while he is still living!

That is what has happened to Colonel D. N. Foster, of this city, who conducts the Foster Furniture Co. in Fort Wayne and furniture stores in Indianapolis, Lafayette and Terre Haute.

The monument is being made by Frederic C. Hibbard, the Chicago sculptor. It will be placed in Swinney Park and unveiled this fall. A working model was presented to Colonel Foster at a public mass meeting recently in the largest hall in Fort Wayne. All the prominent residents of the city were present, as well as representatives of the Governor and the park boards of other leading Indiana cities, for it is for Colonel Foster's activities and successes as president of the Fort Wayne Park Board that the monument is being erected to him.

Ten years ago the Fort Wayne Park Board was created under a special act passed by the Legislature to take care of the situation in this city. At that time the city's parks were run in a haphazard, slipshod fashion and were rapidly going to wrack and ruin. It was felt that a constructive, progressive management of the parks was absolutely necessary if the city were to have a system at all befitting a city of its size. So the park board was organized under this special act.

Colonel Foster was made president of the board and under his management the city's parks have grown in acreage and in beauty. The boulevard system has been laid out in a comprehensive manner in which the city's future needs have been taken care of, and the functions of the board have been increased to the point where this body now determines the lighting systems for new real estate additions, the distance of homes from street line and other matters bearing on the beauty of the city as a whole.

Also, the functions of the park board have increased to the point where the board now has entered into one of the most unusual public contracts ever executed by the officials of an American city—the furnishing of a dance hall, roller coaster, pony track and other amusements in West Swinney Park, owned by the city.

Fort Wayne formerly had a private amusement park owned by the traction company. When the company got into financial difficulties the park was closed, and as the city needed a place of this character the park board made arrangements for removing much of the material from Robinson Park to West Swinney Park. The latter is managed by George C. Trier on a yearly rental basis, but the park board has entire supervision, with a clause in the lease which allows it to take over the park whenever it is deemed necessary.

Under this arrangement the city is practically furnishing regular park amusement to the public as, of course, no admission to the park is charged. All last summer the dance hall and other amusement devices were operated on Sundays, but this spring the ministerial association asked that Sunday dancing be cut out. The park board, under the leadership of Colonel Foster, decided that it would be advisable to eliminate dancing on Sunday evenings, but to allow it on Sunday afternoons. In its reply to the Ministerial Association the park board declared that it could not see any harm in Sunday afternoon dances when the space around the dance hall is filled with spectators among whom are many parents of the young people on the floor.

Colonel Foster has also been a leader in many other important civic af-

fairs for years and has been in business in the same location for more than fifty years. With his brother, Samuel M. Foster, he donated a big tract of river frontage to the city for park purposes some years ago, the section now known as Foster Park. He is a member of the Chamber of Commerce and other leading business organizations as well as of those in other Indiana cities where his stores are located. The presentation of the working model of the statue occurred on the day before his eightieth birthday anniversary.

Colonel Foster was born in New York State and was the first man in his county to enlist in the Union army at the outbreak of the Civil War. He entered as a private, rose to a captain two years later; his title of "colonel" being an honorary one, conferred while Indiana department commander of the G. A. R. in the 80s.

Upon leaving the army Colonel Foster opened a retail dry goods store

secured by a popular subscription drive staged by the Rotary Club, Chamber of Commerce, Knights of Columbus, Kiwanis Club, Ad Club, 100 Per Cent. Club, Real Estate Exchange, Women's Club League and other organizations. Most of the subscriptions were in small amounts and the entire sum was oversubscribed in two days.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 24—J. C. Foster, the well-known hardware merchant at Newberry, has closed a deal for the sale of his big model farm in Lakefield township to "Cash" Minier. It is one of the finest developed farms in the country, with modern buildings and equipped with the very latest operating machinery. This is one of the largest deals in farm property ever recorded in that county.

The weather man in the Soo tries

prosperous future from present indications.

Many a man who is unable to write manages to make his mark in the world.

A. Dondt, one of the Soo's prosperous bakers, has purchased the Hill bakery, also the vacant lot adjacent to the property.

A new insurance company was organized last week and will be known as the Cloverland Rodded Fire Insurance Company. The new company expects to operate in the Copper Country where they will locate agencies at various points. E. E. Basom of Owosso, will head the project, while J. E. Parsille will handle the local office here.

The golf season started last week and the members are assured of the splendid services of Robert Calbeck, steward, which will undoubtedly make the sport a very popular recreation this season.

It is reported that R. A. Morrison, who resigned his position as manager for the Soo Machine & Auto Co., will resume his old position in the near future. Before taking over the management of the business, it is understood that Mr. Morrison will take a much-needed rest for a couple of weeks, which time will be spent in Chicago.

"Worry is a foolish fear encouraged by lack of confidence. Quit worrying and make things come out to suit you. Don't worry around so much, but scurry around a lot."

C. J. Goppelt, representing the H. O. Wilbur Chocolate Co., spent a few days in this vicinity last week. He states the Soo is one of the liveliest places he has seen for some time. He also states that the outcome of the Dempsey fight has no effect upon the business in this territory.

A. J. Jean, one of the Soo's popular jewelers, returned last week from Detroit with a new Studebaker and is now fitting out for an extended trip through the West in the near future.

Charles Marriott, the well-known steward at the Park Hotel until about a year ago, has returned to the city. He recently spent a few months with relatives at Michigan City.

"Heart failure covers a multitude of bad diagnoses."

William G. Tapert.

New Line Up of Wholesalers Association.

A meeting of the directors of the Wholesalers Association of Grand Rapids was held at the Peninsular Club last Thursday evening.

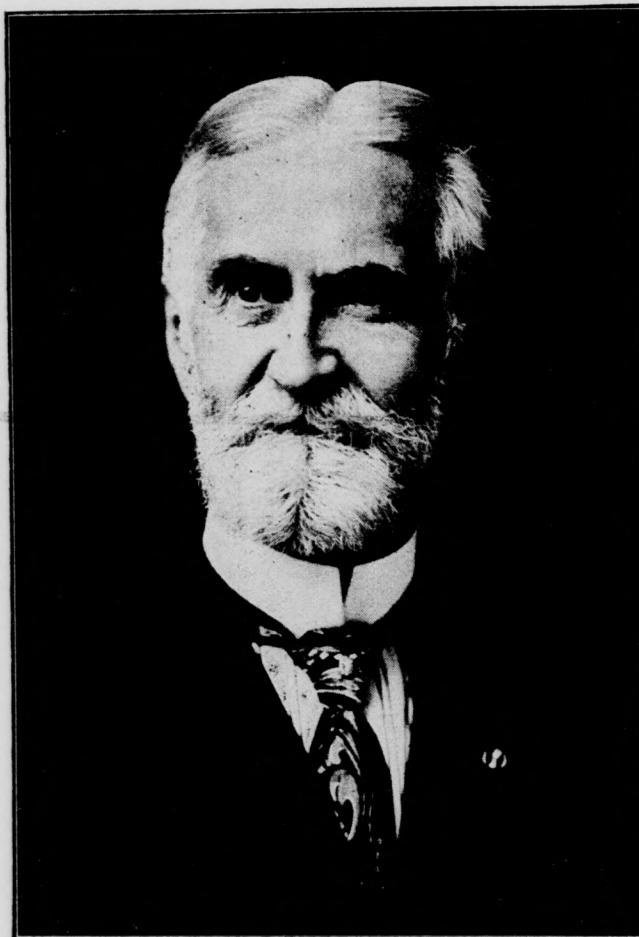
Lee M. Hutchins tendered his resignation as President, stating that press of business and illness in his family precluded his acting in that capacity. His resignation was accepted and Howard F. Johnson elected President to succeed Mr. Hutchins. Mr. Johnson then resigned as Vice-President and Lee H. Higgins was elected as Vice-President to succeed Mr. Johnson.

The directors discussed the matter of a location for offices and the selection of a Secretary and are looking for the services of a man acquainted with transportation and also with business ability. An Executive Committee was appointed to handle these matters consisting of Messrs. Johnson, Hutchins and Farley. The directors also divided themselves into five teams to interview all of the wholesalers in Grand Rapids and secure their acceptance as members with proper classification in the Association. The five teams working on this are as follows:

- No. 1—Johnson and Leonard.
- No. 2—Brooks and Piowaty.
- No. 3—Knott and Prendergast.
- No. 4—Higgins and Farley.
- No. 5—Lee M. Hutchins.

The directors discussed the present traffic situation and were enthusiastic in their belief of the good to be accomplished in the way of service through the Association.

C. J. Farley, Sec'y Po Tem.



Colonel D. N. Foster.

in New York city. One of his earliest advertising stunts was to send a balloon across Central Park dropping circulars advertising his store. This made a great sensation, but was stopped by the police after the balloon had made a few trips.

Upon leaving New York Colonel Foster came to Fort Wayne, where he has been actively engaged in business ever since. This store was erected fifty-two years ago and at that time was said to be the finest store West of Pittsburgh and East of Chicago. It is still one of the largest exclusive furniture stores in Indiana.

Colonel Foster is a consistently active worker. He is at his desk every day, makes frequent trips to the cities in which his other stores are located, makes regular daily trips around the city as head of the park board and personally opened a new furniture store in Indianapolis two years ago. At this time he secured a twenty-year lease on the building and told the proprietor that he would be back in twenty years to renew it!

The \$16,000 for the monument was

to please everyone. Saturday, May 14, was a genuine midwinter day, while Saturday, May 21, was a genuine midsummer day. We'll say the weather in the city of Sault Ste. Marie is hard to beat.

The Tip Top Paint Co., recently organized for the manufacture of paints, changed hands again last week, having been sold out to the Pinnacle Paint & Varnish Co. The capital stock has been listed at \$15,000. Officers of the new company are C. E. Lyons, President; Pearson Conrad, Vice-president; and Walter H. McKinney, Secretary-Treasurer. Just recently Mr. Lyons purchased the stock which Dr. S. T. Springer owned in the Tip-Top Paint Co. It is planned to have a new factory, going full swing about the middle of June. Mr. Lyons left last week for New York to purchase new machinery for the concern. The new plant will be located on the second floor of the Lock City Carriage and Wagon Works on Ridge street. Mr. Lyons is an experienced man in the paint business and the new firm seems to have a

BANKRUPTCY PROCEEDINGS.

Cases Handled in the Local Federal Court.

Grand Rapids, May 16—On this day was held the first meeting in the matter of Harrison Parker, Bankrupt No. 1853. The bankrupt was present in person and also represented by his attorneys, Cross, Foote & Sessions, of Muskegon. Creditors were represented by attorneys Frank Schoenfeld, of Chicago; Christian Brooks, of Muskegon, and Chas. V. Hilding, of Grand Rapids. Nine claims in varying amounts were filed and the same allowed by the referee. Rudolph F. Voght, of Grand Rapids, was chosen as trustee by those present and the amount of his bond fixed at \$200. The bankrupt was then sworn and examined with a reporter taking the testimony for a portion of the examination. The first meeting of creditors was then adjourned without date.

May 12—On this day a special examination was conducted in the matter of Fred W. French, Bankrupt 1919. The examination was held for the purpose of ascertaining the relative position that the Hermitage garage occupied to the Fred W. French estate. A continuance of this examination was held on May 24.

May 20—In the matter of R. J. Weersing, Bankrupt No. 1951, the funds have been provided for the prosecution of the case and the first meeting will be held on June 3 at 9 a. m.

May 20—In the matter of the Chas. F. Bartlett Co., Bankrupt No. 1939. The date of the first meeting in this matter has been set for June 3 at 10 a. m. The schedules of the bankrupt have not been received as yet, due to the fact that Mr. Bartlett has submitted to an operation and is unable to get the same out. The attorney for the bankrupt has agreed to furnish a list of the creditors and enable the court to send the necessary notices to the creditors ten days before the date for the meeting.

May 18—On this day was held the first meeting in the matter of Alexander S. Krause, of Muskegon, Bankrupt No. 1946. The bankrupt was present in person and by attorney. Creditors were represented by Matt N. Connine and Hilding & Hilding, attorneys. The receiver reported orally of the receipt of \$73 in cash from the custodian and the appointment of appraisers and of their appraisal of the property at \$8,378.04. John Olson, of Muskegon, was appointed as trustee and the amount of his bond fixed at \$5,000. The bankrupt was then sworn and examined without a reporter. The meeting was then adjourned to May 28, at 11 a. m. An offer has been received on the stock of the bankrupt and the same will be sold to the highest bidder on May 28 at 10 a. m. All interested in this stock are requested to be present and bid on the same at that time.

May 20—On this day the schedules and order of adjudication were received in the matter of Arend J. Smith, of Holland. The matter has been referred to Benn M. Corwin as referee, and who has also been appointed receiver. Mr. Smith is a grocer and doing a regular retail business in that line. The schedules of the bankrupt list assets in the sum of \$3,370.19 and liabilities in the sum of \$4,682.95. Appraisers have been appointed and the work of appraising the stock and preparing the inventory will be completed soon. A custodian has been appointed at Holland. The date of the first meeting in this matter has been set for June 3 at 2 p. m., at which time the work of proving claims, electing the trustee, and such other and further business as may properly come before the meeting will be considered and transacted. A list of the creditors of the bankrupt is as follows:

National Grocer Co., Grand Rapids (secured)	\$ 86.00
Edward Kruijzinga, Grand Rapids (secured)	220.00
Ralph Hayden, Grand Rapids (secured)	140.00
R. Petersdorf & Bros., Chicago	59.55
F. Briede & Sons, Holland	18.85
Budlong Pickle Co., Chicago	29.25
Citizens Telephone Co., Holland	11.70
Corner Hardware Co., Holland	13.65
Citizens Transfer Co., Holland	7.00
Cudahy Bros. & Co., Cudahy, Wis.	90.00
M. J. Dark & Sons, Grand Rapids	8.00
Detroit Automatic Scale Co., Detroit	45.00
De Vries & Dornbos, Holland	3.50
Diepenhorst, Holland	26.00
Du Mez Bros., Holland	41.50
Nick Dykema, Holland	1.60
Enterprise Shoe Store, Holland	2.75
H. Fischer, Chicago	84.50
General Cigar Co., Grand Rapids	71.91
Mills Paper Co., Grand Rapids	17.14
Heckman Biscuit Co., Grand Rapids	9.50
Holland Rusk Co., Holland	31.62
Jennings Extract Co., Grand Rapids	25.53
John Kanter, Holland	2.00
J. Kasper Co., Chicago	38.36
Kent Storage Co., Grand Rapids	187.44
Gerrit Klomprens, Holland	1.35
Anna Kruijzinga, Holland	3.96
Marian Kuiz, Holland	3.12
A. La Huis, Zeeland	27.89
Peter Livense, Holland	400.00
Lokker-Rutgers Co., Holland	16.50
M. E. Maher Co., Kalamazoo	34.55
M. F. McLaughlin & Co., Chicago	37.28
McNeal & Higgins, Chicago	61.00
A. M. Meyer, Holland	4.37
Harry Mayer, Grand Rapids	33.00
Michigan Tea Rusk Co., Holland	4.80

National Biscuit Co., Grand Rapids	26.50
National Candy Co., Grand Rapids	147.26
Nies Hardware Co., Holland	54.14
Northern Creamery & Cold Storage Co., Traverse City	83.10
Palmer & Paul, Detroit	81.86
M. Piowaty & Sons, Grand Rapids	39.66
Proctor & Gamble Co., Detroit	44.35
Sentinel Pub. Co., Holland	6.50
Schulze Baking Co., Grand Rapids	2.00
Sherer-Gillett Co., Chicago	142.80
Ed. Smith, Holland	108.15
John A. Smith, Holland	684.80
Standard Grocer Co., Holland	21.50
Star Paper Co., Kalamazoo	50.56
Steindler Paper Co., Muskegon	26.50
W. R. Stevenson, Holland	22.12
Vande Poel, Holland	41.94
Swift & Co., Chicago	20.00
Vandenberge Bros., Holland	40.60
Vander Schel, Holland	7.95
Van Dyk & Terman, Holland	76.25
Van Tongeren Cigar Co., Holland	5.54
Van Ark Furniture Co., Holland	14.00
Vinkemulder Co., Grand Rapids	130.26
John Volkers, Holland	530.90
Walker Candy Co., Muskegon	95.88
Warmellink, Holland	1.94
Watson Milling Co., Grand Rapids	63.38
Ver Hage Milling Co., Zeeland	12.00
Holland Creamery, Holland	42.10
Claasen Printing Co., Holland	17.00
Ottawa Sales Service Co., Holland	76.57
John Rutgers, Holland	56.25
H. P. Zwemer, Holland	6.86

May 21—On this day the first meeting was held in the matter of Frank T. Wilson, Bankrupt No. 1950. The bankrupt was present in person and by attorney. No creditors were present or represented. No trustee was elected, as there are no assets in this estate. The order to dispense with the trustee was entered. An order was made closing the estate and no further proceedings will be had in this case except to make the several formal orders closing the same and to return it to the District Court.

May 23—In the matter of Chas. F. Bartlett Company, Bankrupt No. 1939, the attorney for the bankrupt has furnished the court with the list of creditors and the necessary notices have been mailed to the creditors from the same. This list will be replaced by the schedules when Mr. Bartlett is able to assist in getting them out. The following are the creditors of the bankrupt:

Priority claims (to be paid in full)	
Muriel Lambourne, Grand Rapids	\$ 51.00
Emery Wood, Grand Rapids	
(wages, amount not determined)	
John Senton, Grand Rapids	108.00
Perry Mitchell, Augusta, (amount not determined)	
Floyd Berkholder, Cartland, (amount not determined)	
Blanke & Larson, Lansing	580.00
Charles F. Bartlett, Grand Rapids, (amount not determined)	
Secured Claims.	
Burrows Adding Machine Co., Detroit	71.40
Steubing Truck Co., Cincinnati, Ohio, (amount not computed)	
Unsecured Claims.	
American Cotton Oil Co., Memphis Tenn. (amt. not determined)	
Ames, Burr Co., New Woodstock, N. Y.	10 50
Barclay, Ayres & Bertsch, Grand Rapids	8.50
Baxter Bros., Grand Rapids	3.15
Bixy Office Supply Co., Grand Rapids	9.05
Boston & Maine R. R. Co., Boston	134.97
M. Braudy & Sons, Grand Rapids	119.47
F. W. Brode & Co., Chicago, (amount not determined)	
H. W. Caldwell & Son, Chicago	408.11
Camera Shop, Grand Rapids	10.50
Citizens Tel. Co., Grand Rapids	43.05
City Insurance Agency, Grand Rapids	
B. D. Coats Co., Grand Rapids	512.60
Consumers Power Co., Grand Rapids	27.40
S. P. Davis, Little Rock, Ark., (amount not determined)	
Draver Bros., Richmond, Ind.	741.00
R. G. Dun & Co., Grand Rapids	78.86
Economy Boy Closing Co., Knoxville	650.00
Foster, Stevens Co., Grand Rapids	1.37
Grand Rapids Herald, Grand Rapids	25.00
Grand Rapids Press, Grand Rapids	98.24
Grand Rapids Lumber Co., Grand Rapids	110.08
Grand Rapids Traffic Club, Grand Rapids	
B. F. Gump Co., Chicago	5.00
A. D. Hughes Co., Wayland	65.00
Hanaford Lumber Co., Grand Rapids (rent)	128.07
Hanaford Lumber Co., Grand Rapids (materials)	210.00
Hale, Jonathan & Sons, Ionia	53.18
Hirst & Bagley, Chicago, (amount not determined)	6.06
Keystone Warehouse Co., Buffalo	200.00
Wm. J. Lammiman, Grand Rapids	136.04
Larowe Milling Co., Detroit	13.39
Levy Printing Co., Grand Rapids	57.35
Louisiana State Rice Milling Co., New Orleans, La., (amount not determined)	
Long Island R. R. Co., New York City (disputed claim)	528.75
Marshall, Field & Co., Chicago	1,460.00
Macey Co., Grand Rapids	1.00
Marquette Lumber Co., Grand Rapids	100.00
C. D. Matteson, Grand Rapids	6.25
Michigan Central Railway Co., Grand Rapids, (amount not determined)	
Michigan State Telephone Co., Grand Rapids	76.35

Mitchell Bros. Pub. Co., Chicago	2.00
Postal Tel. Co., Grand Rapids	9.30
New York Central R. R. Co., Batavia, N. Y.	245.32
Postum Cereal Co., Battle Creek, (amount not determined)	
Pere Marquette R. R. Co., Grand Rapids, demurrage charges not ascertained	
Russell-Miller Milling Co., Minneapolis, (amt. not determined)	
Henry Rang & Co., Chicago	1,300.00
Rochester Storage & Warehouse Co., Rochester	344.81
Strong Electric Co., Grand Rapids	142.29
Taylor Typewriter Store, Grand Rapids	5.50
Tish-Hine Co., Grand Rapids	306.93
Toren Printing Co., Grand Rapids	95.99
Union Central Life Insurance Co., Grand Rapids (amt. not determ.)	
Western Union Telegraph Co., Grand Rapids	44.59
Wheatfield Farms, LaSalle, N. Y.	45.00
E. S. Woodworth, Minneapolis, (amount not determined)	
(Creditors whose claims were unsecured, but who hold notes).	
F. W. Brode & Co., Chicago	\$8,300.00
S. P. Davis, Little Rock, Ark.	1,500.00
John H. Harley Co., Houston, Texas	5,000.00
F. Raniville Co., Grand Rapids	
Union Central Life Insurance Co., Grand Rapids, (amt. not determined)	
Farmers & Merchant's State Bank, Grand Rapids, (amt. not determined)	

The total of the debts of the bankrupt cannot be determined until the disputed and other claims not known are determined. The total of assets will have to be taken from the schedules when they are filed.

Sport Hats For Summer.

Crush effects will be all the vogue in sports hats this Summer, according to the forthcoming bulletin of the Retail Millinery Association of America, which will say of them:

"Hemp and ribbon is a combination that lends itself to these crushable models, with striped rows of alternate coloring in the hemp and ribbon. Very narrow silk ribbons, even narrower than baby ribbon, are used in a striped effect on a foundation of soft hemp and make a sport hat that is at once unusual and smart.

"Another material that is splendid for the small, collapsible hat is batavia. This is worked up with hemp in the facing or contrasting colored striped effect. Quite as satisfactory are the fancy silk straws that are well adapted to this frameless treatment.

"Felt and duvetyn may be primarily responsible for the overwhelming popularity of the collapsible hat. There are no better materials that can be worked up in a hat of this type than these two.

"Picot-edged felts are among the newest of the soft effects and are carried out in solid colorings with a little cuff brim, or have a facing of hemp in another shade. Felt and ribbon combinations are extremely well liked thus far, and will undoubtedly prove one of the big numbers for Summer wear."

The Tradesman is probably the only mercantile trade journal in the world which refuses to print free reading notices regarding its advertisers. Because it believes that its reading columns belongs to its readers, it has steadfastly refused to admit to its reading columns anything which should appear in the department devoted to advertising. This is one reason why the Tradesman is so strong with its readers—because it is a reading paper and not a slush bucket for ambitious and greedy advertisers who want more than they are entitled to.

A man who picked up a heavy rubber band which he found in the street was later arrested for stealing a ford tire.

SIX STORES FOR SALE AT BARGAIN PRICES

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

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.

Bremen, Indiana—Selling groceries, dry goods, men's furnishings and shoes and enjoying good trade. Inventory about \$12,000. Sales Feb. 1, 1919, to Dec. 1, 1920, about \$141,000. Town has 2,500 population in center of good farming country.

La Paz, Indiana—General stock, inventorying about \$6,000. Sales Feb. 1, 1919, to Dec. 1, 1920, about \$97,000. Population of town, 900. Good farming district.

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

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

COST OF FOOD AND SHELTER.

It is usually estimated that the cost of food is something over 40 per cent. of a family's expenses, and that rent figures between 25 and 30 per cent. of the total. These two items, therefore, comprise about two-thirds of the outlay. There has been a reduction in the cost of some foods, but a great deal of this has been seasonal, as in the case of the dairy products. The great drawback in the effort to lower the cost of food is in the transportation and retailing ends. This applies to the meats and to all farm and orchard products. Yet, the more food costs, the less there is of the family income remaining for other purchases. The same holds true as regards rent. As things appear now, it is going to take a long time before adequate housing facilities are provided for the people of the cities and of the country. Building costs have been made nearly prohibitive by the exactions of material men and blackmail by grasping and criminal union labor leaders. Some of these are in a fair way of being disposed of, but it will take years to catch up with the demand. Until this is within sight, however, rents are likely to remain high. This matter of rent, moreover, hits two ends of business. It restricts the purchasing power of the masses while, at the same time, it increases the storekeeper's cost of selling goods. The stimulating of building, which is necessary to correct this condition, is under an especial handicap just now because of the great demand for capital for other purposes. This makes borrowers, whether they be governments or individuals, willing to pay high interest rates. With good securities offering 7 or 8 per cent., it is hopeless to expect cheap money for building operations. All of these things show that the movement toward the "normal" is apt to be prolonged.

TRADE SPIES AGAIN ACTIVE.

Prying into trade secrets was one of the things charged against the Germans before the war. It was in this way, it was declared, that a great deal of their foreign trade was built up. Their greatest adeptness was not so much in starting new trade as in stealing the customers of foreign firms who had developed business in various fields. They showed much ingenuity in their methods. Highly trained young men would be sent to Great Britain and other countries, where they would secure positions in banks, insurance companies and export houses by agreeing to work for very small wages. They would make it their business to get the names of foreign customers, the prices asked for various commodities, terms of payment and other facts of use, which would be promptly transmitted to a government bureau at Berlin, which would give the information to German firms for their use. German activity of the kind has since been checked in Great Britain, but now the British have discovered that other people are resorting to similar methods against home concerns. In a re-

cent case, it was shown that an English firm in Spain was approached by bank clerks offering to disclose, for a monetary consideration, full details of the goods sold, prices, trade discounts, etc., in connection with another English firm's business. Similar approaches were made to other foreign concerns. The information, it seems, had been procured from invoices passing through the clerk's hands. To obviate this, the Federation of British Industries has advised its members to forward invoices direct to their customers and not send them with the documentary drafts to the foreign banks. The suggestion may be of value to exporters in this country.

COTTON AND COTTON GOODS.

Wholly irrespective of the fluctuations in cotton prices recently, the most outstanding fact seems to be the relative strength in them, despite a number of circumstances of a depressing nature. Of these circumstances the drop in the exports is the most important. It is already apparent that the total shipments for the cotton year will be phenomenally low, no matter what the effects may be of the financing measures now under way. This would not be so bad as it is if the consumption of cotton in domestic mills were anything like what it has been in recent years. Instead, however, it continues in low volume. In April, less than 409,000 bales were used, a drop of 158,000 from the total of April, 1920. It is felt, however, that it is only a question of a short time before much more cotton will be needed to supply the demand for cotton goods which has been kept in abeyance for divers reasons, and this confidence has much to do in preventing any too great sacrifice on the part of holders of the material. Its effect is also seen in the firmness of prices for printcloths and other fabrics. Certain forms of cotton goods are, however, still moving slowly. These include denims and duck. To help business in the former, a reduction of 2 cents a yard has been made by the largest producer of such goods. On the other hand, gingham and some of the more popular printed fabrics and napped goods continue in good demand. Underwear for fall is showing signs of picking up, although the general impression as to these goods is that the orders will be of a piecemeal character. There is a better outlook for hosiery, which is reflected in the prices just set by the biggest maker of this class of merchandise.

WOOLS AND WOOLENS.

Little change has appeared in the wool situation, here or abroad, during the last week. Foreign markets are showing considerable strength, despite the absence of American bidders. The disquieting factor continues to be the largeness of the available supplies everywhere and the difficulty in holding up prices under the circumstances is becoming more and more of a problem. In New Zealand, the auction sales are to be resumed on Thursday. Holders of domestic

wool are basing great hopes on what may be accomplished by the enactment of the Emergency Tariff bill, but it looks as though their hopes were unfounded. It is rather a hard proposition to go against the law of supply and demand. While the mills are quite active, there is still room for improvement. Some figures issued by the Census Bureau during the week showed the absurdity of the claims put forward as to the enormous amount of shoddy in use. These figures were for the year 1919, when woolen mills were especially busy. During that year it appears that all the shoddy fibre produced in the country was less than 59,000,000 pounds. The virgin wool consumed by the mills that year amounted to 728,722,948 pounds.

The goods market is just now between seasons. It is claimed that there will be few cancellations of orders and that the outlook is good for reorders. Reports from both the clothing and garment trades are quite optimistic for fall business. The early settlement of the labor disputes in both of them is regarded as one of the favorable factors.

THE CANNED GOODS MARKET.

A better undertone is noted in the canned goods market and it is evident that something like general improvement is taking place. Light stocks are reported in fruits and vegetables with difficulty experienced in locating sizes or amounts. Several price advances have been made during the week, asparagus moving up 5@15c per dozen. Apricots gained 20c per dozen and cherries 35c per dozen. A short 1921 pack now seems inevitable. Frosts have had a definite effect on crops, but the most serious phase of the 1921 packing situation is the predicament the small canners are in, unable to secure finances to pull them through the season.

In certain of the dry goods lines, especially in cottons, the prevailing opinion is that the declines in prices have reached lower levels than they are likely to remain at for any length of time. As it is, whenever demand becomes a little stronger, the disposition is to increase the price of any construction called for. There are some mill men who do not favor such a course, believing that it is responsible for some of the reluctance by buyers to order as much at a time as they really should. If the latter could be assured of something like stability, they would be more inclined to put in larger orders. But the mills themselves are not eager to contract far ahead. Most of their managers think they have done rather more than their share toward the general liquidation and that they should get prices for their products somewhat better proportioned to those set in other lines of manufacture. They cannot see the fairness of a large drop in the prices of certain commodities without a corresponding one in the others in common use. They would be content if what they buy would be at the same ratio toward what they sell as it was before the great unsettlement began which is now on its way to normal again.

GETTING BACK TO NORMAL.

Much is heard from time to time about "returning to the normal" in the matter of business. But the term does not mean the same to all who make use of it, nor is the impression usually conveyed by it one that is justifiable. That impression is of the likelihood of a return within a reasonable period to the conditions that prevailed before the war. Yet a moment's consideration should show the improbability of this. One factor alone is sufficient to demonstrate this—the matter of taxation. This, too, is one that will continue for many years to come. Interest and the sinking fund of the Government debt have to be provided for out of the country's production, and this exaction must add to the cost of what is produced. There is no way of escaping this burden. At the same time, the increased expenses of the state, county and city governments also call for added taxes, which mean more additions to costs. These things affect everybody, and not merely a class. They act as a bar to the reduction of expenses in the matter of labor as well as of materials, transportation and the other elements of production, distribution and sale. In a measure, and under the stress of circumstances, efforts are being made in divers industries to overcome this handicap by greater efficiency. This is because the general public is stealing itself to get along without a number of things because it cannot afford to pay the prices asked for them. But there are certain things which are necessities and which have to be provided for. These the people must have. They include, especially, food and shelter.

HOPE DEFERRED IN CHINA

It is announced by the American Committee for China Famine Fund that its activities in behalf of the millions of starving in China's northern provinces are to continue. Recent cables from Peking reveal a desperate situation in the Province of Chihli, which forms one-fifth of the entire area affected. There the spring crop, due next month, on which the farming population was relying for renewed self-support after months of dependence on the philanthropy of others, is reported to be a complete failure. While other parts of the famine area have been favored to greater or lesser degree by rainfall or winter snows, the drought, which had already destroyed three previous crops, has remained unbroken in Chihli.

The result is that 2,000,000 people, kept alive up to the present mainly through relief contributed in America, are doomed to the agonies of starvation during the next two or three months unless the relief is continued. It is not the American habit to leave a worthy undertaking half done. The pathetic plight of the unfortunate people of Chihli, heartsick, with hope again so cruelly deferred, is sufficient to ensure a further generous response from those who have already given generously.

Uneasy lies the head that formerly wore a crown.

WHAT LINCOLN SAID

Is more true to-day than when he said it. Because business was only fair, we made a careful investigation of the reasons to determine whether it could be improved. We are giving you our conclusions because we believe there is nothing so important in the merchandising world today.

Lincoln said "You can fool part of the people all the time and all of the people part of the time, but you can't fool all of the people all of the time." That "in a nut-shell" is our text.

Roughly speaking, merchants can be divided into two classes—those who are trying to merchandise properly and those who are not. Among those who are not, can be classed all these stores where we have seen dirty, dusty and ill-kept stocks and poorly assorted merchandise, poorly ventilated and poorly lighted stores, dirty untrimmed windows which are seldom taken care of and indifferent merchants who take things as they come. They do not know or care what the latest styles are, nor what their trade wants. They do not know what the latest prices are, nor that the war is over and are still pricing their merchandise at the prices prevailing six months ago, when dry goods were double in price what they are now. They do not realize that most of the people living in their vicinity take newspapers from the larger cities and read the advertisements of up-to-date stores there and know what the right prices are. Business with such a poor merchant is stagnant or dead, thereby cutting off what should be an outlet for merchandise and hindering the return to normal and good business.

The daily conversation of people everywhere proves that these store-keepers are only fooling themselves. Such store-keepers do not appreciate the way we undertake to help a merchant properly merchandise his store and they often fall a prey to salesmen from the outside, who show them no mercy whatsoever and load them down with merchandise to the limit. Some merchants do not have all of these faults, but any of them are bad enough.

The other class of merchants are those who are trying to properly merchandise their stocks and who keep nice, clean, well assorted lines, trim their windows, advertise and do all of the necessary things to gain and hold trade. These are the merchants who are wise enough to know that when the wholesale price of a line of merchandise drops, that they must mark down their stock accordingly. Some merchants are doing everything but marking down their stock and, naturally, their business is almost as bad as those who do not make any efforts at all.

You are selling quality, price and service, but without any one of these your business will be a failure. Those who are doing all of these necessary things are enjoying a good business and doing well, even under present circumstances. If you are not doing well, it must be that you are lacking in some particular. There are many merchants who are trying but do not know how to get the right results. We find merchants who want to properly serve their trade, but who do not know how to properly arrange their stock, trim their windows or write an advertisement and, when it is written, the local printer frequently does not know how to make it look attractive.

Some merchants, when they are up against these conditions, help their trade to go elsewhere to the larger cities by putting up a sign telling them when the auto busses or other conveyances leave for trading centers. We are stating the facts plainly and in a kindly spirit, with the hope that those who read this advertisement and realize that these things are partly or all true in their particular case, will avail themselves of this opportunity to fill out the coupon below and let us help them clean up the situation.

We are not philanthropists, but make this suggestion for the good of all concerned, believing that if we can help a merchant to the extent mentioned, he will, in turn, give us a much larger business, not only when we are helping him during the immediate present but in the future and that he will come to rely on us to a greater extent than in the past.

Any of our salesmen or representatives are prepared to talk this special offer over with you. We solicit inquiries.

Date _____
Grand Rapids Dry Goods Co.,
20-28 Commerce Ave., S. W.,
Grand Rapids, Mich.

We are interested in the subject of your advertisement of May 25, 1921. Please call on us _____
_____ or as soon thereafter as possible
and we will do our part.

Name _____

Address _____

GRAND RAPIDS DRY GOODS CO.

GRAND RAPIDS, MICHIGAN

Exclusively Wholesale

No Retail Connections

All Factors in Shoe Industry Improving.

A series of definite conclusions, as they relate to the future, cannot be presented with accuracy. One can only estimate the outlook, on the basis of current trend, and in so doing he should review recent history a little, as the basis of a fair estimate of the future. The temporary lack of confidence, and the unpleasantness that went with it is now history; and a determination to hold fast to that which is sound for the future, is in the air. My impression, based on the best information and from deduction and conclusion, is, that the bottom of the depression of the shoe trade is passed, and that an upward tendency—gradual but gaining in momentum—is in evidence, and generally recognized; so much so, as to be able to distinguish between a mere indication and the real thing itself. In consequence, we may expect that the hand-to-mouth buying, resulting in a marked shortage of much-needed finished merchandise, will be followed by reasonable and increasing advance buying, as conditions develop along their present favorable lines.

Certainly, all factors which affect the situation seem to be improving. The movement is gradually forward and, with steady progress, complete recovery is only a matter of time. The wide variation in the ratio of deflation between one business and another, has been responsible for much public bewilderment and consequent over caution, but the progressive deflation in those industries which have been slower to respond, is fast bringing about a more uniform and stable situation.

It seems reasonable to conclude that we are now approaching a constructive period, based on a foundation much sounder than has prevailed for some time. There is a better understanding between buyer and seller, and confidence, not hesitancy, is becoming more and more the rule. A forward policy, founded on the preponderance of good over ill in the outlook, will go far toward quickening stability in our industry. It only rests for confidence in anticipating reasonable wants, to keep the shoe business in the foreground of leadership.

It is important to recognize also that the purchasing power of wearers of medium to fine footwear, is not seriously affected for the reason that the income of a large part of this market was never unduly inflated and is therefore less subject to deflation, while the decline in living costs, including shoes, has amply compensated for any possible change in income which may have taken place. Indeed it is a reasonable expectation that henceforth more pairs should be the aim and object, and any marked restraint in buying is not to be expected. The "spotty" situation in retailing, due to the liquidation of slow-moving merchandise, in competition with the new and seasonable goods, bids fair to be rapidly corrected as surpluses are absorbed and as a whole, current prices average so favorable compared to costs, that the return to normal buying of seasonable goods, is assured. Tastes and appetites for different de-

grees of style and stabilized footwear have so developed with the American public as to create a substantial per capita consumption, and it seems only plain common sense to figure on it with confidence.

Now when we consider the situation from a broader angle, what do we find?

First of all, there is the favorable influence from the improvement in the credit and monetary situation. The advance in the ratio of reserves for the entire Federal Reserve System is already well defined.

Now when you combine freer credit, prospects of a new tax, adjustment of railroad difficulties, the readjustment of steel prices, relief for the farmer, and an arrangement for financing exports through the different mediums, with the settlement of the German indemnity in prospect, you have much with which to form a nucleus for speeding ahead.

Mr. Hoover's ambition and program to co-operate with business is also reassuring. He carries the confidence of business, and he has the opportunity—here and abroad—to do much in speeding it up. If, through the Department of Commerce, the War Finance Corporation, or other official or private channels, the machinery can be created by which credits can be extended to foreign customers and our export trade thereby increased, it means a taking up of the slack, and that means general stability of values, resumption of employment, further increase in buying power from domestic demand, and a general return of prosperity.

Surely a means may be found whereby these desirable ends may be achieved, for there are many who feel that Europe needs us as much as we need them, and mutual needs always tend to bring people together.

Our best information would indicate that slowly but in a concrete manner, the basic world conditions are becoming favorably readjusted, and the settlement of the German reparations—the greatest of all elements in European stabilization—is an encouraging prospect, now in a fair way to being realized. The submittal of any acceptable German proposals to the Allied powers, together with the fixing of our own relations with Germany now under way, should be a real signal to business, and with the co-operation of our own Department of Commerce under Mr. Hoover, the American shoe and leather trade should be prepared to take advantage of any sane and reasonable plan that could be workable.

Allied to the foreign situation, however, are two domestic affairs of importance, namely, taxation and tariff. We are facing changes, and proposals for new taxes on business must be approached with care, visualizing the outcome and effect of whatever may be adopted, and not being too ready to accept the propaganda for or against specific proposals, without careful analysis.

In the same way, the pressure from agricultural or other interests for import duties on hides, may strike a sympathetic chord in some quarters, but as our industry does not see the economic advantage in such a course,

it becomes our duty, in the shaping up of a permanent tariff measure, to demonstrate the wisdom of retaining hides on the free list.

I believe our allied industries, in devising ways and means of meeting the business situation during the past year, can and have devised those which will facilitate doing business successfully under the new conditions facing us.

I believe the corner has been turned, and that the possibilities for continued improvement in business for summer and fall delivery, depend largely now upon the stability of a reasonable average price level, in the wanted styles.

The different branches of trade, representing the span from raw materials to consumer, have their obliga-

tions to one another, and the spirit of mutual confidence should be encouraged to that end. To have confidence and stability within the industry, the sanctity of contracts must be maintained, and while the daily routine of business will not be without its troubles, and the tendency to abuse trade customs and privileges may continue to be apparent (although I believe in greatly reduced degree),

The tendency for over cautiousness is passing out. More attention is being given to the matter of necessary

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

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
68—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
501—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

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

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

stocks of merchandise, with which to do business. A growing confidence is developing, and with it we can reasonably expect a gradual increase in business from month to month. The balance of spring and summer should, therefore, show a marked improvement in production, and by fall, I do believe, the shoe business will be swinging away toward a normal basis.

Frank R. Briggs.

Present Price Levels Should Be Maintained.

The reason that most shoe retailers are doing good business at the present time is because the public is thoroughly agreeable to present price levels, and convinced that shoe retailers have done their part to bring down the high cost of living. Added to this the new interest in styles makes a combination which means that women in particular are paying more attention to shoes and are more willing to buy shoes than they have been for some time.

Fred Orth, general manager of F. E. Foster & Co., Chicago, returned last week from a visit to Eastern markets and a general buying and style observation tour. Mr. Orth sizes up the present situation as follows:

"We retailers must view with considerable alarm the recent advances in the cost of hides and calf skins. The fact that city calf skins are now selling at 20 cents makes us wonder whether or not tanners are going to tack on advances in prices of their finished calf skin leather. If leather and raw materials advance very much, it would naturally follow that the shoe manufacturers are going to advance the prices of their shoes, and just as soon as this happens, trouble is bound to begin. Retailers will insist upon quality shoes at fair prices and anything which savors of advance in price is sure to receive a lot of opposition on the part of retailers.

"Retail stores generally in all parts of the country are operating on war time overheads. We continue to pay extraordinary rents and unusual wages to clerks. Very few retailers have been able to reduce their overhead expense as much as one or two per cent, so that it becomes immediately necessary for buyers to sharpen their pencils and insist upon rock bottom prices when going to market. We must maintain our present price levels, and if we do not, the public will back up against the wall in just the same way that it did some months ago and then there will be another slump in trade and the entire industry will feel the shock before many months pass.

"Retailers must have the help of manufacturers and of all branches of the shoe and leather trades in order to keep prices down. Competition is keener in the retail end than probably any other branch of the business, and this fact is assured—that retailers are forced to sell close if they expect to continue in business. We are all aiming at volume these days and trying to sell two pairs where formerly we sold one. We are perfectly willing to accept meager margins of profit if we can sell more shoes. If shoe manufacturers and tanners will get the volume idea fastened in their minds and begin figuring that they can make more money by selling a lot of leath-

er and shoes at close prices than they can by selling little leather or few shoes at long prices, then will the ideal be accomplished. In that way only will we prosper.

"We find that the public is thoroughly in accord with our ideas of price, that women are willing to pay fair prices for good shoes and stylish designs. We have worked conscientiously and honestly to provide this kind of footwear at prices the public wants to pay. We cater to the very best trade, to the aristocracy and the elite, and for that reason it is necessary to provide shoes of the finest makes and quality and also to combine in these the latest ideas in style.

"We find, however, that even the folks who have a lot of money are 'bearing' the market right now and are fighting shy of high priced shoes. By high priced shoes we mean shoes in our grades priced between \$16 and \$20 to \$22. What we are trying to do, is to have fine shoes for sale at prices ranging from \$10 to \$15. Those are the prices which most of our shoes are selling at this time. As long as we can hold to these levels, we are going to be sure of good business, and I believe the same idea holds good in other stores catering to trade which generally buys more moderately priced footwear. In other words, the popular priced stores are finding ready sale for their merchandise if priced at levels ranging from \$6 to \$10 a pair, or perhaps \$12 a pair. Those are the prices that the women want to pay at the present time, and are perfectly willing to buy now and often in the future.

"Last week was the first time we had to get our baskets as very few of our trade bought more than one pair of shoes at one time. Now that prices are more reasonable, the women seem more willing to buy and are again buying shoes for various occasions. So we need the baskets once more. This looks mighty good to us and seems to prove that the public is in thorough accord with our efforts at holding down prices.

"I returned last week from New York and found that there is a great deal of interest at this time in the rough finished leathers for women's wear. I noticed particularly that women are favoring the new Scotch grain and pebbled grain leathers, and especially that black shoes are coming into favor. This means that this style idea will work its way Westward very quickly, so that we can safely figure that by fall these leathers should be a lot more popular than they are right now. I believe combinations will be good, but that shoes made up in light shades for women's footwear will be passe in fall, and that women will either want the darker shades or black, or they will want combination, sand colors and browns trimmed with black calf or darker shades of browns or perhaps black patent leather. Black patent leather seems to gain in favor as the season advances; we are figuring it will corral a certain amount of business for us in fall and will place orders accordingly."

A black eye is usually proof that the fellow got what he was after—trouble.

The Shoe Fad of the Fashionable Practically the Same as "More Mileage Shoes"

THE fad in shoes for fashionable people is the "Brogue." That is, heavy-soled, substantial shoes for hard, solid wear. They are sold at big prices.

Hirth-Krause ROUGE REX MORE MILEAGE SHOES

—made for and sold in particular to the workingman—are just that kind of shoes. They have strong soles, leather that wears like iron (tanned by ourselves) and in general made substantially. We don't call them "Brogues" and we don't get a big price for them. But they are just as good shoes. What is a "fad" for the fashionable is but a full money's worth for the man who works and practices thrift.

Don't let your stock run low.

HIRTH-KRAUSE

Tanners—Manufacturers of the
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

Revised Price List of HOWARD CELOID CHROME SOLED BOYS SHOES

GOODYEAR WELTS

Stock No.	DESCRIPTION	Sizes	Price
8100—Boys' Gun Metal English Bal, B, C, D, E		2 1/2 to 6	\$3.50
8101—Boys' Dark Tan English Bal, B, C, D, E		2 1/2 to 6	3.50
8102—Boys' Gun Metal, Nature Bal, B, C, D, E		2 1/2 to 6	3.50
8103—Boys' Dark Tan Nature Bal, B, C, D, E		2 1/2 to 6	3.50
8130—Youths' Gun Metal, English Bal, B, C, D, E		12 1/2 to 2	3.25
8131—Youths' Dark Tan English Bal, B, C, D, E		12 1/2 to 2	3.25
8132—Youths' Gun Metal Nature Bal, B, C, D, E		12 1/2 to 2	3.25
8133—Youths' Dark Tan Nature Bal, B, C, D, E		12 1/2 to 2	3.25
8150—Little Men's Gun Metal English Bal, C, D, E		9 to 12	3.00
8151—Little Men's Dark Tan English Bal, C, D, E		9 to 12	3.00
8152—Little Men's Gun Metal Nature Bal, C, D, E		9 to 12	3.00
8153—Little Men's Dark Tan Nature Bal, C, D, E		9 to 12	3.00

AMERICAN WELTS

8110—Boys' Dark Tan Blucher	2 1/2 to 6	\$2.90
8140—Youths' Dark Tan Blucher	12 1/2 to 2	2.65
8160—Little Men's Dark Tan Blucher	9 to 12	2.40

All unfilled orders now on hand will be shipped at these revised prices.

SELL MORE HOWARDS AND SELL THEM RIGHT.

Every pair of Howards you SELL RIGHT will be a working advertisement for your store.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Avenue, N. W.

GRAND RAPIDS, MICHIGAN



Trade and People in Many Lands.

Trade between the United States and the Orient has slowed up temporarily, but there are great opportunities for future development, is the message brought back by Alfred Decker, of Alfred Decker & Cohn, (Chicago), who has just returned from a tour of the far East.

"We saw American automobiles everywhere," said Mr. Decker. "If other American industries were to organize their export business in an equally thorough manner we would do an immense trade with the Orient. The United States is especially loved by the Chinese and the Australians, and the Japanese are anxious, too, to do business with us.

"We have always been big customers of China and Japan, especially in the purchase of silks. At every point one touches in the Orient there are evidences of the activities of the Standard Oil Company, and one sees Ford automobiles and Singer Sewing machine advertisements everywhere. In Sidney, Australia, one of the first things we saw was an automatic telephone that had been made in Chicago. Many of the fittings of the train on which we rode in Australia were from Chicago. Even in Borneo I rode in a Chevrolet automobile. There is no reason in the world why we should not do a big business in that part of the world if we were to go after it.

"The foreign exchange situation is all right in China and Japan. In Japan the exchange is two yen for a dollar, just as it always has been. When we were in China the Chinese dollar, which is equivalent to the Mexican in value, was worth 55 cents. The Australians, who use the pound sterling, suffered with the English in the decline of their money.

"The wonderfully artistic work of the Chinese ought to be exploited in the United States. The Japanese are also masters of the handicraft. There is no machinery to speak of in China, everything is hand made. The silk embroideries of the Chinese, their articles made of carved wood and ivory, as well as the things they manufacture from precious metals, are marvels of skillful work.

"We were royally entertained in Shanghai, Canton and elsewhere in China. I met half a dozen prominent Chinese in Shanghai. They treated me to a real Chinese dinner and we had an interesting and lively talk. One or two acted as interpreters and there was no difficulty in exchanging opinions. All of them like America and they are anxious to do business with us.

"The Chinese dislike the Japanese, in fact, the Japanese seem to be disliked in every country that we visited.

From Australia to Peking I did not hear a single friendly word about the Japanese. That dislike speaks badly for them. Some day it is likely to develop into something more than dislike.

"In China our train passed through part of the famine district. It was sad to see the many poor people gathered at the stations begging for coins, but it was also pleasant to see so many heavily burdened freight trains with loads of grain that were being rushed in for the relief of the starving. The members of our party got busy at every station, distributing coppers, and the number of dirty big and little hands that were held out through the fences was pitiful. At one place I became so interested in this crowd that I was almost left behind.

"The Chinese impressed me as a curious conglomeration of good, very good, of dirty and filthy, but they are polite and very friendly. It seems to me there is something wrong in their make-up. Many of them appear to lack pride and manliness. The appearance of the homes of many was pitiful. When a man dresses so much like a woman that you cannot tell the two apart it seems to me there is something wrong. In fairly mild winter weather the men in Peking wear perhaps two fur-lined coats, down to their heels, then a heavily padded coat on top and goodness only knows how many padded skirts and pairs of trousers underneath.

"The reluctance of the Chinese to permit a foreigner to have a glimpse of their home life impresses me as one of the drawbacks to the effort to

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STRAIGHT LINE METHODS

Courage in Business

All modern industrial and mercantile expansion depends upon courage. It explains progress. It determines the limits of individual success. It is the physical expression of confidence and belief.

Courage is inspired by knowledge. Knowledge dispels fear. Knowledge of your business—timely and dependable Facts and Figures from every department—points out weakness and waste; while knowledge of better methods, with courage, eliminates them.

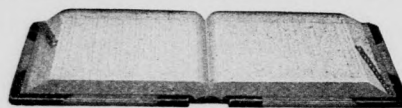
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Bldg.

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

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GRAND RAPIDS, MICHIGAN

Has Demand Slackened?

Orders may not be coming in profitable volume. Your ability to produce and sell volume is the measure of your success.

Does your Accounting System enable you to see things as they are happening? Are you able to tell with certainty when your running costs have overtaken your realizable selling price?

If not, our Public Accounting Force, who specialize on these matters, can set you right. From their findings they can recommend the immediate action that will save you money, perhaps save loss.

Systems Installed

Federal Tax Service

"Oldest Trust Company in Michigan"

THE
MICHIGAN TRUST
COMPANY

Grand Rapids, Michigan

change them to modern ways of living. We were cordially entertained at the clubs and in restaurants, but we were not permitted to enter homes.

"Travel in the Orient is likely to be a rough and tumble experience. In America we expect to have comfort while we are traveling, but in the far East they travel merely to get to a given point, and anything goes, as long as you arrive at your destination. I often had occasion to recall what a man told me before I started, that it would be a hard trip, and he was right. Traveling is, of course, a great pleasure, but it is also hard work, often one has to take the bitter with the sweet.

"In Yokohama I received a little lesson regarding some of the difficulties that sometimes crop up regarding use of the cables. A cablegram reached me there from Alfred Decker & Cohn. It was in code and the copy that reached me was poorly written. As I made it out it read: 'Anxious to hasten you.' This was a jolt and upset me considerably, as there was no way of telling what might have happened. Later I realized that 'hear from' is almost the same as 'hasten' in the code and that the message really meant, 'Anxious to hear from you.' I had not been heard from for several weeks and they did not know what had become of me, but that confounded cablegram spoiled things for me for a while.

"We had long railroad rides in Australia, Northern China, Manchuria and Korea. Finally we took the ride from Kyoto to Yokohama, which lasted from 9 a. m. until 8 p. m. and took us through the heart of Japan. The weather was calm and delightful in Japan and the ride was a great treat. On the train we made the acquaintance of a fine young Japanese, who spoke English well. He was a great help to us. I met several Japanese who were evidently men of the highest intelligence. Everywhere you look in Japan you see the same earnest faces. All look like men who are eager and determined. You seldom see a face upon which there is any indication of humor. Every one is earnest and businesslike.

"Wherever we went in Japan we were treated respectfully. The people were polite and courteous to us. Foreigners attract attention wherever they go. One afternoon we visited Theater street, where there are a few theaters and small shops and there was a small crowd around us all the time. But we were used to that sort of thing, as we had the same experience in China. The lower classes in both Japan and China seem to revere foreigners. This is not to be wondered at, for it was the foreigners who brought them all the wonderful modern inventions, electricity, the automobile, telephones, etc.

"Drink is virtually unknown to the Japanese, at least as we know it. Tea and rice are the principal means of subsistence. We were interested in the many curious ways in which they make use of rice and the frequency with which they drink tea. To us the tea tastes bad without sugar, but they like it that way.

"Some of the less important places were interesting. Samoa, or rather, Pago Pago (which is pronounced Pango Pango), suggested Catalina island, or Hawaii. We did not have time to go inland. The natives were the center of attraction. About a hundred of them assembled near the wharf, in a sort of market place, and offered their goods, such as beads, fruit, baskets, etc. It was all junk, but everyone bought something as a souvenir.

"The island is a U. S. naval station and no one is allowed to take a camera ashore. Considering the length of time that we have occupied Samoa it is remarkable how few of the natives speak English well. Their physique is splendid, like that of all South Sea islanders. The Samoans are different from the Hawaiians. In Honolulu there were about forty young fellows in the water for eight or nine hours, diving for coins, but there was nothing like that in Samoa. The natives in Hawaii thought nothing of diving into deep water from the upper deck of the steamer to pick up a dime or a quarter. In Samoa the young fellows were standing around selling beads, cocoanuts and bananas.

"Entering the harbor at Sydney is supposed to be one of the world's greatest sights—when the sun shines. But it didn't shine the morning we arrived, and Australians who were on board expressed great sympathy for us. But it seemed beautiful to us. The harbor, or 'arbor as the Australians say, unfolds as one enters. One bay after another is disclosed as the steamer passes the hills."

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

Surplus and Profit - \$850,000

Resources

13 Million Dollars

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Do Your Banking by Mail

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WE OFFER FOR SALE

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

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GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK

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CAMPAU SQUARE

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

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

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK

ASSOCIATED

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

Cudahy Decision Renews Interest in Stevens Bill.

The decision of the Supreme Court in the Frey-Cudahy case naturally renews interest in the Stevens bill which the American Fair Trade League now hopes to induce the House Committee on Interstate and Foreign Commerce to report with a favorable recommendation at the present session. Representative Kelly, of Pennsylvania, who recently introduced this bill, has issued a statement concerning its merits, which will be of special interest to retail merchants.

The purpose of the bill, according to Mr. Kelly, is "to give the independent manufacturer of an identified product the right to file his trademark or brand with the Federal Trade Commission as well as his price for sale to the wholesaler and retailer. On such filing, he would have the right to maintain the price of his article.

"If any person feels aggrieved—that the price is too high, for instance—he may appeal to the Federal Trade Commission. The Federal Trade Commission may revoke the right to fix the prices, but may not fix the price itself."

This would guarantee fair and reasonable prices all down the line, Mr. Kelly feels, which would protect the consumer. Protection against profiteering will come through the fact that when the price is fixed the articles may never be sold at more than the standard price.

A way is provided for disposing of goods by the dealer who may be going out of business, and who may wish to conduct a sale at low prices. He may first offer them back to the maker at the prices he paid for them. If the maker wishes, he may buy them back. If he declines they may then be sold at any prices.

The bill would apply of course, only to goods in interstate commerce. A similar law is in effect in Oregon, and most of the European countries have such legislation and it has worked most satisfactorily, according to Mr. Kelly.

"Such legislation," says Mr. Kelly, "will protect the good will of manufacturers and dealers, which is at the mercy of buccaneer bargainers who slash standard prices and set up 'misleaders' in order to deceive the public. Good will is property in modern business, as actual, positive and genuine as machinery and materials. It belongs to the maker of the goods; he does not sell it, but is vitally interested in preserving it after the goods are in the consumers' hands. For the best interests of every party in the transaction, the user and distributor as well as the maker, there must be legislation that the manufacturer of the standard identified, trade-

marked goods whose quality and price have won the good will of the public, shall have power to protect it by enforcing a standard price policy in the marketing of his product."

The Proposed Sales Tax.

An expert of the Department of Justice recently estimated that under our present system more than twenty-three cents of each customer's dollar is paid for taxes. Not all of this, of course, would be eliminated by the General Sales Tax, but it is certain that a great deal of it would be eliminated.

Business men of the country who have studied this question thoroughly have pretty generally come to the conclusion that the sales tax is the surest source of revenue of which the Government can avail itself, that it is just, equitable, simple and unassailably sound. All the nuisance taxes, all the taxes that obstruct business and check investment, the excess profits taxes, the higher surtaxes, the whole list of imposts the country has come to dislike might be repealed without any fear of a deficit if the sales tax system were adopted. It would believe the wage earner from the much heavier passed-on profits taxes; it would weigh more lightly upon him than any system based upon the principle of getting the bulk of the total revenue from a few sources.

The larger a person's income, the more he spends and the more of the sales tax he will pay, directly or indirectly.

There is no other form of taxation that bears with such equal weight upon everybody in proportion to their actual means.

Competition may be trusted to prevent excessive increases in the prices of commodities on the plea that the sales tax makes such advances necessary.

If We Smile.

Many a scowl will give away
To a smile,
Just a smile;
Many a passion loses sway
To a smile,
Just a smile.
And as through this life we go,
Rushing onward to its sea,
He'll be friend who was foe,
And your path will brighter be
If you smile,
Only smile.
Many a deed of good is born
In a smile,
Just a smile;
Many a one is saved a thorn
By a smile,
Just a smile.
Many men in Sorrow's thrall,
Hope most gone, and in Despair,
Have been saved Dejection's gall,
And made see that Life is fair
By a smile,
Just a smile.
Many a day is made more bright
By a smile,
Just a smile;
Many a burden seems more light
If we smile,
Only smile.
As we live our lives each day
We can far more pleasures see,
Shadows will be less gray,
Heaven to us, Earth will be,
If we smile,
Only smile.
Clarence M. Workman.

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Second to none for prompt and fair settlements.

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Grand Rapids, Mich.

A Stock Company.



Fourth National Bank

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United States Depository

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Per Cent Interest Paid on
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Capital Stock and Surplus
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Our Preferred Stock May Be Purchased at
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That Priceless Ounce of Fire Prevention.

I feel that the subject of fire prevention is one that every successful merchant should be interested in, because, regardless of the amount of insurance you may carry, you can never recover completely from a serious fire.

The Bureau of Fire Prevention is more interested in removing the causes of fire than in fighting those that do occur. There is a feeling among some business men that should be corrected, and that is looking upon the fire prevention inspector as a nuisance and his recommendations as humbug. The firm I am connected with went fifty-six years without a fire, but when it came we were very glad to have chemical extinguishers and sand pails to combat it until the arrival of the fire department, as well as a fire-proof door to confine the flames to one section of our store. When the fire department forced us to install this door and have those fire extinguishers and sand pails we considered them unnecessary. But when the test came the fact that we had them saved our business for us.

When you consider the amount of sawdust, excelsior and waste paper which passes through your store every day, and know that these three items, according to record, are the cause of more than 50 per cent. of the fires that occur, it is easier to realize the necessity of clearing out these things as quickly as possible after unpacking your goods. We make it a practice in our store never to close up until all excelsior, sawdust and waste paper have been removed outside the building, because we know that a handful of sawdust and a few drops of oil and a tiny spark can put us out of business before morning.

Let each man consider for himself if a fire broke out in his store tomorrow morning whether he would be able to combat it or if he would be driven out to see the results of his years of labor go up in smoke and flames.

Are your cellars and floors all blocked up with cases and barrels, or is there a passageway to all points on these floors? Have you fire pails filled with water or sand distributed around all the floors and cellars of your store? I know it often seems that some of the pails filled with water or sand appear to be nuisances, but a bucket of water in the right spot will put out a blaze that five minutes later might require the utmost ability of the fire department to conquer. The following recommendation regarding fire pails are made by the New York Fire Department:

"Fire pails should be placed throughout the premises used for business, including cellars and sub-cellars and all floors. There should be at least twelve pails for every 1,000 square feet of floor space, and double this number near extra hazardous features, such as oil rooms, or where dangerous goods, such as lamp black in bulk, cotton waste or caulking cotton is stored, or any other commodity that is liable to spontaneous combustion.

"Pails should never be placed more than six in a group and groups should be staggered; that is, placed diagonally in order, to be near at hand when needed. They should be placed in a free open space, and particular care should be taken that no goods are stacked in front of them. They should be looked after every week and kept filled with water within two inches of the top.

"Chemical extinguishers should be distributed generously through the building, but in connection with these it is very important that your employees understand their operation, and more than anything else, regular inspection should take place to make sure that the extinguishers are filled and in proper working order."

The room or section of the store where oils are handled should have the floor covered with sheet iron to avoid having wood that becomes oil soaked. Never leave oils in a wooden barrel, once opened transfer it to an iron tank. A drip pan should be placed under your tank to catch the drippings, and sand should be placed in this pan to absorb the drippings. Never place sawdust on the floors or in the drip pan to absorb the oil. If you sell gasoline or benzine do not measure it out with a gas jet lighted in the room. Never stick a match or a candle into the spout of the can to see what it contained before.

I could go on in this way indefinitely, but most intelligent people know these things. But the trouble is that they are so trite that few of us think about them very often. But if I have started anybody thinking about what he would do if a fire did occur in his store I have accomplished my object. Edward F. Daily.

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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



JOIN THE
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SAVINGS BANK
FAMILY!

44,000

Satisfied Customers

know that we
specialize in

accommodation
and service.

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Madison Square and Hall Street
West Leonard and Alpine Avenue
Monroe Avenue, near Michigan
East Fulton Street and Diamond Avenue
Wealthy Street and Lake Drive
Grandville Avenue and B Street
Grandville Avenue and Cordelia Street
Bridge, Lexington and Stocking

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

We wish to announce that we have secured the State Agency for
The Central Manufacturers' Mutual Insurance Company

of Van Wert, Ohio.

Organized in 1876.

Assets	\$2,983,269.02
Surplus	915,766.32
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DIVIDENDS 30%

C. N. BRISTOL
FREMONT.

H. H. BUNDY

A. T. MONSON
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 under-lying 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

This Company has returned

50% Dividends

For 26 Years

Good Mercantile, Dwelling, Hotel and Garage Risks Written

BRISTOL INSURANCE AGENCY

General Agents for Lower Peninsula

FREMONT, MICH.

Preferred Risks! Small Losses! Efficient Management!

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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. SENF, Sec'y

Bacharach's Substitute For the Proposed Sales Tax.

Representative Bacharach of New Jersey, the author of the most conspicuous of the several sales tax bills which have been presented in the House at the present session, appears to feel that the prospect for the enactment of this legislation has become rather discouraging as the result of the opposition of the Treasury Department, and has gone off on a new tangent. He now suggests the levying of a tax of 1 per cent. on the "net worth" of each individual as an alternative for the excess profits tax and so-called luxury taxes.

Mr. Bacharach is working on such a bill and expects to introduce it at an early date. In a statement just issued he says he agrees with Secretary Mellon in his advocacy of the repeal of the excess profits tax and the so-called "nuisance taxes" but says a number of other special excise taxes such as the freight and express transportation taxes should be eliminated.

"But frankly, I do not see how these changes can be made unless there is found some new source which we can tap in order to get revenue to make up for the money lost in the repeal of these taxes," Mr. Bacharach says. He thinks customers receipts for the fiscal year 1922 will amount to twice the \$300,000,000 estimated by the Secretary of the Treasury.

"Personally I am still of the opinion," continues Mr. Bacharach, "that the adoption of a sales tax plan would be the simplest and easiest method of raising additional revenue and at the same time bring a reduction in the cost of living and a return of business prosperity. The claim that such a tax would add to the cost of living, I do not grant.

"The State of Pennsylvania has had a sales tax in operation for a number of years—it applies to wholesale and retail sales only. It is a good revenue producer for the State, and that it has not added to the cost of living is conclusively shown in the report of the United States Labor Department in the Monthly Labor Review for February, 1921.

"This report shows the change in the cost of living in nineteen cities from December, 1914, to December, 1920. Of the Pennsylvania city mentioned—Philadelphia—the report shows that the increase in the cost of living during that period was higher in the cities of Buffalo, Cleveland, Detroit, Houston, Jacksonville, New York and Norfolk than in Philadelphia. Of course, there is some opposition to the adoption of a sales tax but in my opinion we will certainly have it on our statute books sooner or later.

"However, as an alternative proposition, I am considering the presentation of a bill which would levy a tax of 1 per cent. on the net worth of the individual to take the place of those taxes which I feel very strongly should be eliminated. Under the most unfavorable conditions such a tax should bring in more than a billion dollars in revenue.

"There would be an exemption of \$10,000 allowed to each person under this plan so that the person of small means would not be affected by it, and they would not be obliged to pay a tax on their small savings. It would encourage, rather than discourage the people to own their own homes and it would likewise be an encouragement of business thrift.

"The adoption of such a tax would permit of a substantial reduction in the surtax schedule, the elimination of the excess profits tax and practically all of the special excise taxes, and in addition, I believe, it would permit of a substantial amount being set aside as a sinking fund for the redemption of outstanding indebtedness.

"In several countries in Europe the net worth of individuals as suggested above, has been adopted, and here in our own country we had such a tax during the Civil War, which was very effective in raising revenue at that time.

"Such a law would force those to pay a tax who are now investing their money in federal and municipal tax-exempt securities for the purpose of avoiding the payment of income tax, and it would also force those individuals to pay a tax who own unimproved property in growing business sections of the country upon which they pay only local taxes and who refuse to dispose of such property excepting at exorbitant prices; they would have to pay a tax or else dispose of their property at market value. Such a law would primarily affect the person of means, but at the same time, if its adoption would bring a corresponding substantial reduction in the surtax schedule, as I think it would, the burden of taxes would not be any higher, and as a matter of fact, would be less than at present."

State Funds Not Permitted in Private Bank.

Early this year there was deposited in the private bank of George E. Ellis, of Grand Rapids, some \$60,000 of State money that had been collected by the Grand Rapids agent for the Secretary of State's Department for issuing motor car licenses. This, says Secretary of State DeLand, was in violation of the State constitution, which says no State money shall be deposited in banks other than those organized under the National and state banking laws. Half a dozen or so other license collecting agents also were depositing State money in private banks.

When Mr. Ellis died a few months later and the bank suspended pending liquidation or reorganization there was still \$6,700 of automobile license money on deposit there. This money Secretary DeLand has been able to withdraw and he says he is the only depositor who to date has succeeded in getting his money out of the bank.

Agents who have been depositing State funds in private banks are absolved from intentionally violating the constitutional provision referred to. It will not be done again, for Secretary DeLand has introduced a new system which not only requires

local collectors of motor license monies to deposit these monies, not in their own name in their local banks but in the Secretary of State's name; and also requires banks having such monies on deposit to pay 2 per cent. on daily deposits.

Upwards of \$15,000,000, it is estimated, will be collected in fees through the Secretary of State's Department the next fiscal year. The sources will be: Automobile licenses, \$6,000,000; automobile registration fees under the act passed at the late legislative session, \$500,000; new corporation tax, \$6,000,000; franchise fees, \$1,000,000; miscellaneous sources, \$1,000,000.

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.

Safety of Principal and Interest

Ease of Collection of each when due

These are the essentials of a proper investment

Regent Theatre

FIRST MORTGAGE SERIAL
7% GOLD BONDS
cover these requirements

A Circular on request with some interesting information as to the progress of this Theatre.

INTERSTATE SECURITIES CORPORATION

431 KELSEY BUILDING
GRAND RAPIDS, MICH.

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.

Western Michigan Representatives

DETROIT MORTGAGE CORPORATION

319 POWERS BUILDING

GRAND RAPIDS, MICHIGAN

TO INVESTORS

The opportunity to invest in a safe enterprise and one that is certain to make very substantial earnings is offered you in the 8% Cumulative Preferred Stock and Common Stock of no par value

of the

Petoskey Transportation Company

The management of this Company is made up of men of proven ability and integrity.

This Company will bear the strictest investigation. ACT NOW.

F. A. SAWALL COMPANY

313-314-315 Murray Building

GRAND RAPIDS, MICH.

Gentlemen:
I am interested in an investment in the Petoskey Transportation Company.
Without any obligation on my part, send me all particulars regarding the Company.

Yours truly,

Name _____

Address _____

Making Summer Welcome to Your House and Porch.

Written for the Tradesman.

Wild Azalea and mountain laurel, or whatever early bloom there is in your neighborhood, hold out inviting arms these days of spring and summer, when it seems a sin to stay indoors, and "the country" calls to us with its proverbial insistence. Not yet has the weary business of lawn mowing and weed fighting turned the dreams to hot reality. The urge to get out into the open comes with each returning spring to all normal folk; we know then that the real spring tonic is not kept in bottles, but awaits us out of doors.

Perhaps you are one of those countless unfortunates who cannot get away for any period of residence, but are doomed to stay within the brick-and-mortar prison of the city. Very well, it might be worse; you might be one of those to whom "the country" means nothing at all. I knew a man who in the country nearly died of loneliness and got his enjoyment summer evenings from pilgrimages to the brightly lighted foyers of theaters and hotels. It is much if you just want to get into the open.

Next best is to give your own house, or rooms, or room, as much of a summer atmosphere as possible. If you have a porch, or out-of-doors sleeping-room, so much the better. By "atmosphere" I mean arrangement, decoration, general feeling of the place.

And if you have the good fortune to live in a suburb, you can live on the porch most of the time, going indoors as little as possible.

You can easily have breakfast, luncheon, and dinner on the porch, and receive your guests there. You, or some of you, can sleep there, too, if you are a bit clever about arranging the facilities. Didn't you ever sleep out-of-doors? If not, you have no idea what a difference it makes to tired, jangled nerves, and in the smoothing out of wrinkles.

The chief objection to eating out-of-doors is that it seems to increase appetites. On the other hand, it tends to encourage simpler tastes.

Store away the heavier rugs, put away the stuff that has to be dusted, take down pictures, cover the furniture with pretty chintz or gingham. Have very simple curtains of chintz or scrim at the windows, so arranged that they can be open most of the time, both day and night.

Keep the room filled if you can with cut flowers, growing vines, and plants. They will do magic in place of the bric-a-brac and pictures that will be welcome anew when the fall comes on again.

If you have a real porch, do not be satisfied with the conventional arrangement; make a definite business of having it comfortable—a place to live. Work out, if you can, a definite color scheme in gray, orange, green, blue, or whatnot, with chintz cushions that really harmonize. A matting rug, a plant or two, a table with books and a few magazines at hand—if you put your mind to it you can make the porch a place where family and friends will like to stop.

If you do work out something in the way of a sleeping porch, provide opaque curtains that shut off the early morning light, but otherwise keep it simple and harmonious.

The essence of the whole scheme, whatever the possible details, is to give a summer tone to the house that is winter-weary; to arrange on the porch, screens or other means of shutting off wind and direct sunlight, to provide conveniences in the way of furniture, wall pockets for flowers, papers, and knitting—everything you can think of and afford to make the place attractive and sufficient for the life to be lived there. Even a window box, however small, helps in the ensemble.

Already this year I have seen one porch, very homelike in its seclusion, with outside curtains of gay, striped stuff; a huge pottery jar filled with daisies, a couch with pillows across the end away from the breeze, and all the place full of the air of out-of-doors. I have seen, too, an apartment in a tall tenement house, where the family, although very poor, had taken definite notice of the coming summer and made even the window sills talk about it. After all, the main thing is a state of mind.

Prudence Bradish.

[Copyrighted 1921.]

General Conditions in Wheat and Flour.

Written for the Tradesman.

During the past week or ten days unfavorable crop news has been coming in from Kansas. It is reported from fairly reliable sources that considerable damage has been done. Some go so far as to say former estimates will have to be reduced 25 per cent. as far as Kansas is concerned. This, together with the fact that May Option has been considerably over-sold, has caused quite a sharp advance in prices. Just how far this will continue, of course, is problematical.

We feel, while there may be some further advances between now and the middle of June, the new crop will show us cheaper flour. At the same time, it will pay the trade to keep posted on crop news, as we will be obliged to furnish Europe a large quantity of wheat the coming year. Stocks of flour are light throughout the entire country and any serious damage to the crop in general will precipitate rather heavy buying and cause still further advances.

We are not favorable to buying of flour from a speculative standpoint, but undoubtedly two or three weeks' supply is a good purchase.

Lloyd E. Smith.

The Busy Grocery

THE busy grocery is the store where the most careful buying is back of intelligent selling. Having what the customer *wants*, when she wants it, is the very essence of good merchandising.

National advertising is directing consumers to trade marked goods, because the trade mark identifies worthy products and is an implied guarantee.

Keeping a full variety of National Biscuit Company products is intelligent buying. Meeting the demand created by National Biscuit Company advertising is intelligent selling.

NATIONAL BISCUIT
COMPANY

The selling PLAN-

We used-

To bring-

A \$28,000.00 volume-

Of CASH business-

In TEN days-

To Thompson's-

In Ft. Dodge, Ia.-

Wouldn't work-

In YOUR case for-

Different conditions-

Demand-

Different methods.

After our SURVEY-

And ANALYSIS-

Of your store-

And territory-

I CAN tell you-

What you may expect-

From YOUR Kelly sale-

And then prove it-

With a KELLY man.

Coupon-

Starts ACTION.

Kelly's Ad Man

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

Size of my stock _____
Name _____
City _____ State _____

Anxiety Concerning the Course of Textile Prices.

The probable course of merchandise values in the next six months has given rise to more anxiety than has been expressed in trade channels in a long time. It has manifested itself in many letters written here asking what the current opinion of merchants is and on what it is based. These manifestations have been accompanied in very important instances by expressions of doubt concerning the worth of the usual standards by which trade prospects are measured by experienced men.

One man who was told in an exhaustive way why textile raw materials play such a large part in making up the values of goods purchased for long term delivery said he did not consider raw materials as of any real importance, and certainly of no controlling importance now. Another man who discussed labor prospects as the, to him, vital factor in future textile prices, did not seem to have his usual confidence even after he had admitted that many marshalled facts pointed toward a reasonable assumption that labor would not be the controlling factor in prices or values. Still another man argued for some time that conditions obtaining in the markets and all comprehended in the "purchasing power" of the people, would be the controlling influence.

This last man contended that price would not be the measure of true value in many lines of dry goods for a long time to come, and he emphasized his view of the future by analyzing all the factors that go to make up "the law of supply and demand," as he termed it.

When the economic doctors disagree about trade prospects and when many of the best known merchants of a large center like New York hold widely divergent opinions on the same subject it is full time for a trade newspaper reporter to climb a tree and watch the swing of trade ideas from a safe and lofty perch. There is so much confusion of thought existent at the moment that convincing statements are difficult to secure.

It is certain that a great deal of organized propaganda has been influencing the opinions of men who usually have been independent thinkers. It has been called by various names, from co-operative competition to trade protection. In New York City the disclosures in the courts in building and other trades have been called scientific graft, or stabilized profiteering. The wealth of new trade information disseminated from various sources has overwhelmed dry goods men and other business men. The Federal Reserve hoppers have been gathering in all kinds of good facts and gradually the sifters are making them of greater value.

Perhaps the great fact that makes it hard to say what the course of trade may be for a given period is the disorganized conditions existing in foreign trade which is always affected by international politics and finance. Those conditions are not within the control of the United States Government, and despite all that may be done to help conditions at home stabilization cannot be secured until in-

ternational conditions are more settled. This vacillating factor must be kept in mind at all times in considering the weight to be given to the fundamentals that must always be thought of in arriving at a trade decision. The one sure thing is that a positive step has been taken forward by Germany in conceding its debt and its purpose to try and pay it. Starting from that basis international reconstruction will move forward.

The mental attitude of dry goods men is that of a man who is sick. The world of trade is sick, quite as much so as the political, social and financial world. Losses have been large and violence has been done and is being done to the pride and pocket-books of everyone. War gave vent to many vicious trade practices that are being corrected and must be corrected. Those who profited by these practices are trying to establish in a sort of mystic business idealism their right to exist side by side with those whose idealism only carried them a little further on the road of life that finds business happiness in service, and a fair profit.

Unfortunately for the good of trade, governments entered upon the control of many business functions and gave many pre-war trade practices a standing they would never secure under less strenuous conditions. Co-operation in business to save life and property has been translated into co-operation that means monopoly with all of its evils. The fiber of American trade hates monopoly, a fact long since made clear in the drastic Sherman law. In its instinctive generosity it does not intend to encourage killing competition. But through the play of forces that have come to be uncontrolled, those who want monopoly in one form or another have secured a large place in the channels of publicity and from time to time they issue statements and propaganda that is not only harmful, but grossly misleading.

Relative values in dry goods lines must necessarily remain irregular and unsettled while the things that make them are unsettled, but that does not mean that all odd value relations are to be changed or that dry goods are destined to fall far below the plane of values of other things after having already dropped violently.

Reverting to the questions arising from considering the relative importance of raw materials, labor and purchasing power, in dry goods merchandising, many facts are evident that must complicate the influences that would normally affect trade in a definite way for a long period. One is the continued government control, or some form of control of the materials used by textile manufactures and on which the business of merchants is built.

In wool, the United States Government still owns 50,000,000 pounds, the Australian and British governments have a controlling influence over the syndicate that has taken over the Australian war surplus and the merchandising of the new clip, while in the Western part of this country organizations are existing to withhold wool from the markets until conditions for sale are more favorable to the grower.

In silk, a syndicate backed by the Japanese Government is still operating to control the marketing of the fiber. In flax the Soviet government of Russia still has a hand in marketing the limited supplies grown. In cotton, the Government finances are being used in a very limited way to assist in the marketing of the surplus held here.

All of these things are justifiable in some degree. But fundamentally they arrest the play of natural forces and demand forces acting upon raw materials as in pre-war days. In the labor field, the exalted war-time hopes that capital was to be forced to give up all its rights and share its holdings, are complicated by the irritations arising from the abuse of trade unionism, and the arrogance of capitalists who consider that they can force their way back to underpaid and unfair textile labor environments that existed ten years ago.

In the mercantile field, the impression exists in many places that no real prosperity in business can come until prices begin to react violently upward, or until the trade again sees a recurrence of the dry goods extravagances that are now passing. The fact that it does exist at all in the minds of seriously trained merchants is the best proof in the world of the distortion of ideas in trade channels. It is a cause for shame to think that so many men in the dry goods field act as though they believe they cannot prosper unless they are securing an abnormal profit for services that in the last analysis do not rest upon absolute necessity as a great whole. If

the war taught nothing else, it taught 5,000,000 young men in this country that extravagance in dress is not vital to life or happiness.

The purchasing power of this country and of the whole world has undergone a contraction, and there must be a contraction in price to meet it. Workers, whether they are trade unionists or not, are going to relearn in some way what they already know but will not face. There cannot be any prosperity or happiness without work. It is going to require a great deal of patience to stand by and watch this lesson as it is again being learned or retold.

In looking over this textile field to measure what has been done thus far toward restoring sanity among workers, it is self-evident that the restless agitator has lost his grip, that mill centers are no longer centers of Bolshevism or I. W. W. ism, and that production is getting back to a normal cost basis through steady work. As the only stable element of price relation in dry goods is the cost of production, it is fair to say that stability is at least being approached. There is no good reason for anticipating a serious stoppage of this progress in the near future.

A confirmed crook is a man who cheats when he is playing solitaire.

McLachlan University

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

Whew, it's hot—Let's go swimming.

You can get some great **Bathing Suits**

in wool at \$30.00 and \$36.00—Nifty Striped Patterns

and

in cotton @ \$9.00, \$9.50 and \$10.50

in plain black, plain blue and blue with white trimming.

of

Daniel T. Patton & Company

GRAND RAPIDS

59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan



"Navicloth"

Navicloth

Athletic Union Suits made in all styles—MEN'S, WOMEN'S, BOYS' and MISSES.

Write for Samples.

Sole Distributors for Western Michigan

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

How Harrison Parker Looks To Local Authority.

Grand Rapids, May 23—As a subscriber and reader of the Michigan Tradesman, I desire to express my sincere appreciation for the manner in which you handle men of the type of Harrison Parker. Your article in the May 18 issue, in which you exposed the work of this man, is particularly interesting to me, as I have had considerable experience with this same clique of moral or mental merchandising outlaws, whichever one may choose to call them.

The article is clear cut, straight forward and, strictly speaking, educational in every sense of the word to any and all legitimate merchandisers, but it does not begin to reveal the inconsistencies and rottenness of this man's schemes in comparison with the article purported to be written by Mr. Parker himself and published on the back page of the same issue of your paper.

If this article is a verbatim copy of Harrison Parker's letter it surely needs no analysis to disclose its ugliness and utter lack of honesty. One would think that a man capable of earning \$35,000 a year and asking \$100,000 a year—even if he did not get it—would be a man endowed with enough ordinary sense to know better than to write an article like the one you published and expect to make any impression on the minds of thinking people. My opinion is that the big, or rather little idea is not to impress thinking people, but rather to capitalize the ignorance of a few so-called merchants and thereby bring to himself financial gain which he evidently considers success.

One of the first essentials of a truly successful business man is to know when he does not know and to be wise enough to obtain the services of someone who does know. I wonder if it ever occurred to Mr. Parker in his wonderful co-operative and saving schemes that he cannot get something from nothing, and also that a thing is never saved until the source from which it comes and the source to which it goes are taken into consideration and account?

Men like this man Parker certainly cannot feel very proud of an article such as you have written regarding his practices and if such a man were properly classified he belongs in at least one of two classes: Either he knows better or he does not know better. If he does not know better, of course we forgive him, but we fear he does. Then again, if he doesn't, we think he ought to.

Mr. Parker refers to having been trained in advertising and sales work. I am wondering if it has ever occurred to him that there is such a thing as bad advertising; and again I wonder if he ever analyzed the word "salesman" and realizes that it is a compound word and that "sales" is directly dependent upon "man" or the word loses its meaning entirely.

Personally, I am very proud of the fact that the Michigan Tradesman takes the position it does with men of the type of Mr. Parker, and I am hoping that the majority of Michigan businessmen are standing solidly back of your publication, for it means that a large amount of capital which would otherwise support these wildcat schemes fostered and run by men like Mr. Parker and the Creasey combination will eventually be returned to legitimate business channels and thus assist in the process of adjustment to a normal, safe and sane business basis.

Capitalizing human weakness for personal financial gain is poor business, and the sad thing about it is that most men in this kind of business do not live long enough to learn better and never are able to summon enough moral strength to repent and do different. The business itself masters and makes a failure of them and we endure them until they die as

they lived, trade demoralizers, economic failures and moral business degenerates.

F. S. Chesley.

Live Notes From a Live Town.

Owosso, May 24—The Owosso Old Down East sheepskin band will be a feature in the U. C. T. parade at Jackson June 4. Old settlers whose recollection dates back to general training in the '50's will have their memories refreshed by a genuine headache martial band.

J. D. Royce, salesman for the Broadhead Worsted Mills, started out on his spring trip of five months Monday morning. If there is any business in his line in the State of Michigan, he will get it and he has been known where there was not any to go ahead and make some and then get it.

The building of the Owosso branch of the Michigan Canned Food Co. is nearing completion. Owing to the inability of procuring machinery in time for canning peas, the company will not can peas this season, but will be ready to can a good supply of corn, tomatoes and apples this season. It has already contracted for about 2,000 acres of Crosby and Evergreen corn. Shiawassee tomatoes have always been high grade and the new pack will be fully up to standard. The apple orchards of this county are second to none. In fact, old Maple River valley has long been known as the Pie Belt of Michigan.

The new pavilion at Crystal Lake, which is now under construction under the management of the Crystal Development Co., is progressing rapidly. The first story will be completed this week. The building extends into the lake 100 feet. It is 120 feet long and will be used for dance hall and bath room. The lower part will be used for restaurant and ice cream parlor, with billiard room and bowling alley. Everybody go to Crystal Lake this season.

W. C. Shepard, of Middleton, has sold his general stock of merchandise to Ross Miller, who has taken possession. Mr. Shepard will retire to private life and become an expert agriculturist and grow eggs and squash and other varieties of garden sass.

Honest Groceryman.

Resort Season Starting Early This Year.

Petoskey, May 24—Fifteen counties of the Northern part of the Lower Peninsula of Michigan were represented at a road institute at Petoskey May 12 and 13. A delegation of State Highway officials headed by State Highway Commissioner Frank F. Rogers were in attendance at these highly interesting meetings, the result of which means a closer co-operative understanding between State and county road officials. Commissioner Rogers conferred personally with the individual representatives of the various counties with the outcome that work will now proceed much faster.

Fixed summer weather early in May has started tourists and resorters in large numbers toward Little Traverse Bay and all resorts hereabout will be in full swing by June 10.

The first of the annual conventions in Petoskey was held on May 18 and 19, by the "Meguzees" O. E. S., about three hundred in number. They were royally entertained.

Plans for Decoration day and Fourth of July observances are well under way.

City officials are exerting strong effort to plan traffic regulations elastic enough to accommodate the greatly increased number of automobiles already indicated by Northward travel.

Retail merchants express themselves as pleased with continued fine business.

There is very little unemployment in Petoskey.

J. Frank Quinn.

Unique Idea As To Mail Order Competition.

At a conference of merchants, held

in Chicago recently, Otto Mooney, general dealer at Temple, Okla., made the following unique statement regarding mail order houses:

"If I were to have an opportunity to-day to vote for a cause that would remove the mail order catalogs from the country entirely, I would expressly say no. I feel they are a necessity, and are means of building business rather than restricting trade and drawing it from us. I recognize them as fine competition, for their business is conducted by experts and their methods of merchandising are superior to those of many organizations.

The mail order houses educate the people to buy, and if the retail merchant is alive and watches the mail order catalogs as do his customers, he can meet mail order competition.

"The mail-order catalogue creates the desire to buy and builds a consumer demand, and if the merchant has the confidence of the people, advertises rightly and merchandises correctly he will get the business rather than see the customer use the mail as channels for buying."

TAKING INVENTORY
Ask about our way.
BARLOW BROS. Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261



Store and Window

AWNINGS

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

Auto Tents, Cots, Chairs, Etc.

Send for booklet.

CHAS. A. COYE, Inc.
GRAND RAPIDS, MICHIGAN

We are manufacturers of

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

CORL-KNOTT COMPANY,

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

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



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

Your Citizens Phone

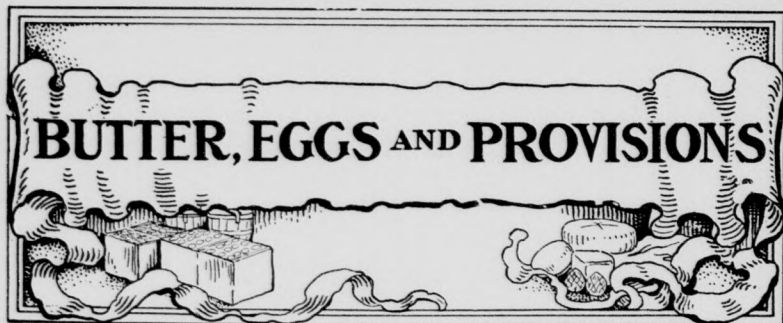
Places you in touch with 250,000
Telephones in Michigan.

117,000 telephones in Detroit.

Direct Copper Metallic Long
Distance Lines.



CITIZENS TELEPHONE COMPANY



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.

Impossible To Supersede the Wholesale Grocer.

The question of just what success is meeting with in eliminating the wholesale grocer from their plan of distribution, continues to be a matter of some controversy. Some weeks ago, in a letter to this paper, an official of the company expressed himself as highly pleased with the results, but wholesale grocers have always disputed his claims and insist that the company is really losing a great deal of business which its competitors are securing by a close adherence to co-operation with the jobber.

To test the matter, Vice-President O. J. Moore, of the National Wholesale Grocers' Association, issued a questionnaire to retailers throughout the Middle West and received 158 returns. The questions and the replies were as follows:

1. Have you found it more convenient to order Procter & Gamble Co.'s brands of soap and cooking compounds direct from them than from the jobber's salesman? 12 answered "Yes" 141 answered "no."

2. Have your orders for Procter & Gamble brands been delivered as promptly and has the service been as good since this manufacturer started shipping direct? 41 answered "yes" 112 answered "no."

3. Has it not been necessary under their new method to order your requirements farther ahead and in larger quantities, thus carrying a heavier investment in their brands than was necessary when you secured them from your jobber? 131 answered "yes," 21 answered "no."

4. Have you found their credit, collection and discount arrangements as convenient as those afforded by the jobber? 64 answered "yes" 73 answered "no."

5. Is their policy of making a low quantity price to chain stores and large buyers a handicap to the small retail grocer? 104 answered "yes," 28 answered "no."

6. Are Procter & Gamble Co.'s brands selling as well in your store now as they did when you were securing them from your jobber? 53 answered "yes" 26 said "same," 70 answered "no."

7. Is Ivory Soap increasing or decreasing in sale with you? 3 answered "increasing," 54 said "same," 90 answered "decreasing."

8. If Ivory Soap is decreasing with

you, have you held your volume on this type of soap by pushing another similar brand? 79 answered "other brands," 8 answered "no."

9. Is Procter & Gamble White Naphtha Soap increasing or decreasing in sale with you? 23 answered "increase," 45 said "same," 71 answered "decrease."

10. If Procter & Gamble White Naphtha Soap is decreasing with you, have you held your volume on this type of soap by pushing another brand? 71 answered "other brands," 8 answered "no."

11. Is Crisco increasing or decreasing in sale with you? 2 answered "increasing," 30 answered "same," 115 answered "decreasing."

12. If Crisco is decreasing with you, have you held your volume on this type of compound by pushing another similar brand? 98 answered "other brands."—Journal of Commerce.

Sixteen Declines and Four Advances.

Detailed records kept by a local wholesale grocery house disclose the following conditions as to the market price of grocery staples, as compared with the corresponding date one year ago.

	1920	1921	Increase	Decrease
Am. Eagle flour	\$16.00	\$ 9.80		39%
Gran. sugar	19.00	7.40		61%
Quaker coffee	.44	.28		36%
Karluk salmon	3.90	3.75		4%
B. L. Karo syrup				
10 lb.	4.70	3.30		29%
Eagle cond. milk	12.25	10.00		18%
Gold Bar seeded raisins	.25	.20		20%
100 3 lb. Quaker salt	6.75	6.25		7%
Quaker rice	.17	.10		41%
Banquet tea	.65	.69	6%	
Wisconsin cheese	.35	.18		49%
Quaker corn	1.75	1.45		17%
Hustler brooms	6.00	5.50		8%
No. 1 Crimp top chimneys	6.50	7.75	17%	
White Clover lard	.26½	.14½		45%
American family soap	7.85	6.50		17%
Cider vinegar	.40	.23		40%
Tally Ho molasses	.50	.36		28%
Quaker oats	4.20	4.30	2%	
Searchlight matches	7.00	8.00	14%	

**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**

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. Millet, 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.

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

How Many People Passed Your Store To-day?

Long before the census is published there are many little straws that indicate to the wide-awake prospective leaseholder how the city's population is growing. The city directory, telephone book and school census give a good idea each year of the rate of growth. The stores know how readily people are parting with their money. In every thriving city chances for personal gain usually increase somewhat in proportion to the rapidity of the city's growth.

Out in Akron, Ohio, the owner of a barber shop in the heart of the old business section noticed one day that the older men among his customers greatly outnumbered the young ones. They never indulged in facial massages or expensive shampoos, and the barber began to reflect on the profits to be gained from the young men employed in the tire factories, making good money and spending it. In a few days he opened a little tonsorial shop near one of the tire factories and his weekly profit promptly jumped from \$40 to \$100.

Most cities follow a general plan of growth—retail businesses always tend to follow the main thoroughfare leading from the downtown section to the best residence section. The shady side of the street is cooler in summer and dryer in winter. Ordinarily the influence of a main thoroughfare on the value of property on a cross street, not important in its own right, does not extend more than 200 feet. The little detail of the telephone may mean the difference between success and failure. A year or two ago several men who moved to new offices did not do so at a time of year to insure their names being in the new telephone directory, and were practically ruined. An astounding amount of modern business is transacted by telephone and when a customer cannot find a firm in the telephone book he is quite likely next time to call up some other firm. Every city owes its growth or lack of it to some industrial or other situation that may be analyzed by applying facts and common sense. One should be able to arrive at a reasonably accurate judgment as to what will happen in the city's future, but most residents of a thriving city are likely to fool themselves with over-enthusiasm or overlook the significance of a favorable situation because they are so accustomed to it.

Retailer Must Come To Much Lower Basis.

In a statement recently issued by New Bedford cotton manufacturers it is said that "until the retailer, and particularly the small retailer, is willing to forget what he paid for the goods he has on hand, and will sell on a basis of what he could replace for to-day, the benefit of the reductions made by manufacturers cannot

reach the consumer and cannot react to the benefit of the mills and the workers in the shape of greater demand."

"The greater distribution, so much needed to put the industry on a full time basis, is being held up by the failure of retailers in general to follow the example of some of the leading department stores in cleaning out all stocks on hand at prices in line with the lower levels quoted to-day by the manufacturers.

"The measure of value to-day is replacement cost, not what the distributor paid for the goods. The retailer eventually will have to accept this basis and the sooner he does so, the sooner he will remove one of the chief obstacles in getting the mills back to full time operation and getting his own business back to normal volume of turnover."

Ventilated Crates Best.

One of the most effective methods of causing fruits to decay in transit is to pack them in solid crates that afford little or no ventilation. A few years ago this was the manner in which early strawberries were shipped to market. The result was that large quantities of strawberries arrived at market in bad condition, and the monetary returns to the growers were smaller than they should have been. But to-day, largely as a result of the activities of marketing specialists of the United States Department of Agriculture, the non-ventilated Hallock crate, or "coffin box," as it is locally known in the Louisiana strawberry district, is now in universal disrepute as a strawberry container. True a considerable number of non-ventilated strawberry crates are still being used, in fact too many of them, but not nearly to the extent that they were used a few years ago. Berries shipped in ventilated crates invariably command a premium over berries shipped in non-ventilated crates.

Valuable Manual For Mercantile Advertisers.

M. O. Blackmore has just issued from the press a remarkable book entitled Merchants Manual of Advertising, which is intended to meet the requirements of retail advertisers in the dry goods, clothing, shoe and grocery lines. The book comprises over 600 pages of closely printed matter and is classified so thoroughly and indexed so completely that the advertisement writer can put his finger on any feature he wishes to utilize without the loss of a moment. Mr. Blackmore has rendered the retail trade an invaluable service by devoting so many patient years to the production of his volume and should be richly rewarded for the painstaking effort he has made to render the retail merchant a real service. The book can be obtained by addressing the author at 619 South La Salle street, Chicago.

Grand Rapids
49 Market
St., S. W.

W. E. Roberts

EGGS AND PRODUCE

Cltz.
1361
Bell
M. 1361



Tropically Ripened BANANAS

contain all the goodness that makes them so

**DELICIOUS
NUTRITIOUS
WHOLESOME**

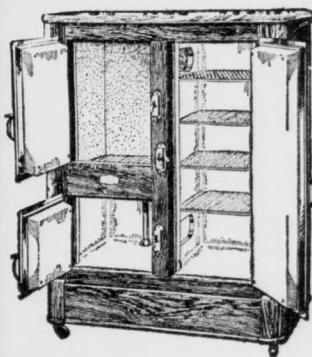
We devote expert attention to tropically ripening those we sell

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

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.



AT THRIFT PRICES

NOW is the time to buy that much discussed refrigerator. Family health and household economy both require it. We have

just what you want—your choice of many models at various prices. A good refrigerator will save you money and food. We are offering these refrigerators at thrift prices. See the wonderful snowy-white

LEONARD Cleanable Refrigerator

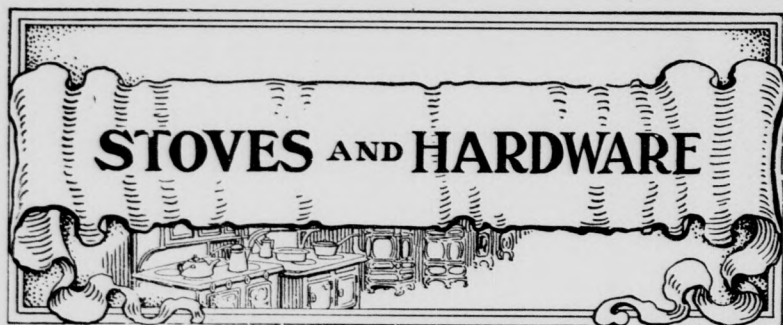
Here is the refrigerator that delights the housewife's heart. Can be washed clean as a china dish.

The *Leonard Cleanable* is the only refrigerator manufactured with one-piece porcelain lining extending entirely around the door frame, over the edges and having Rounded Inside Front Corners.

Can be furnished with rear icing doors. Leonard Trigger Lock automatically draws door air-tight. Saves ice—prevents odors and taints. Let us show you these refrigerators today.

Manufactured in White Enameled as well as Porcelain Lined styles. Write for Catalogue or call upon

H. LEONARD & SONS
Grand Rapids Michigan



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 Storing of Stoves As a Hardware Side Line.

Written for the Tradesman.

The storing of stoves during the summer months is not generally practiced by hardware dealers; but some who have tried it assert that it has proven a profitable business. There is, first, the direct profit accruing to the dealer for taking care of the stoves; and, second, the advertising value involved through the possession of such a department.

Of course, a primary requisite is storage space. In actual practice, however, dealers have found that a dry basement, a shed at the rear of the store, or any place where the goods will not be exposed to the elements, will serve the purpose admirably. Where the dealer has space he is not using, this is a very good way to turn it to advantage.

One firm which has handled this line of business for a number of years stored, in the third year, a total of approximately 500 stoves. The charges were from \$5 up, which covered taking the stove down, storing it for the summer, and setting it up again.

During the summer each stove can be given a thorough cleaning and all the nickel-work can be cleaned and polished. If on examination a stove is found in need of repair, the owner is notified; and if he desires the repairs are made. These are added sources of profit. In this particular store a buffing machine was installed for cleaning the nickel parts. This feature proved very popular, and resulted in largely increased business.

This merchant finds it desirable to handle the business systematically. Indeed, the experience of dealers who have taken up this line of work clearly shows that system is necessary if the results are to be satisfactory.

To this end the dealer mentioned devised a couple of tags. The smaller tag contains spaces showing the number, name of owner, date received, name of stove, man who received it from the owner, man who examined the stove, repairs needed, repairs done, including labor, name of repair man and date work done, and name of person who cleaned the stove with date. Thus the tag ultimately contains a practically complete history of the transaction involving the stove to which it is attached. This tag is filled in (as far as possible) and

put on the stove before it leaves the customer's house.

When the stove reaches the store-room a receipt form is made out and sent to the customer. The storage receipt is numbered. The blanks include date; customer and customer's address; name and number of stove; style; details as to shake, ash pan, foot rails, imperfect mica, poke, urn, base, leg, cast elbow, magazine cover; memorandum of repairs needed; storage fee for season; and amount of insurance. The following notice is included in the receipt form.

"You see by the above what repairs your stove requires. Please order us to put your stove in good repair during the summer months, so you will not be delayed when stove is wanted. Repairs not be paid for until stove is delivered. Bring this receipt when stove is wanted."

It is natural when a cold spell comes in the fall that there will be a big rush for stoves. To offset this, the customer should be notified when the stove is taken away in the spring that three days' notice must be given when it is wanted again in the fall.

Besides the profit on the storage and on the repairs, there is another point of advantage. A storage system enables the dealer to see when a stove is almost beyond repair and a new one needed. Such prospects can be followed up by a personal canvass, with good results in many cases. From the customer's point of view, it is an advantage to have the stove thoroughly overhauled by experienced men and out of the way during the summer months.

This is the system employed by one dealer who has made a fair success of the business. The rate charged might, under existing conditions, be somewhat higher.

A good service is of course the keynote of success in this line of work. Thus, the wide-awake stove dealer when he takes the stove out in the spring looks forward to the time when he will have to set it up again in the fall. With this in view, one dealer has his man take careful measurements from two sides, from the walls to the edge of the stove board or stove base, and note these on a tag attached to the stove. To make absolutely certain of having the information it is written on the stove board, where it will be available from year to year. With this information handy the stove can be placed at once exactly where it should go, and the lengths of pipe will fit exactly as they did before the stove was taken down. This, where the setting up and taking down is done for a fixed

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

Saddlerly 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.

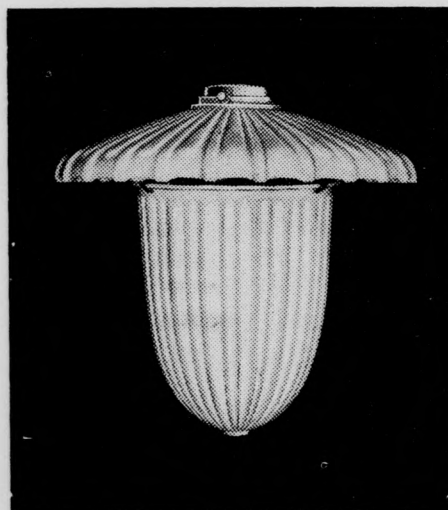
Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.



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

price, is important; as a lot of time may be wasted in trying to find out just where a stove should go.

Another feature to watch closely is the storing of accessories, such as stove pipe, stove boards, etc.. Unless these are identified in some manner they are apt to get mixed. Some dealers refuse to store the accessories at all. However, this reduces the value of the service to the customer; and service is the big consideration. The accessories are often a greater source of inconvenience to the customer in the summer months than the stove itself.

One dealer stencils a number, corresponding to the number on the tag, on each length of pipe, white or red paint being used. Thus marked, there can be no confusion; and even if a length is lost, it can be traced and located in the store room. As an alternative, each length can be punched at the edge, wired and tagged. Stove pipe when stored should always be stood on end. Careful note should be made when the pipe is stored of any defective lengths; and these should be noted.

The charges for the work are a matter for the individual dealer to settle. In general it may be stated that customers seem to prefer a fixed charge covering the storage, taking down and putting up of the stove. With some dealers this covers also a thorough cleaning, including the cleaning and polishing of the nickel work. With others there is an extra charge for this. Finally, all extra work, such as repairing, substituting new or better parts, re-japanning, re-nickeling and re-lining, are extras. An estimate can be given on this work by the dealer or his stove expert; depending on the amount of labor and outlay involved.

Storing stoves is of course a seasonable business, the stoves being taken out in spring or early summer; and returned in early fall. The taking out and setting up may in each case be spread over two or three weeks, depending upon the amount of work to be handled. Between the two seasons the repair man can schedule his work for the slack time in mid-summer.

A big factor is, of course, the employment of systematic methods. This does not mean elaborate book-keeping; but it involves the use of a few simple forms, or rather, tags. The simpler these are, the better; but they should embody all essential information.

To get the best results, it is usually desirable to employ a competent stove repair man with special experience in this line of work. A great deal of the success of this department depends on the care given the stoves, and the resultant satisfaction accruing to customers. A dependable storage, overhauling and repair service can add considerably to the income of the business, as well as to its prestige with the public. It is a proven fact that any specialty of this sort helps to attract business in other lines.

Victor Lauriston.

Where Is It All To End?

Grandville, May 24—For ways that are dark and tricks that are vain the union laborite is peculiar. He takes the bun for doings that are shady and getting away with it.

One has but to read the current news to satisfy himself that this organization, purporting to be for the best interests of labor, is now and has ever been labor's worst enemy. If the men who work would only throw off this incubus and come out into the open as free born American citizens, their worst troubles would vanish into thin air.

Those men who coin money out of the heart's blood of their dupes may be expected to cling to their graft as long as the laws of justice and right permits. The mills of the gods grind slow, yet they grind exceeding small.

It may be admitted that Chicago is a hotbed of the union labor propaganda, and recent revelations in the courts of that city have laid bare some of the workings of this un-American order, which stops at nothing, not even murder, to further its ends, which are to fatten the wallets of certain bosses who never did an honest day's work in their lives.

The union paid thugs in Chicago \$20 each for slugging honest workmen whose only crime was a desire to do an honest day's work for pay that to them was satisfactory. This is not mere hearsay, but is sworn testimony given in open court by those who bossed the job of "doing up" those obnoxious persons who were minding their own business, working for an honest wage.

That such things can be in this enlightened age is certainly a shock to right thinking men and women, a complete eye-opener to the ways and deeds of this unrighteous gang of outlaws whose proper home is the state prison or on the roads doing public labor with ball and chain attachment.

More recently we note that this organized defiance of all that is good in home and state stepped in and stopped a funeral in Chicago. It so happened that a non-union band had been employed to lead the procession to the church at the funeral of a Bohemian girl. When the band struck up a mournful dirge the union chauffeurs (there were over fifty of them) hooted.

The corpse was slowly carried to the hearse. The band heading the procession started off; no one else stirred, the union chauffeurs refusing to follow a non-union band. The funeral was halted for two hours. An agent of the musician's union kicked in the sides of the base drum. Beautiful demonstration in defense of union rights!

It really looks as though it hardly pays to die unless one belongs to a labor union. Another instance of the good works of the union is shown when agents of the organization held up non-union made goods and sold the right to label them as union for \$500. More exhibition of fairness on the part of these "friends of labor." Where is it all to end? Old Timer.

Nearby Merchants Resist Lure of City Stores.

Syracuse, N. Y., May 25—Syracuse's retail trading area is facing curtailment as the result of opposition now being given by mercantile organization in the various smaller cities and towns in central New York. Time was when thousands of dollars flowed into this city during the periodical "dollar days" and "display weeks" staged by Syracuse's Chamber of Commerce, as Auburn, Fulton, Oswego, Oneida and other nearby cities contributed hundreds of shoppers. Now the small town merchants are organizing and are staging their own dollar day festivals and display week ventures.

This year, just as soon as the Syra-

cuse merchants picked the date for their dollar day the retail merchants of Fulton set the same date for their dollar day, and began an advertising campaign just as strenuous and just as extensive as the Syracuse merchants. The result was that the Fulton people bought at home to a great extent, instead of going to Syracuse. Merchants in Oneida, too, shortly after the Syracuse date was set fixed a date for their own dollar day and tried to keep people at home. Auburn merchants likewise set their date and started the same kind of a campaign.

And the same thing held good when the Syracuse Chamber of Commerce announced its spring display week for local associated merchants.

The man who believes in success by good luck and failure by bad luck always seems to be a victim to the latter.

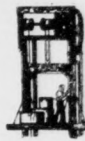
One of the best places to look for new ideas to make your business pay better is in your trade paper.

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



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 money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

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

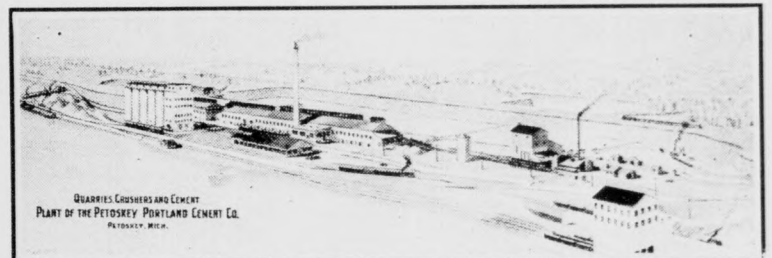
MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
No. 53 for Hotels, Clubs,
Hospitals, Etc.
No. 72 for Grocery Stores
No. 64 for Meat Markets
No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.
2144 Lake St. Kendallville, Ind.

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



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 Salesman Who Lied to the Customer.

Otherwise he was a crackerjack demonstrator—alive with enthusiasm, thoroughly versed in the mechanics of his machine, and a natural "closer."

But he lied. And when he lied he died as a salesman, so far as I am concerned. He couldn't sell me his machine—ever.

I walked up to him, listened to his sales talk and then said:

"How does your Blim compare with the Blank electric sweeper?"

He came back with a "knock" and a lie on the other machine, and he was through, so far as selling me is concerned. His reply was:

"Well that machine is a dust trap, and then you know it is made by the So and So company. All those other machines are made by a company that puts whatever name-plate is wanted on the machine. They are all cheap machines. When you get ours you get one that is made by us through and through. You can't get a good machine unless you buy the Blim."

"All those other machines are made by a company." That's what he told me, and he named the company and I knew that he lied. For the company which he claims makes the Blank is located in Chicago and the Blank is made in an Eastern State. Do you wonder that I say he died when he lied?

And the rest of his answer is destructive, absolutely. To say "all other machines are cheap" is no salesmanship. Undoubtedly, they are not. But whether they are or are not cheap, it is still cheaper salesmanship to condemn them all. The way to sell the Speeder automobile is not to tell how rotten the other autos are but how good the Speeder is.

There's a tinge of lying in another phase of his reply. For, actually the Blim is not all made in one factory. Some very important parts are made outside.

Now, of course, Mr. Truthless Salesman did not know he was talking to a man who knew the difference. He thought he could get away with it and he still thinks so, but the boss should disillusion him.

It is never necessary to misrepresent one's wares if those wares are worthy. Lies are boomerangs. If a man can't sell goods squarely he might better be out digging ditches. It ought to be a lot of comfort to a man to know that salesmanship and not lying is getting him his bread and butter.

What is the effect of a lie on a customer? What can it be otherwise than to break down confidence, destroy belief and negate any chance to make the sale?

And don't think the customer doesn't know the difference. Maybe he does not, but don't think so. He may know, and if you are caught, in his mind, as a person who lies, then you are dead, so far as selling him goods is concerned.

And—need it be said in this enlightened day—knocking is the poorest way in the world to sell goods. Talk too much about the other fellow's line and you are apt to make the impression that he has got something worth talking about. If asked point blank, say a friendly word about the other sweeper, stove, washer, rake, or what not, but dwell on the merits of your own and not on the demerits—fancied or real—of the other man's goods.

The buying public possesses a great deal of wisdom. Don't fool with it.

Selling is a science and not an invention of lies.

Salesmen must be believed or they can not be bought of.

Misrepresentation has a come-back, but the come-back is after the goods you lied about and not after your own.

Two women were talking about their aluminum ware one afternoon, and one said she always bought goods of a "peddler," because "things were just as he represented them." She said a department store clerk had not told her the truth about how the kettles became dull, and she never wanted to buy of her again, even if the aluminum was just as good. "I can't believe in that girl's aluminum," she said, "because I can't believe in that girl."

Lying to make a living is a better pathway to dishonor than it is a highway to success.

The Home of Paul and Peter.

Excavations on the Appian Way in Rome are said to have uncovered the house in which Paul and Peter lived. The manner of the death of these saints, whose activity and influence in the establishment of the religion of Christ were so great, is in doubt. Paul, imprisoned and condemned to death

by Nero, is supposed to have been beheaded in the summer of 66 or 67. He did more than all others of his time to extend and strengthen the Christian religion in other nations. Peter, the ardent orator, is said to have been crucified, head down, by the cruel monster Nero, probably in the same year Paul was executed.

In 258 the remains of both men were removed to a vault on the Appian Way, historians tell us, and later to the places where they are now believed to rest. But these matters, together with all the monumental structures in their memory, are trivial in comparison with the part they played during and after the life of Christ on earth. The fervent orations of Peter to the multitudes we know not, but the epistles of Paul are imperishable. A writer says: "Christ originated Christianity; Paul organized it. Christ imparted to humanity spiritual life; Paul embodied in letters the truths which Christ left scattered in priceless gems, unwritten." Peter left only two epistles. Arst says of him: "None of the true men was so forward as Peter in giving their judgment or so frequently wrong."

The Christian world hears of the late discovery with extreme interest and further excavations may add to our knowledge of the two men.

PARK-AMERICAN HOTEL

Near G. R. & I. Depot
Kalamazoo

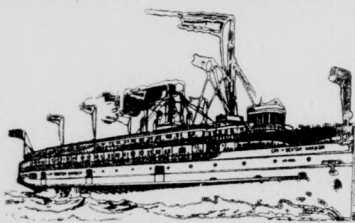
European Plan \$1.50 and Up

ERNEST McLEAN, Manager

New Hotel Mertens

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

Graham & Morton



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Time

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RATES { \$1.50 up without bath
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Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

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Rates \$1.00 and up

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Michigan

The Newest in Grand Rapids Well Known for Comfort and Courtesy

HOTEL BROWNING

Three Short Blocks From Union Depot

Grand Rapids, Mich.

150 FIRE PROOF ROOMS—All With Private Bath, \$2.50 and \$3.00

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Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

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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.

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

Brilliant Achievements of the Harding Administration.

Grandville, May 24—There is one thing that bids fair to be done away with under the present administration, and that is the burdening of the President with the disputes between capital and labor, and to the lay mind it seems high time that the President of all the people quit dabbling in every petty quarrel that chances to come up between employer and employee.

Old time administrations had their hands full managing the affairs of the Nation, questions of public weal, without stooping to act as referee between disgruntled labor unions and the heads of business firms.

It is believed that Theodore Roosevelt was the first President to go out of his way in an attempt to discipline capital and labor, with not the most satisfactory results.

The duties of a President of the United States do not require him to sit as a judge on the bench to decide labor quarrels. Business and its troubles are worrisome enough, to be sure, but it should be left free to work out its own problems unassisted by any governmental power whatever.

The executive branch of the Government has enough to do along the line marked out by the Constitution without entering the realm of the courts, settling disputes between laboring men and their employers.

Harding's predecessor was never so happy as when coming to the rescue of some labor union which had been ground down by the unjust and malevolent forces of capital! Troubles of all sorts were being referred to Washington and there was more presidential interference than could possibly be good for the parties concerned. It is pleasing to note that these executive intermeddlings are to be no longer tolerated at headquarters.

The business interests of the country were never so well carried on as when capital and labor settled their own differences.

It has lately become a chronic habit to refer the least labor disputes to the occupant of the White House. And when the President interferes between the contending parties he invariably puts his foot in it, spoiling everything, one or both parties to a controversy to depend upon presidential aid in securing settlement. It is good to know that the Washington officials are getting back onto the old track, which ought never to have been left, and that the President of the United States magnifies his office too highly to think of stooping down into the mire of labor disputes, thereby besmirching his official garments without a corresponding benefit to the general public.

When we get back to normalcy once more the country will be better off and the light of old time prosperity will again fill every sphere of action in this magnificent land of ours. With all his faults Harding seems desirous of doing his full duty in the premises, and from present indications we may look for an old fashioned honest-to-goodness administration which has for its object the greatest good to the greatest number.

Despite all that has been said in the Senate and out against Ambassador Harvey, he seems to have sounded the keynote of genuine Americanism in his first public utterance after setting his feet on English soil. His speech was full of sound common sense, appealing to the better sense of England as well as to that of the United States. In giving his English hearers to understand that we did not interfere in the world war for altruistic purposes, but that we went into the war for the sole and only purpose of defending America, he gave utterance to the truth, and truth should be spoken right now if ever.

From what Mr. Harvey said the Britons will clearly understand that any hope entertained by them that

America might, by some hook or crook, slide into adopting the league of nations as a part of her foreign policy may as well be abandoned. This Nation stands now firmly on the rock of Monroecism, on the granite ledge of Washington's declaration that we will not enter into entangling alliances with any European power whatsoever.

It is well to make a re-statement of our position, that there may be no misunderstanding hereafter. Mr. Harvey did this duty well, displaying a sound common sense that speaks well for the President's faith in him. We may rest assured that our interests will be in good hands at the court of St. James while Harding is President.

Most emphatically we did not go to war to make the world safe for democracy. Nor did we go to war because of the wretchedly criminal acts of the German soldiers in France and Belgium. The fact that France and England were being beaten on every hand and that the outlook pointed to the assured success of Germany had no influence in sending American soldiers across the Atlantic. It was not to aid France and England, but to aid and save America that the United States buckled on the armor of war and entered the lists against the kaiser.

Being fully advised of these truths, George Harvey lost no time in giving to our British cousins the facts, lest the nonsensical cry of making the world safe for democracy might still linger in the minds of our across the sea friends.

General Grant won his splendid victories as much because of his ability to pick competent men to carry into effect his plans as to his own military abilities. We see this manifested in the case of President Harding in his selection of cabinet members and other officials of his immediate household, so that when he is called upon to name a Chief Justice of the United States to fill the vacancy caused by the death of Justice White we may well believe that no mistake will be made.

Unquestionably the best man would be Charles Evans Hughes, but he can ill be spared from his position as Secretary of State, which, during the few weeks he has been in office, has demonstrated his efficiency and statesmanship to a remarkable degree. The eyes and thoughts of the people turn next to William Howard Taft, ex-president, ex-judge and an all around big man. Although Mr. Taft was not a brilliant success as President, as a judge he was the star of the first magnitude, and it may be that President Harding might go a long way and fare worse than to pick the ex-President for the place of Chief Justice. Old Timer.

Two More Bad Check Artists in the Field.

Lansing, May 24—Bad check artists appear to be epidemic in Michigan this season. We have some more information regarding bad check swindlers who seem to be preying upon the dry goods merchants of Michigan. We quote from a letter received from a Clare merchant as follows:

"On May 17 a young man about 20 years old, close to six feet tall, well built (weighing around 190), presented a check for \$25 drawn on a local bank payable to Leo E. Brooks and signed W. R. Wright. It was endorsed by Leo E. Brooks. The check was accepted without question on a \$3.50 purchase (one pair of tennis shoes) and the change, \$21.50, given the customer. The check has been returned 'no funds.' W. R. Wright is probably a fictitious name, no one of that name being known here or ever had an account at the bank. The man presenting the check was also a stranger."

A letter from Adrian states that a man who claims his name to be M. G. Moore, of the Carroll Box & Lumber Co., and motoring through the

country, asked to have a check for \$23.85 cashed. He presented a letter addressed to him from the Carroll Box & Lumber Co. and his check was certified by the Farmers Loan & Trust Company of New York City. This check was returned with the notice that the certifying was a fraud and that there is no such house as the Carroll Box & Lumber Co.

Please take warning and be very careful not to cash checks presented by unidentified parties.

There is nothing very new to report concerning the case of the woman whose name was Virginia Wainwright while she was passing bad checks in Lansing and Owosso. Parties who were her victims in Port Huron, Saginaw, Battle Creek, Augusta, Kalamazoo, and other places in Michigan have positively identified her as the woman who obtained money from them fraudulently. Her nursemaid, Gertrude Cummins, is still in jail in Corunna and has signed a statement with reference to her connection with Mrs. Wainwright. We could, if necessary, face her with more than forty charges for passing bad checks. This will probably not be necessary, as doubtless by the time the Lansing and Owosso people get through with her, she will have been placed for some time to come. Our Lansing Chief of Police states that the Birmingham, Alabama, people are satisfied that she is the person who is wanted there and they are anxious for her presence in Alabama as soon as it can be arranged. It is needless, of course, to give further warning regarding operations of people of this kind. We trust, of course, that the other persons who are disposed to obtain money this way will be more cautious in Michigan for a while.

We have completed our series of group meetings for May and I am pleased to report that more than three hundred persons were in attendance at all seven of the meetings. We have confined ourselves largely to the question box method, although the question of fire insurance and casualty insurance has been discussed briefly at each place. It does not seem necessary to explain our insurance facilities at future meetings, as the majority of our members are now pretty well informed regarding our facilities in this direction.

I wish in this bulletin to express our thanks to the Misses Williams and Crowe, who so ably represented their respective stores at our group meetings, and also to thank personally J. C. Grant, of Battle Creek, and F. E. Mills, of Lansing, who gave generously of their time and talent to make these meetings a success; also Mrs. Martha H. French, of Ypsilanti. Our acting President, J. B. Sperry, was unable to attend more than one of the meetings on account of the pressure of his private business, but his contribution to the meeting at Mt. Clemens was very substantial and very much appreciated.

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

Death of Respected Reese Druggist.

Reese, May 24—Pearley Ladd Carpenter was born in Poultny, Vermont, July 15, 1858. He came to Caro, Michigan, with his parents in the year 1872 at the age of 14 years.

In 1876, at the age of 18, he entered the drug store of Washburn & Cooper, where he remained until he obtained a druggist's license, which he carried continuously, making him one of the oldest pharmacists in the State. In the meantime he followed his occupation in Otter Lake, Lapeer, Copemish, Akron and Reese, the last thirteen years having been spent in Reese, where he built up a pleasant business and made many friends.

May 19, 1881, he was married to Hattie E. Olmstead, who with the daughter, Mrs. Otto Walworth, son, Mark J. Carpenter, of Bay City, two

grandsons, George and Marion Walworth, two brothers, J. J. Carpenter and Chas. H. Carpenter, both of Caro, the stepmother, Mrs. J. J. Carpenter, of Gobleville, also a number of other relatives, are left to mourn his untimely death, which occurred Thursday, May 5, 1921.

He was a devoted husband, an indulgent father and will be sadly missed.

The funeral was held from the house May 8, with burial in the mausoleum at Caro.

Court Holds Chocolate Is Food, Not Candy.

The United States District Court in Massachusetts has defined chocolate in all its forms as food and thus settled a vexed question. The decision comes as a result of a suit brought by the Walter Baker Company, Ltd., to recover \$60,000 in taxes which have been paid to the Internal Revenue Department, as chocolate cakes had previously been adjudged candy. The suit was to recover taxes paid during six months in 1919, and additional suits will be begun to recover a total of about \$200,000 covering the entire transaction. It is estimated that more than \$2,000,000 in similar taxes has been collected all over the country from firms doing a like business. Suits by other chocolate makers are to be filed for recovery of millions in excise taxes paid on their product, it was said by counsel. "Chocolate is a recognized article of food," said the Court, "used for drinking, eating and household purposes of flavoring. Neither Government regulations nor trade usage can change the meaning of the word 'candy.' Chocolate is part of the emergency ration of the army. I find that chocolate is not meat, nor bread, nor candy. It is a distinct food product, and the Government cannot sweep it within the scope of the word 'candy' by regulation."

Common Law Trusts Not Above the Law.

Lansing, May 24—I have your letter of May 19. The Michigan Supreme Court, in the case of the People vs. Clum, has decided that shares in a common law trust are stock within the meaning of the Blue Sky Law, the selling and offering for sale of which is forbidden except on approval of the Securities Commission. Any sale of these certificates, shares or by any other name, involving any interest in a common law trust is illegal in this State unless said issue and sale have been approved by the Securities Commission.

If you know of any violations I shall be very glad to have you inform me and also inform Mr. Hoffius, the Prosecuting Attorney of Kent county, whom I have written to-day in reference to this matter.

Merlin Wiley, Attorney General.

Chicago Opinion of Harrison Parker.

Chicago, May 24—The writer would like to obtain a recent issue of your publication which contained two articles relative to the involuntary petition in bankruptcy file against Harrison Parker.

Some of my relatives have become duped by this individual in his latest enterprise, the Co-Operative Society of America, and I want to try and convince them that they have about as much chance as the proverbial snowball.

Thomas E. Fahy.

Tell Not.

Little drops of water,
Little raisins, too—
But Uncle Sam won't let us
Tell you what they'll do.

Disclosure of Frauds of Interest To Druggists.

The old order changeth, but some things remain the same, such as the human propensity for cheating possessed by some individuals.

The story of the denouncements of some of the frauds is a matter of court record, but forms sufficiently interesting reading so that extracts (unadulterated) taken from notices of judgment under the Food and Drugs Act, have been drawn upon for this material.

Sore Eye Remedy.

For example, the Dermacia Mfg. Co., a corporation doing business at Hammond, Indiana, shipped into the State within the last few months a quantity of articles labeled in part "Dermacia Eye Remedy" and "Dermacia Ointment." Analysis of a sample of the eye remedy by the U. S. Bureau of Chemistry, showed that it was a yellow, watery solution, containing chiefly boric acid, traces of sulphates of aluminum and zinc, perfumed with oil of rose, with indications of hydrastis.

Misbranding of this article was charged in substance in the indictment for the reason that certain statements, appearing on the label of the carton inclosing the article, falsely and fraudulently represented it to be effective as a treatment, remedy and cure for sore eyes of all forms, red eyes and lids, granulations, discharging eyes, scaly eyes, ulcers on eyes, inflamed eyes, and sore eyes in children, to make weak eyes strong, restore eyelashes, relieve eye pain, and remove floating spots, and as an eye food and tonic, when it was not. Misbranding of the article was charged for the further reason that certain statements, included in the circular which accompanied the article, falsely and fraudulently represented it to be effective as a treatment, remedy, and cure for inflamed eyes, red, inflamed eyelids, granulations, discharges, watery eyes, cobwebs, or film over eyes, roughness under upper and lower lids, inflammation of the eye and contiguous membranes, to tone and strengthen the eyes, and to destroy all disease germs which come in contact with the eyes, when it was not so effective.

Remedy for Skin and Scalp Affections.

Analysis of a sample of the ointment showed it to consist essentially of sulphur, boric acid, and tannic acid, with a petrolatum base.

Misbranding of this article was charged for the reason that certain statements regarding the therapeutic or curative effects appearing on the label of the box containing the article, falsely and fraudulently represented it to be effective as a treatment, remedy and cure for all kinds of eczema, blotchy face, burns, scalds, itching, dog bites, rusty nail punctures, sore feet, dandruff, falling hair, and to prevent lockjaw and blood poison, and to kill the many kinds of disease germs that infect the skin.

On May 17, 1920, the corporation pleaded guilty, and was fined.

Rheumatic Remedy.

Another interesting illustration of misbranding was found in the case of Wright's Rheumatic Remedy, a yellow solution containing chiefly sugar, oil

of turpentine, methyl salicylate, potassium iodid, potassium bicarbonate, ethyl nitrite, oil of puniper, and 5.40 per cent. of alcohol by volume.

The statements on the label of the carton fraudulently represented it to be a remedy for rheumatism, sciatica, lumbago, kidney troubles, gallstones and backache. Also the statement "Alcohol 12 per cent. in fl. oz.," on the label was false in that it represented a content of 12 per cent. of alcohol to the fluid ounce, whereas it contained a less amount.

The corporation pleaded guilty, and was fined.

Adulterated Gelatin.

The W. B. Wood Manufacturing Co. of St. Louis, was found, in interstate shipment, to have mixed its gelatin with copper and zinc, excessive zinc having been substituted in whole or in part for the gelatin. Since copper and zinc might render a food product injurious to health, the case was one deserving of strenuous measures. A decree of condemnation and forfeiture was entered, and it was ordered by the court that the product be delivered to the claimant upon the payment of the costs of the proceedings and the execution of a bond in the sum of \$2,000, conditioned in part that the product be sold only for use in mechanical trades as glue.

"Cure" for Diseases of Throat and Lungs.

The Williams Manufacturing Co., of Cleveland, Ohio, shipped into this State a bottled concoction of Roger's Liverwort, Tar, and Canchalagua, a sweetened aqueous solution containing small amounts of plant extractives, tar extractives, salicylates, alcohol and glycerin. The statements on the packages and the labels on the bottles falsely claimed the remedy to be "For relief of asthma, bronchitis, raising blood and all other lung complaints tending to consumption. The article contained no ingredients capable of producing the effect claimed for it in the statements, nor did the ingredients which it did contain have any such curative and therapeutic effects.

When the case came before the court, no claimant appeared for the property, judgment of condemnation and forfeiture was entered, and the court ordered the United States marshal to destroy the product.

Adulterated Cocoa.

The National Cocoa Mills of New York shipped 89 pounds of alleged cocoa from the State of New York into the State of Illinois. The cocoa was labeled in part: "My Own Pure Cocoa. Net weight one-half pound" (or "one-fifth pound" as case may be) "The cocoa contained in this package is positively high grade and guaranteed by the manufacturers to comply with all Federal and State food laws. It is a breakfast cocoa of superior quality and excellence. Absolutely pure. No alkalis. No chemicals." (Inconspicuously stamped on the side panel "My own cocoa compound containing corn starch, cocoa, sugar.")

Adulteration of the article was alleged in the libel for the reason that starch and sugar had been mixed and packed with the article so as to reduce, lower, and injuriously affect its quality and strength, and had been substituted in part for genuine cocoa,

which the article purported to be. Adulteration of the article was alleged for the further reason that the said article of food was mixed in a manner whereby damage and inferiority were concealed.

Misbranding of the article was alleged for the reason that the statement "My Own Pure Cocoa" was not sufficiently corrected by the inconspicuous statement, "My own cocoa compound containing corn starch, cocoa, sugar." Misbranding was further alleged because the purchaser would be misled by the label into the belief that the article of food was pure cocoa, whereas starch and sugar had been mixed and packed with it so as to reduce, lower, and injuriously affect its quality and strength, and it was offered for sale under the distinctive name of genuine cocoa.

On March 5, 1920, no claimant having appeared for the property, a default decree of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

Hog Powder.

Animals have come in for their share of fraudulent preparations. B. A. Thomas' Improved Hog Powder, transported from Kentucky into Florida, was shown by analysis to consist essentially of magnesium sulphate, ferrous sulphate, lime, salt and traces of sulphur.

The label on the pails, and the booklets of descriptive material found in the pails contained such false and misleading statements as "Remedy for such diseases as cholera, swine plague used it most successfully for a number of years with his own hogs for the cure and prevention of cholera and swine plague during a general epidemic of hog cholera in his county, which had spread to his own herd, he first used this remedy with such splendid effect that he did not lose a single hog, although a number were past eating and were apparently in a hopeless condition. Proving so successful in this case he continued the use of it as a cure and preventive for cholera and swine plague. A safe and effective remedy and preventive for contagious germ diseases, such as cholera, swine plague. As a preventive it has no equal, protecting from disease by removing the cause. If used as directed we positively guarantee one pound B. A. Thomas' Improved Hog Powder to cure any case

of hog cholera, or we will refund your money."

The product contained no ingredient or combination of ingredients capable of producing the therapeutic effects in the statements, which were false and fraudulent, as the claimant admitted before the court. All of which goes to prove that you can't fool all of the people all of the time.

Depilatory.

Barium sulphide -----	25 parts
Soap -----	5 parts
Talc -----	35 parts
Starch -----	35 parts
Benzaldehyde, q. s. ----	120 parts

Powder the solids and mix. To use, to a part of this mixture add 3 parts of water, at the time of its application, and with a camel's-hair pencil paint the mixture evenly over the spot to be freed of hair. Let remain in contact with the skin for 5 minutes, then wash off with a sponge, and in the course of 5 minutes longer the hair will come off on slight friction with the sponge.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



"DOUBLE A"

MALTED MILK

CHOCOLATE FLAVOR

A DELICIOUS CANDY FOOD

ALSO PUT UP IN WAFER FORM IN TEN CENT ROLLS

ASK OUR SALESMAN
OR ANY CANDY JOBBER

MADE ONLY BY

Putnam Factory, National Candy Co., Inc., Grand Rapids

Local Drug Notes.

The annual banquet of the East End Improvement Association, Grand Rapids, turned out to be almost a druggists' reunion. As Presidents of visiting improvement associations there were F. W. Shirling, of the Grandville Avenue Improvement Association; P. J. Haan, President of the Roosevelt Park Improvement Association, and Louis V. Middleton, President of the Ottawa Community Improvement Association. Our own Hazel Reilly led in the community singing and Miss Blanch Webb recited the story of Billy Brown the Springfield Druggist in Ida Tarbell's "He Knew Lincoln."

Arrangements are being made by Chicago & Northwestern Railroad to care for the transportation of the druggists from the Northern Peninsula to the M. S. P. A. convention at Detroit.

Grand Rapids Druggists will meet at the Chamber of Commerce Monday, June 6, to make arrangements for attending the M. S. P. A. Convention. Several druggists from Lowell, Sparta, etc., will go with the Grand Rapids delegation.

A feature of the M. S. P. A. convention will be the presentation of several Auto-Strop safety razors for prizes to the best mixers. Attend all sessions. There is a razor for you.

A Sure Cure For Worry.

Everybody seems to be agreed it is not hard work that breaks men down—it is worry.

How, then, shall the worry be eliminated?

The greatest source of worry is unfinished jobs.

The man who is on top of his job all the time, who drives his job instead of letting his job drive him, seldom has anything to worry about.

Take the case of the man who gets

to the office an hour late in the morning. He is just about an hour behind all day—worried every minute because he is late for his appointments.

The extra effort necessary to get down on time would rid him of the source of most of his worries. But he won't make the effort and so he pays the penalty.

I know a man who is making a failure of everything he undertakes because he puts off doing jobs until the patience of those who depend on him is exhausted. At the last minute he sidetracks everything else for a few days and does this one task in a very creditable way. In the meantime, while he is busy with this job, other things accumulate and they, too, are finished behind schedule.

He is constantly worried; everybody is on his neck.

At intervals of about three months, he has a near-break-down and hies himself off for a week's vacation, letting everything go to pot.

He can't get any real rest while he is gone because he is worried about the pile of unfinished work on his office desk.

His brain is always boiling, not with constructive plans for increasing his business, but with the petty details of unfinished jobs.

He complains that he is "overworked," that his customers are "unreasonable," that his business is a "rotten" one.

Yet if he would organize himself and his office to handle matters as they come up, he could, in two weeks' time, clean up his desk. Once on top of his job he could stay there and his worries would evaporate like a five dollar bill in a meat market.

Check this up with you own experiences and observations.

The best cure for worry is—work.

Soda Fountains

Chairs and Tables
Fruits and Syrups
Carbonators

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

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

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

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17½@ 25	imitation	60@ 1 00	Aconite	21 85
Boric (Xtal)	17½@ 25	Amber, crude	3 00@ 3 25	Aloes	21 65
Carbolic	31@ 36	Amber, rectified	3 50@ 3 75	Arnica	21 50
Citric	65@ 70	Anise	1 50@ 1 80	Asafoetida	23 90
Muriatic	40@ 6	Bergamont	8 50@ 8 75	Belladonna	21 35
Nitric	10@ 15	Cajeput	1 50@ 1 75	Benzoin	22 40
Oxalic	25@ 30	Cassia	2 50@ 2 75	Benzoin Comp'd	23 15
Sulphuric	4@ 6	Castor	1 20@ 1 40	Buchu	23 15
Tartaric	58@ 65	Cedar Leaf	2 00@ 2 25	Cantharides	23 00
Ammonia		Citronella	75 1 20	Capsicum	22 30
Water, 26 deg.	10½@ 20	Cloves	2 25@ 2 60	Catechu	21 50
Water, 18 deg.	9@ 15	Cocanut	30@ 40	Cinchona	22 10
Water, 14 deg.	8@ 13	Cod Liver	1 50@ 1 75	Colchicum	22 00
Carbonate	22@ 26	Croton	2 25@ 2 50	Cubeb	23 00
Chloride (Gran)	13@ 23	Cotton Seed	1 00@ 1 10	Digitalis	21 80
Balsams		Cubebs	11 00@ 11 25	Gentian	21 40
Copaiba	70@ 1 00	Eligero	6 00@ 6 25	Ginger, D. S.	22 00
Fir (Canada)	2 50@ 2 75	Eucalyptus	1 00@ 1 25	Gualac	22 80
Fir (Oregon)	60@ 80	Hemlock, pure	2 00@ 2 25	Gualac, Ammon.	22 50
Peru	2 50@ 3 00	Juniper Berries	3 75@ 4 00	Iodine	21 20
Tolu	1 00@ 1 20	Juniper Wood	1 50@ 1 75	Iodine, Colorless	22 00
Barks		Lard, extra	1 25@ 1 45	Iron, clo.	21 50
Cassia (ordinary)	25@ 30	Lard, No. 1	1 10@ 1 20	Kino	21 40
Cassia (Saigon)	50@ 60	Lavender Flow	9 00@ 9 25	Myrrh	22 50
Sassafras (pw. 55c)	@ 50	Lavender Gar'n	1 75@ 2 00	Nux Vomica	21 50
Soap Cut (powd.)	30@ 35	Lemon	1 75@ 2 00	Opium	23 50
Berries		Linseed Boiled bbl.	@ 77	Opium, Camp.	21 30
Cubeb	1 50@ 1 75	Linseed bld less	84@ 92	Opium, Deodor'd	23 50
Fish	40@ 50	Linseed raw, bbl.	@ 79	Rhubarb	22 00
Juniper	9@ 15	Linseed raw, less	86@ 94	Paints	
Prickly Ash	@ 30	Mustard, true oz.	@ 75	Lead, red dry	13@ 13½
Extracts		Mustard, artifl. oz.	@ 50	Lead, white dry	13@ 13½
Licorice	60@ 65	Neatsfoot	1 10@ 1 30	Lead, white oil	13@ 13½
Licorice powd.	@ 1 00	Olive, pure	4 75@ 5 50	Ochre, yellow bbl.	@ 2
Flowers		Olive, Malaga,	4 00@ 4 25	Ochre, yellow less 2½	@ 6
Arnica	75@ 80	yellow	@ 25	Putty	@ 8
Chamomile (Ger.)	50@ 60	Olive, Malaga,	4 00@ 4 25	Red Venet'n Am.	3@ 7
Chamomile Rom	40@ 45	green	4 00@ 4 25	Red Venet'n Eng.	4@ 8
Gums		Orange, Sweet	5 00@ 5 25	Whiting, bbl.	@ 4½
Acacia, 1st	50@ 55	Organum, pure	@ 2 50	Whiting	5½@ 10
Acacia, 2nd	45@ 50	Organum, com'l	1 25@ 1 50	L. H. P. Prep.	3 00@ 3 25
Acacia, Sorts	20@ 25	Pennyroyal	2 50@ 2 75	Rogers Prep.	3 00@ 3 25
Acacia, powdered	40@ 45	Peppermint	6 00@ 6 25	Miscellaneous	
Aloes (Barb Pow)	30@ 35	Rose, pure	15 00@ 20 00	Acetanilid	48@ 55
Aloes (Cape Pow)	30@ 35	Rosemary Flows	2 50@ 2 75	Alum	10@ 18
Aloes (Soc Pow)	90@ 1 00	Sandalwood, E.	@ 13 25	Alum, powd. and	11@ 20
Asafoetida	1 00@ 1 25	Sassafras, true	2 50@ 2 75	Bismuth, Subni-	2 76@ 2 93
Guaiac	1 25@ 1 50	Sassafras, art'l	1 25@ 1 60	trate	@ 2
Camphor	1 06@ 1 14	Spearment	10 00@ 10 25	Borax xtal or	3½@ 15
Guaiac, powd'd	1 25@ 1 50	Sperm	2 75@ 3 00	powdered	1 50@ 1 75
Kino	@ 85	Tansy	11 50@ 11 75	Cantharides, po	1 36@ 1 45
Myrrh	@ 90	Tar, USP	@ 65	Calomel	40@ 45
Myrrh, powdered	@ 1 00	Turpentine, bbl.	@ 70	Capsicum	40@ 45
Opium	9 00@ 9 40	Turpentine, less	75@ 85	Carmine	6 50@ 7 00
Opium, powd.	10 00@ 10 40	Wintergreen,	12 00@ 12 25	Cassia Buds	40@ 50
Opium, gran.	10 00@ 10 40	tr.	@ 12 25	Cloves	35@ 45
Shellac	85@ 95	Wintergreen, sweet	6 00@ 6 25	Chalk Prepared	16@ 18
Shellac Bleached	90@ 1 00	Wintergreen art	75@ 1 00	Chloroform	63@ 72
Tragacanth	4 50@ 5 50	Wormseed	5 50@ 5 75	Chloral Hydrate	1 55@ 1 85
Tragacanth, pw.	3 50@ 4 00	Wormwood	22 50@ 22 75	Cocaine	12 85@ 13 65
Turpentine	25@ 30	Potassium		Cocoa Butter	50@ 80
Insecticides		Bicarbonate	50@ 60	Corks, list, less	35@ 45
Arsenic	12@ 25	Bichromate	27@ 35	Copperas	3@ 10
Blue Vitriol, bbl.	@ 08	Bromide	65@ 75	Copperas, Powd.	4@ 10
Blue Vitriol, less	9@ 15	Carbonate	45@ 50	Corrosive Sublim	1 17@ 1 25
Bordeaux Mix Dry	17@ 30	Chlorate, gran'r	35@ 40	Cream Tartar	50@ 55
Hellebore, White	38@ 45	Chlorate, xtal or	25@ 30	Cuttle bone	50@ 60
powdered	@ 45	powd.	25@ 30	Dextrine	06@ 15
Insect Powder	40@ 70	Cyanide	35@ 50	Dover's Powder	5 75@ 6 00
Lead Arsenate Po.	22@ 42	Iodine	3 75@ 3 80	Emery, All Nos.	10@ 15
Lime and Sulphur	11@ 23	Lyddite	3 75@ 3 80	Emery, Powdered	8@ 10
Dry	@ 23	Permanganate	35@ 40	Epsom Salts, bbls.	@ 3½
Paris Green	31@ 41	Prussate, yellow	60@ 65	Epsom Salts, less 4½	@ 09
Ice Cream		Prussate, red	1 00@ 1 10	Ergot, powdered	@ 1 50
Piper Ice Cream Co.		Sulphate	60@ 65	Flake White	15@ 20
Bulk, Vanilla	1 10	Roots		Formaldehyde, lb.	20@ 23
Bulk, Vanilla Special	1 20	Alkanet	75@ 85	Gelatin	2 00@ 2 25
Bulk, Chocolate	1 20	Blood, powdered	40@ 50	Glassware, less 50%.	
Bulk, Caramel	1 20	Calamus	35@ 40	Glassware, full case 50.10%.	
Bulk, Grape-Nut	1 20	Elecampane, pwd	35@ 40	Glauber Salts, bbl.	@ 03½
Bulk, Strawberry	1 25	Gentian, powd.	20@ 30	Glauber Salts less 04	@ 10
Bulk, Tutti Frutti	1 25	Ginger, African,	23@ 30	Glue, Brown	21@ 30
Brick, Vanilla	1 40	powdered	@ 45	Glue, Brown Grd.	17@ 25
Brick, Fancy	1 60	powdered	42½@ 50	Glue, White	35@ 45
Ices	1 10	Golden seal, pow.	7 50@ 8 00	Glue, White Grd.	30@ 35
Sherbets	1 10	Ipecac, powd.	4 75@ 5 00	Glycerine	24@ 39
Leaves		Licorice, powd.	40@ 45	Hops	1 00@ 1 25
Buchu	@ 2 00	Licorice, powd.	25@ 30	Iodine	5 26@ 5 72
Buchu, powdered	@ 2 25	Orris, powdered	30@ 40	Iodoform	6 69@ 7 09
Sage, bulk	67@ 70	Poke, powdered	@ 45	Lead, Acetate	20@ 30
Sage, ¼ loose	72@ 78	Rhubarb	@ 1 00	Leopodium	6 00@ 6 50
Sage, powdered	55@ 60	Rhubarb, powd.	85@ 1 00	Mace	75@ 80
Senna, Alex.	1 40@ 1 50	Rosinwood, powd.	30@ 35	Mace, powdered	95@ 1 00
Senna, Tinn.	30@ 35	Sarsaparilla, Hond.	1 25@ 1 40	Menthol	5 50@ 6 00
Senna, Tinn. pow	35@ 40	ground	@ 1 40	Morphine	8 33@ 9 03
Uva Ursi	20@ 25	Sarsaparilla Mexican	@ 80	Nux Vomica	@ 30
Oils		ground	@ 80	Nux Vomica, pow.	30@ 40
Almonds, Bitter,	16 00@ 16 25	Squills	35@ 40	Pepper black pow.	32@ 35
Almonds, Bitter,	2 50@ 2 75	Squills, powdered	60@ 70	Pepper, white	40@ 45
Almonds, Sweet,	1 00@ 1 25	Tumeric, powd.	20@ 25	Pitch, Burgundy	10@ 15
artificial	2 50@ 2 75	Valerian, powd.	@ 75	Quassia	12@ 15
Almonds, Sweet,	1 00@ 1 25	Seeds		Quinine	99@ 1 72
true	1 00@ 1 25	Anise	33@ 35	Rochelle Salts	37@ 40
Almonds, Bitter,	2 50@ 2 75	Anise, powdered	38@ 40	Saccharine	@ 33
Almonds, Sweet,	1 00@ 1 25	Bird, is	13@ 19	Salt Peter	14½@ 25
true	1 00@ 1 25	Canary	10@ 15	Seidlitz Mixture	30@ 40
Almonds, Sweet,	1 00@ 1 25	Caraway, Po.	16@ 20	Soap, green	15@ 30
true	1 00@ 1 25	Cardamon	@ 25	Soap mott castile 22½	@ 25
Almonds, Sweet,	1 00@ 1 25	Celery, powd.	45 35@ 40	Soap, white castile	@ 13 50
artificial	2 50@ 2 75	Coriander pow.	25 12@ 15	Soap, white castile	@ 13 50
Almonds, Sweet,	1 00@ 1 25	Dill	15@ 25	less, per bar	@ 1 50
artificial	2 50@ 2 75	Fennel	30@ 40	Soda Ash	05@ 10
Almonds, Sweet,	1 00@ 1 25	Flax	06¼@ 12	Soda Bicarbonate	4@ 10
artificial	2 50@ 2 75	Flax, ground	06¼@ 12	Soda, Sal	2¼@ 5
Almonds, Sweet,	1 00@ 1 25	Foenugreek pow.	8@ 15	Spirits Camphor	@ 1 25
artificial	2 50@ 2 75	Hemp	10@ 18	Sulphur, roll	04@ 10
Almonds, Sweet,	1 00@ 1 25	Lobelia	2 50@ 2 75	Sulphur, Subl.	4½@ 10
artificial	2 50@ 2 75	Mustard, yellow	15@ 20	Tamarinds	25@ 30
Almonds, Sweet,	1 00@ 1 25	Mustard, black	30@ 35	Tartar Emetic	1 03@ 1 10
artificial	2 50@ 2 75	Poppy	30@ 40	Turpentine, Ven.	50@ 60
Almonds, Sweet,	1 00@ 1 25	Quince	1 25@ 1 50	Vanilla Ex. pure	1 50@ 2 00
artificial	2 50@ 2 75	Rape	15@ 20	Witch Hazel	1 60@ 2 15
Almonds, Sweet,	1 00@ 1 25	Sabadilla	30@ 40	Zinc Sulphate	10@ 15
artificial	2 50@ 2 75	Sunflower	7½@ 15		
Almonds, Sweet,	1 00@ 1 25	Worm American	30@ 40		
artificial	2 50@ 2 75	Worm Levant	2 00@ 2 25		

GROCERY PRICE CURRENT

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

ADVANCED

Wooden Bowls
Flour
Wheat
Lamb

DECLINED

Cheese
Evap. Milk
Vinegar
Bonnie Butter Bites
Corn
Hay—Carlots
Sausage—Bologna
Pork

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton,
per doz. 1 75
Moore's Household Brand
17 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 Cer'l 2 70
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brst 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. Fcy. 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 1/2
Paraffine, 12s 16
Wicking 60

CANNED GOODS

Apples
3 lb. Standards 1 50
No. 10 2 25

Blackberries
3 lb. Standards 1 50
No. 10 2 25

Beans—Baked
Brown Beauty, No. 2 1 85
Campbell, No. 2 1 30
Fremont, No. 2 1 30
Van Camp, No. 1 1 05
Van Camp, medium 1 30

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

Clam 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, 1/2 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 50
Lake Shore, No. 3 1 35
Vesper, No. 10 3 90

Salmon
Warren's 1/2 lb. Flat 2 90
Warren's 1 lb. Flat 4 70
Red Alaska 3 90
Med. Red Alaska 3 00 3 50
Pink Alaska 1 90 2 25

Sardines
Domestic, 1/4s 4 50 5 00
Mustard, 1/4s 4 50 5 00
Mustard, 3/4s 4 00 4 50
California Soused 2 00
California Mustard 2 00
California Tomato 2 00

Sauerkraut
Hackmuth, No. 3 1 50
Silver Pleece, No. 3 1 60

Shrimps
Dunbar, 1s, doz. 2 45
Dunbar, 1 1/2s, doz. 5 00

Strawberries
Standard, No. 2 3 00
Fancy, No. 2 4 00

Tomatoes
No. 2 95 1 40
No. 3 1 75 2 25
No. 10 2 60

CATSUP
Snider's 8 oz. 1 90
Snider's 16 oz. 3 15
Royal Red, 10 oz. 1 85
Royal Red, Tins 8 00

CHEESE
Brick 19
Wisconsin Flats 18 1/2
Longhorn 17
New York 18
Michigan Full Cream 16

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
Beechnut 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
Waldorfs, 50s 115 00

The La Azora Line.
Opera (wood), 50s 57 00
Opera (tin), 25s 57 00
Washington, 50s 75 00
Panatella, 50s 75 00
Cabinet, 50s 95 00
Perfecto Grande, 50s 97 50
Pais, 50s 97 50
Imperial, 25s 115 00
Agreements, 50s 58 00

Royal Lancer Line
Favorita, 50s 75 00
Imperial, 50s 95 00
Magnificos, 50s 112 50

Sanchez & Haya Line
Clear Havana Cigars made
in Tampa, Fla.
Diplomaticos, 50s 112 50
Reina Fina (tin) 50s 115 00
Rosa, 50s 127 00
Victoria Tins 115 00
National, 130s 130 00
Original Queens, 50s 153 00
Wooden Special,
(Exceptionals) 50s 185 00
Ignacia Haya
Extra Fancy Clear Havana
Made in Tampa, Fla.
Delicados, 50s 120 00
Primeros, 50s 140 00
Queens, 25s 180 00
Perfecto, 25s 185 00
Garcia & Vega—Clear
Havana
New Panatella, 100s 60 00
Starlight Bros.
La Rose De Paris Line
Couquettes, 50s 65 00
Caballeros, 50s 70 00
Rouse, 50s 115 00
Peninsular Club, 25s 150 00
Chicos, 25s 150 00
Palmas, 25s 175 00
Perfectos, 25s 195 00
Our Private Label
Quaker, 25s 75 00
Rosenthals Bros.
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
Manila 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 1/2s 48
Bunte, 15c size 55
Bunte, 1/2 lb. 50
Bunte, 1 lb. 48
Colonial, 1/4s 41
Colonial, 1/2s 35
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
Hershey's, 1/4s 42
Hershey's, 1/2s 40
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 1/4s 46
Lowney, 5 lb. cans 31
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1/4s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 33

COCOA
1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 48
1/4s & 1/2s, 15 lb. case 48
6 and 12c pkg. in pails 4 75
Bulk, barrels 24
48 2 oz. pkgs., per case 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 pack-
age coffee is sold to retail-
ers only. Mail all orders
direct to W. F. McLaugh-
lin & Co., Chicago.

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

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

EVAPORATED MILK
Carnation, Tall, 4 doz. 6 00
Carnation, Baby, 8 doz. 5 70
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
Caroline, Tall, 4 doz. 4 25

CONFECTIONERY
Stick Candy
Standard 18
Double A Twist 21

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

Specialties.
Auto Kisses 26
Bonnie Butter Bites 27
Butter Cream Corn 29
Caramel Bon Bons 32
Caramel Croquettes 26
Coffy Toffy 35
Cream Waters, Pep. 25
and Pink 25
Fudge, Walnut 28
Italian Bon Bons 24
Marshmallow Peanuts 30
Manchus 24
National Cream Mints, 35
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.
Champion 24
Honeyuckle 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. Marshmallow 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
Favorite 24
Motto Hearts 24
Malted Milk Lozenges 24

Hard Goods.
Pails
Lemon Drops 22
O. F. Horehound Dps 22
Anise Squares 22
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 1/2
6 lb. 15 1/2

COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are
ordered at a time, 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 2 09 1/2
70-80 25 lb. boxes 2 10
60-70 25 lb. boxes 2 12
50-60 25 lb. boxes 2 14
40-50 25 lb. boxes 2 16
30-40 25 lb. boxes 2 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 1/2
Split, lb. 6 1/2

Sago
East India 7

Taploca
Pearl, 100 lb. sacks 7
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 8
doz., per case 2 70

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

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

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

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

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

FLAVORING EXTRACTS
Jennings
Pure Vanilla
Turpeneless
Pure Lemon

Van Duzer
Vanilla, Lemon, Almond,
Strawberry, Raspberry,
Pineapple, Peach, Coffee,
Peppermint & Wintergreen
1 ounce in cartons 2 00
2 ounce in cartons 2 50
4 ounce in cartons 3 50
8 ounce in cartons 6 75
Pints 12 25
Quarts 25 40
Gallons, each 51 00

FLOUR AND FEED
Valley City Milling Co.
Lily White, 1/2 Paper
sack 10 90
Harvest Queen 24 1/2s 10 60
Graham 25 lb. per cwt. 4 20
Golden Granulated Meal,
25 lbs., per cwt. N 2 40
Rowena Pancake Com-
pound, 5 lb. sack 4 50
Buckwheat Compound,
5 lb. sack 4 50
Light Loaf Spring
Wheat, 24 1/2s 10 90

Watson Higgins Milling
Co.
New Perfection, 1/2s 10 40

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

Wheat
No. 1 Red 1 50
No. 1 White 1 47

Oats
Michigan Carlots 46
Less than Carlots 50

Corn
Carlots 68
Less than Carlots 72

Hay
Carlots 17 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, Plain 1 55
Plymouth Rock, 1/2 1 35
Waukesha 1 60

HIDES AND PELTS

Hides	
Green, No. 1	05
Green, No. 2	04
Cured, No. 1	07
Cured, No. 2	06
Calfskin, green, No. 1	13
Calfskin, green, No. 2	11 1/2
Calfskin, cured, No. 1	15
Calfskin, cured, No. 2	13 1/2
Horse, No. 1	2 50
Horse, No. 2	1 50

Pelts	
Old Wool	25@ 50
Lambs	10@ 25
Shearlings	05@ 10

Tallow	
Prime No. 1	04 1/2
No. 2	04

Wool	
Unwashed, medium	15@18
Unwashed, rejects	@10
Fine	@18
Market dull and neglected.	

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

HORSE RADISH	
Per doz.	8 50

JELLY	
Pure, per pall, 30 lb.	5 50

JELLY GLASSES	
8 oz., per doz.	44

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

MOLASSES	
New Orleans	
Fancy Open Kettle	95
Choice	85
Good	66
Stock	28
Half barrels 5c extra	

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

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

OLIVES	
Bulk, 3 gal. kegs, each	4 50
Bulk, 5 gal. kegs, each	7 20
Stuffed, 3 1/2 oz.	2 25
Stuffed, 9 oz.	4 50
Pitted (not stuffed) 14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PEANUT BUTTER



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

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	12.10
Red Crown Gasoline	21.9
Gas Machine Gasoline	40
V. M. & P. Naphtha	27
Capitol Cylinder, Iron Bbls.	47.5
Atlantic Red Engine, Iron Bbls.	26.5
Winter Black, Iron Bbls.	16.5
Polarine, Iron Bbls.	54.5

PICKLES

Medium	
Barrel, 1,200 count	18 00
Half bbls., 600 count	10 00
5 gallon kegs	4 25

Small	
Barrels	23 00
Half barrels	12 50
5 gallon kegs	4 25

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

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

PIPES	
Cob, 3 doz. in box	1 25

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

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS.

Beef.	
Top Steers and Heifers	16
Good Steers and Heifers	15
Med. Steers & Heifers	13
Com. Steers & Heifers	11

Cows.	
Top	14
Good	12
Medium	11
Common	08

Veal.	
Top	13
Good	12
Medium	11
Common	08

Lamb.	
Good	26
Medium	24
Poor	22

Mutton.	
Good	15
Medium	14
Poor	12

Pork.	
Heavy hogs	09
Medium hogs	11 1/2
Light hogs	11 1/2
Sows and stags	09
Loins	21@23
Butts	15
Shoulders	14
Hams	22
Spareribs	09
Neck bones	04

PROVISIONS	
Barreled Pork	
Clear Back	24 00@25 00
Short Cut Clear	22 00@23 00
Clear Family	27 00@28 00

Dry Salt Meats	
S P Bellies	16 00@19 00

Lard	
80 lb. tubs	advance 1/2
Pure in tierces 11 1/2@12	
Compound Lard 09@10	
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	26 @28
Hams, 16-18 lb.	24 @26
Hams, 18-20 lb.	24 @26
Ham, dried beef	
sets	38 @39
California Hams	15 @16
Picnic Boiled	
Hams	34 @36
Boiled Hams	40 @42
Mixed Hams	14 @16
Bacon	20 @43

Sausages	
Bologna	14
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	24 00@26 00
Rump, new	25 00@27 00

Canned Meats	
Red Crown Brand	
Corned Beef, 24 1s	3 50
Roast Beef, 24 1/2 1s	3 50
Veal Loaf, 48 1/2 1s	1 35
Vienna Style Sausage, 44 1/2 1s	1 35
Virgines, 24 1s	3 50
Potted Meat, 48 1/2 1s	50
Potted Meat, 48 1/2 1s	85
Hamburger Steak and Onions, 48 1/2 1s	1 35
Corned Beef Hash, 48 1/2 1s	1 35
Cooked Lunch Tongue, 24 1/2 1s	2 80
Cooked Ox Tongues, 12 2s	23 50
Chili Con Carne, 48 1s	1 40
Sliced Beef, 2 1/2 oz.	1 80
Sliced Beef, 5 oz.	3 15

Mince Meat

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

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

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 4 1/2 lbs.	1 60
1/2 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	0 65
Beef, round set	22@24
Beef, middles, set	50@60
Sheep, a skinn	1 75@2 00

Uncolored Oleomargarine	
oShid Dairy	28@29
Country Rolls	30@31

RICE

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

ROLLED OATS

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

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

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 75
Wyandotte, 100 1/2 s	3 00

SAL SODA	
Granulated, bbls.	2 50
Granulated, 100 lbs cs	2 75
Granulated, 36 2 1/2 lb. packages	3 00

SALT	
Solar Rock	
56 lb. sacks	75

Common	
Granulated, Fine	3 00
Medium, Fine	3 35

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

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

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

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

Mackerel	
Mess, 100 lbs.	26 00
Mess, 50 lbs.	13 50
Mess, 10 lbs.	3 00
Mess, 8 lbs.	2 85
No. 1, 100 lbs.	25 00
No. 1, 50 lbs.	13 00
No. 1, 10 lbs.	2 85

Lake Herring	
1/2 bbl., 100 lbs.	7 50

SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 85
Miller's Crown Polish	90

SEEDS

Anise	30
Canary, Smyrna	08
Cardamon, Malabar	1 20
Celery	40
Hemp, Russian	07
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	30
Rape	10

SNUFF

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

SOAP

Proctor & Gamble.	
5 box lots, assorted	
Ivory, 100 6 oz.	7 00
Ivory Soap Flks., 100s	8 50
Ivory Soap Flks., 50s	4 35
Lenox, 140 cakes	5 50
P. & G. White Naphtha	5 75
Star, 100 No. 11 cakes	5 75
Star Nap. Pwdr., 100s	3 90
Star Nap. Pwdr., 24s	5 75

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	5 85
Climax, 120s	4 85
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	
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Scouring Powders	
Sapolio, gross lots	12 50
Sapolio, half gro. lots	6 30
Sapolio, single boxes	3 15
Sapolio, hand	3 15
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 5c	4 10
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

CLEANSERS.	
KITCHEN KLENZER	

HURTS ONLY DIRT TRY IT	
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80 can cases, \$4.80 per case	
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SODA	
Bi Carb. Kegs	4

Many Storekeepers at Loggerheads With Farmer Trade.

It is a well known fact that the farmer, the farmer's wife and the farmer's family must buy merchandise. In these days, when the farmer can order anything from a needle to an anchor from the big city mail order house—and at a reasonable figure, it behooves the merchant in the small towns in farming territories to get better acquainted with this country trade. And if there are any misunderstandings it is up to the merchant to more than meet the farmer half way in settling them up.

Independence is all right, up to a certain point, but no merchant cares to cut off his nose to spite his face, and this is just what he is doing when he neglects his opportunity to put himself right with the farmer trade of his immediate territory.

To secure the good will of the production districts is a vital matter to every town. There are hundreds of small town merchants who are more or less sore on the farmer, just because the farmer is spending too much money with the big city mail order houses. But have these merchants done anything to win the farmer back to the fold, thereby getting his permanent trade?

The farmer argues that the small town merchant cannot sell as cheaply as the mail order house. Perhaps he is right, perhaps not—in most cases not.

But human nature is human nature, and the fact remains that when Farmer Brown wants to purchase a suit of clothing or anything else he would much rather go and have a look at the regular stock than to order it from a picture in a catalogue.

But Farmer Brown feels as if the store-keepers in the nearby town are all against the farmer—that they take advantage of the country trade with high prices and inferior merchandise. They believe that if merchandise from the mail order house is unsatisfactory that they can return it, whereas they do not know whether the small town merchant will extend this privilege.

Gets 'Em To Start Fires With Catalogues.

A country editor out in a middle-Western town recently worked out a very successful plan for getting the town and the country on a "peaceful" basis, and according to all reports, the majority of the farmers in the territory served by this town have used their mail order catalogues to start fires with.

This editor's town was less than a thousand in population, but it was a county seat and had a very valuable farming country for miles around. Then, he had a larger competing city about eight miles away. It happened that Editor Smith knew a great deal about farming and he also knew a great deal about human nature, so he went to the leading merchants of his little 1,000 power town.

"Men," he said, "we haven't any factories, coal mines, colleges or local industries to give us trade. We must go out in the country and get it from the farmers and the stock raisers. Now, with my paper I'm going to make all these people within

reach friends of our town on condition that you give them a square deal in your stores.

"My advice to you is that you buy your merchandise so that you can sell as cheap as the mail order houses, and the merchants in that city eight miles from here. As far as possible I want you to promise to guarantee your merchandise, and to agree that if it is unsatisfactory it can be returned without question.

"And I want some of you to agree to take at the best market price everything the farmer has to sell. If you do not, eight miles is not such a long distance and the chances are the farmer can get up a little earlier and make that eight miles all right."

Editor Smith had taken over his little town paper when it was rather wobbly, but he knew the field and he was satisfied about what he could do if the merchants would do their part. He began by sending sample copies broadcast. He filled his paper with farm and stock news and well-selected miscellany for the women of the home. His editorials were thoughtful, sound, and appealed to the good sense of the farmer and the stock raiser. In other words, he made this paper a real weekly—one that was eagerly sought by its readers.

Knowing human nature Editor Smith was aware of the fact that when Farmer Jenkins raised a litter of pedigreed hogs that an item about this would please Jenkins. And when someone else in the territory painted his barn or made some other improvement, the details always appeared in the next issue of the paper.

Then the editor, after he knew he had gained the friendship and confidence of the farmers, proceeded to tell them in his editorial columns that the merchants of his town were eager to please the farmer—that their merchandise was just as good as that of the neighboring city, or of the mail order house, and that they were just as cheap, and last but not least, that if this merchandise was unsatisfactory it could be returned without question.

The merchants then started advertising, directing their copy right at the farmer, the farmer's wife and family, and the stock raiser and his family. They continued this for some time and gradually the farmers started coming back to this town. Editor Smith was continually out in the country talking things over with the farmer and he convinced them that the merchants of his town meant every word they said in their advertising.

In the meantime, the merchants of the city eight miles away, confident that they had the farmer trade of the community "sewed up," spent less money on advertising, and the newspapers of that city printed practically no farming news with the result that the small town merchants and the small town paper grew accordingly.

What Editor Smith did for his town and community most any editor, or any group of small town merchants can do, and the result cannot help but be beneficial.

President Wilson started out to make the world safe for democracy, but forgot to make his own country safe for democrats.

Business Men Warned Not To Overdo.

I think physical efficiency is a good thing for any man, because it is something that he can cash in on, no matter where he is. You all know of the development of education. You know that in pre-historic times our ancestors were great through their physical skill. Those who didn't possess skill, physically, didn't remain very long. The ancient civilization, that is, the Greek and Persian, was founded on physical education. The young men were taught to kill game, to make weapons, to hunt. They were taught to fight; to do all those things that develop the very best in them physically. Incidentally, their young women were taught household duties and things of that sort, all of those things that required plenty of physical efficiency and naturally physical development.

We came down from that period through a time when the intellectual received all thought and attention, while the development of the physical body was put into the background. There was a time in the development of our educational institutions when it was thought to be not in harmony with high ideals for a man to develop his body. In other words, it was supposed that he was to develop his mind at the expense of his body. Very fortunately, we have in modern times learned that the two are very closely related, that you cannot successfully sacrifice one for the good of the other. The two should be developed together.

I believe there is remaining only one country in the world where the development of the mind is carried on at the expense of the physical body, and that country is Tibet.

In comparatively modern times we have had a revival of the physical development. Some of the countries in Europe were leaders in this, and we have organizations that have done a tremendous amount of good. They have been a great force for the advancement of physical education, physical development and physical training. You find physical training em-

ployed in Germany, in Switzerland and in Sweden. We get one of the best known systems of physical education from the Swedish.

We have in all the larger public school systems in the country a very highly developed department of physical education, and I am glad to say that our city doesn't take second place to any other city in the development of that phase of its educational system. There are a large number of schools and colleges of physical education in this country to-day, engaged in turning out trained teachers of physical education. They are doing a tremendous amount of good. Still, with all of their efforts, they are unable to supply the great demand for training teachers of physical education.

The busy business man who puts in several hours a day in his office doesn't need the strenuous training, the strenuous exercise, the strenuous activity to keep him in trim that the man who is going to work hard in the shop requires. In other words, he should fit his exercise and his activity to his work. What any man wants is a perfect running machine; he wants enough of the various things necessary to keep that machine in good running order; beyond that he doesn't need anything. He doesn't need great muscles that pile up on his arms; he doesn't need great broad shoulders, such as a piano mover needs. What he wants is a good sound solid frame, with all the organs of the body working together, in harmony; and to accomplish that he doesn't need to go into strenuous processes.

Bad Check Artist in Jail at Lansing.

Lansing, May 24—I am very happy to be able to inform the readers of the Tradesman that the bad check artist I described in the last issue of your paper is now in the Lansing jail, together with her so-called nurse maid. I have just had the pleasure of looking them over in the police headquarters. The man, supposed to be the husband, was not captured and is still at large.

The circumstances of her arrest are quite interesting and the case of great rejoicing among the merchants of Sturgis, Three Rivers and that lo-

Light Opera Next Week At Ramona Theater

The Ralph Dunbar Company

will present The Fire Fly at each evening performance next week, in addition to the regular vaudeville performance. **POPULAR PRICES.**

Matinees daily at 3:00 p. m. Evenings at 8:30 p. m.
Seat Reservations Downtown—Peck's Drug Store,
Pantlind 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.

cality. Those of you who have attended our group meetings recently have heard the story of how she operates. During the round table discussion at Sturgis I took occasion to utter another warning in as vigorous language as I could command and did a little scolding because our members do not read their bulletins as thoroughly as they should, admitting, of course, that some of the bulletins may not be of individual personal interest to some of our members, but declaring with emphasis that the bulletins at least should be read and preserved.

Being familiar with her operations in Ann Arbor and Ypsilanti, Kalamazoo and Battle Creek, Petoskey and Charlevoix, Lansing and Owosso, etc., I gave a talk on the assumption that she might possibly be in Sturgis on the same day that we were holding our meeting and told—what was intended to be regarded as purely a fairy story—that she at that time was located at Klinger Lake and was operating in Sturgis and nearby towns with her bank deposit in some outside bank like Burr Oak, Centerville or White Pigeon.

After the meeting adjourned, the Sturgis merchants began to compare notes and decided that she was at that time in their community. The Sturgis Retail Merchants Board, under the leadership of Cassius N. Dewey, clothier, as its President, (another proof of the value of organization) immediately got busy and found that the imaginative story which I had been telling was literally true—that she was located at that time in a cottage at Klinger Lake, had her deposit in the White Pigeon bank and had already gone "once over" and had passed checks in several stores. These checks, of course, were good checks, as she usually goes two or three times over before she passes the big worthless checks.

Mr. Dewey reached me by phone at the hotel at Jonesville and some long distance telephoning by him and by myself to Kalamazoo and Lansing put the Kalamazoo and Lansing officers after her. May 13 they brought her, her accomplice (nurse maid and two little boys back to Lansing upon a warrant issued by Phil Walters, clothier, of Lansing.

You may rest easy now for a little

while at least, so far as your own danger from this source is concerned. Each and everyone of our members should make a solemn resolution not to honor checks from strangers unless they are personally identified by some person with whom you are acquainted. It is surprising that a woman of this character can do business almost in the same locality for two or three seasons in succession and be successful. A later bulletin will tell you what has happened to her, so far as the judgment of the court is concerned.

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

Three Policies That Make Steady Profits.

A fairly common problem is how much to buy. In our business, says Mr. Rhodes, we have a pretty definite rule that we will buy only about two-thirds as much of anything as we expect to sell. If there is an oversupply of any goods toward the end of the season, we get the benefit of the tail-of-the-season reductions. If there are no price advantages, we buy as we need supplies. Under present conditions it is a good policy to sit still and watch.

To get real salesmanship out of our clerks, we pay the men not only better salaries than they would be able to get for similar work in other stores, but also pay them a bonus.

It is our practice to have our clerks build up a personal business. That keeps the personal contact that would otherwise be lost in a large store, and it helps in many other ways. Cooks and other servants, having become accustomed to dealing with one of our clerks, often transfer the custom of a new household in which they may take service. We aim to give service; we will even send a man out especially for one customer if the need for an essential article is urgent. We get the trade.

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.

Wanted at Rosenthals, Petoskey, Mich., first-class ready-to-wear saleslady, first-class corset and hosiery lady, and a ready-to-wear alteration lady. Kindly give references and salary wanted. 354

For Sale—A good up-to-date millinery, fancy work and ready-to-wear store established ten years in Worthington, Minnesota. Doing good business. Want to retire. Address D. M. McKinstrey, Worthington, Minnesota. 355

For Sale—A big paying business, including grocery stock and fixtures, up-to-date shoe repair, only one in town, also cream station. Will sell all or separate. Address No. 356 c-o Michigan Tradesman. 356

For Sale—Furniture and crockery business in Birmingham. Wish to sell stock and rent store 24x30 feet, three stories. Best location in Michigan. No competition. Address Daines & Bell, Birmingham, Mich. 357

FOR SALE JEWELRY BUSINESS—Old established jewelry business, stock \$7,000. Good location. Desire partner, or to sell outright to close estate. Excellent opportunity for watch repairing business. Mary G. Griswold, Administratrix, Bay City, Michigan. 358

A GOOD OPPORTUNITY for live shoe man. Department store space to rent in well established business, in thriving city. Communicate at once with L. H. Milkes, Hibbing, Minnesota. 359

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 366

For Sale—Nine new one-ton capacity two-wheel truck trailers, solid rubber tires, 36x5, stands on front and rear, front stand adjustable; just the equipment for a one and one-half or two-ton truck. Address L. C. Mallott, Memphis, Indiana. 360

For Sale—Grand Rapids wholesale grocery stock at reasonable discount, also 1920 Chevrolet delivery car. Sold my business. Herman Hanson, 200 Richards Ave., N. W., Grand Rapids. 361

For Sale—Or Exchange for groceries (outside store city preferred) thirty-acre farm, buildings, large orchard, fine location, sixty rods city South Haven. J. Heckathorn, Buchanan, Mich. 362

Wanted—Real salesman to cover Western Michigan with shoe line. Must be hustler. Address No. 363, care Michigan Tradesman. 363

Bell Phone 596 Citiz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

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

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.

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

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

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. 323

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

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

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New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



Hot Weather Beverages

Glenn Rock Ginger Ale,
Lemon, Root Beer, Orange
Glenn Rock Sparkling Water

JUDSON GROCER CO.

Wholesale Distributor

GRAND RAPIDS

MICHIGAN

ENVELOPES

Of Every Description
ALL SIZES, ALL COLORS
For All Purposes

Correspondence Envelopes
Window Envelopes
Document Envelopes
Pamphlet Envelopes
Pay Envelopes
Coin Envelopes
Drug Envelopes
Tag Envelopes
Clasp Envelopes
Cloth Lined Envelopes
Expansion Envelopes

We have the only Exclusive
Envelope Printing Machine in
Grand Rapids.

TRADESMAN COMPANY

Late News From Michigan's Metropolis.

Detroit, May 24—Frederick K. Stearns has resigned as President of Frederick Stearns & Co., to accept the chairmanship of the board. Willard Ohlinger, who has served for the last five years as Vice-President and general manager, was elected President. Frederick S. Stearns, Treasurer, was chosen first Vice-President, and D. M. Gray, Secretary, was made Second Vice-President.

Owners of tin, wooden and stucco shacks on Woodward avenue and other principal thoroughfares must remove them by Jan. 1, 1922, under the terms of a resolution adopted by the common council Tuesday night. The building commissioner was instructed to see that the resolution is observed. An opinion from the corporation counsel informed the council that it had authority to regulate outdoor automobile sales stands and the department of public works was ordered to prepare a report on the number and location of these stands. It is believed that the council also will order these off the main streets in line with its intention, announced a week ago, to clean up Woodward avenue and other thoroughfares.

With the broadening of activities in the local investment field and an increasing number of constructive actions on other cases, functions of the Better Business Bureau of Detroit were expanded to a considerable extent in the first four months this year.

One of the important features of the work was the establishment of a special division to investigate investments with the view to taking action against promotion schemes which misuse advertising to defraud in the sale of stocks and other securities. Posters inviting employees to enquire about investments have been sent to leading industrial institutions and a large number of enquiries already have been sent to all members of the Retail Merchants' Bureau, numbering more than 500.

A survey of the Bureau's work during the first four months this year shows that its activities have increased generally.

A tabulation shows that 93 important cases, not including a large number of routine matters, were handled constructively in January, February, March and April.

The "boom" that was predicted for the automobile industry, accompanied by increases in prices, has come to an end, as was expected. Despite the announcements of many of the manufacturers, the recent increase in demand for machines was merely a seasonal phenomenon, which already has begun to wane.

Factories to-day, as for several weeks past, are unable to find the business to keep them running at more than about 60 per cent. capacity, notwithstanding the fact that there have been announced recently some noteworthy price reductions.

All indications now are that further reductions must come, both from the viewpoint of stimulating the market and as a natural consequence of gradually reducing costs of production for markets which are keenly competitive. No price advances are now considered possible for the rest of this year, and probably none for a considerable time afterward. On the contrary, the trend is decidedly downward. Demand to-day, although at the seasonal high point, is declared to be less than normal for this time of year.

Tire manufacturers report that there has been a noticeable increase in demand, but this has not been strong enough to remove the extremely competitive feature that marks the market to-day. In the meantime, costs of production are being reduced, and these, it is felt, must be reflected in lower prices as the year advances.

The Klein-Grdon Co., which recent-

ly engaged in the wholesale hosiery and underwear business, has moved into permanent quarters at 329 East Jefferson avenue, occupying the entire six floors of the building. The officers of the corporation are A. Klein, President and Treasurer; Abe Gordon, Vice-President, and Maurice Klein, Secretary. Mr. Klein is well known in Detroit, where he was in business for a number of years. Abe Gordon was a specialty underwear representative for A. Krolik & Co. for sixteen years and is well known to the trade in several states. Maurice Klein, the youngest member of the new organization, was formerly associated with his father.

James M. Golding was elected a member of the board of directors for two years of the National Sample Men's Association, at the convention in Chicago last week. He was also reappointed editor of the Sample Man.

Retraction Requested and Cheerfully Granted.

The attorneys of Harrison Parker request a retraction of certain statements made by the Tradesman in its issue of May 4. The request is cheerfully granted.

Harrison Parker is not a voluntary bankrupt, as stated. His bankruptcy is involuntary.

Mr. Parker also objects to the use of the word "fantastic" in referring to his several companies or common law trusts, whichever they may be. The Tradesman cheerfully withdraws the objectionable word and substitutes therefor some such word as philanthropic or humanistic or benevolent. It is cheerfully conceded that Mr. Parker's object in launching these companies is utterly devoid of any sinister purpose; that he is actuated solely by a desire to emancipate his followers from the thralldom they suffer by reason of their being compelled to purchase their groceries of hard hearted dealers who are in business to make a livelihood, instead of patronizing his store system which makes every customer his own storekeeper. The more he buys at his own store the richer he becomes.

Mr. Parker also objects to the statement that he has a broad sympathy for union labor. This statement is fully confirmed by an editorial in Parker's monthly publication, the Co-operative Commonwealth, the May issue of which contains the following item:

"Due to the union printers' strike, we were unable to issue the April number of the Commonwealth without patronizing a non-union shop or an open shop, which we refused to do. April had passed before the printers went back to work, so we were obliged to omit the April number. Here is your Commonwealth for May."

In view of the above statement, evidently written by Mr. Parker or his editorial representative, the Tradesman is disposed to stand by its original statement as to Parker's partiality for and affiliation with union labor, which frequently finds expression in slackerism, slugging, dynamiting and murder. The man who defends the closed shop of the union is a dangerous man, because he thus defies the Declaration of Independence and arrays himself on the side of the enemies of his country, of the Christian religion and of common decency.

Small Business For Daily Newspaper.

During the recent strike of union printers, which is slowly petering out because it never had any basis of right or justice and could only end in disaster and the disruption of the union—which, by the way, has committed enough crimes in the name of unionism to entitle it to everlasting oblivion—a local printer sent the following copy for an advertisement to the Grand Rapids Press:

Wanted Non Union Printers.

Linotype operators and hand compositors. Men who can stand good treatment, top wages and work 48 hours per week. Men who believe in America and American principles.

Good chance for young men to finish learning trade. Best working conditions.

Steady Jobs to Right Men.

Write us to-day for full information.

Onderdonk Printing Co.

Grand Rapids, Mich.

The Press accepted \$16 for publishing the advertisement, but before going on the press with it, the advertiser was notified that he must submit to the elimination of the paragraph reading "Men who believe in America and American principles."

Of course, no honorable advertiser would submit to having his copy mutilated or censored in such a manner. The copy was returned to the writer and the money paid for the insertion was subsequently refunded.

It is hardly necessary for the Tradesman to speculate as to the reason for such action when it is understood that the Press conducts a closed shop and confines its employment list to members of the various unions. This means, of course, that the Press is a puppet in the hands of the unions and dare not say its soul is its own when a matter of unionism vs. industrial freedom is at stake. The Tradesman holds with Theodore Roosevelt that the signing of a closed shop agreement is a criminal action and that any person who stoops so low as to enter into such an arrangement is beneath the contempt of any honest man; that such an act is contrary to the Declaration of Independence; contrary to the Christian religion; contrary to the principles of patriotism and the tenets of good citizenship. The union stands for murder, treason, treachery and graft. Any man who enters into mutual relations with such a partner is no better than the partner.

Sole Leather Hides In Strong Demand.

Country hides are in fairly good demand, with good extremes held at 12c and buffs at 9c. Dealers here are busy looking for cheap lots of country hides in mixed cars.

Horse hides are very scarce, and it is noted from the Kreider report that ten times as much horse hide leather was consumed in the month of March as was produced. Reports from all over the country indicate that the production of horse hides has practically ceased.

While operators are well agreed that a duty would work great hardships on the leather industry, there

seems to be no way out of it on account of persistent agitation by farmers and country politicians.

Calfskins continue in good demand, and a large Chicago city dealer reports that he has refused to sell at 21c and is asking 23c. Calf leather is selling freely on a basis which would easily permit tanners to pay 23c for good skins. There is good demand for skins but very few skins offered.

Sheepskins continue to sell freely at around \$1.20 for what few wool pelts are arriving, and 50c for good shearlings.

Even the makers of perfumery find it advisable to take the public into their confidence in trying to justify prices for their wares. At the annual meeting of the manufacturers' association, held in New York City last week, the President advised against reductions in price because of the lessened cost of alcohol. Eventually, he said, the public would receive the benefit of the reductions in the form of greater quantity and better quality. Cutting of prices, he insisted, lowers the esteem in which the goods are held by the consumer. There is the semblance of a good argument in this. The imports of perfumery and toilet articles for the nine months ended with March amounted to \$5,725,430, but the exports were \$5,202,652, which is nearly as much. Both imports and exports have been increasing for years and the output of the domestic industry gets larger from year to year. This is despite the fact that, with the increase in bathing facilities and their more general use, there is less of that necessity which led to the original employment of perfumes.

The center of population of the United States still remains in Indiana, according to the census of 1920. There is no American but will feel a certain appropriateness in this. Indiana is as near to being the "typical" American State as we can find. Like the United States, it is still half rural and yet it contains some of the world's greatest manufacturing establishments. Like the United States, it is usually Republican, but always doubtful enough to keep both parties on the alert. In Riley we have the American poet closest to the soil and freest from foreign influences; in Tarkington we have a heaven-born novelist of the inmost essence of American small town life. In virtues and faults Indiana is America.

Lansing—The W. W. Armstrong Co., 628 East Michigan avenue, has sold its plumbing and heating business to Frank Dains, who will continue the business under his own name.

Eaton Rapids—John R. Eldred and G. M. Marple will open a bakery in the rear of the Eldred grocery and meat market, May 28, the equipment for which is now being installed.

A wise merchant realizes that he can learn something from everyone in his employ, from head clerk to delivery boy.

The time to begin to plan for 1922 is right now, just as early in 1921 as you read this. Keep looking ahead.

The Cheapest Food

quite often contains more real nutriment than the high-priced foods and is more easily digested. This is true of

Shredded Wheat Biscuit

Considering its nutritive value Shredded Wheat is without doubt the cheapest food in the world to-day. It is 100 per cent. whole wheat, nothing wasted, nothing thrown away. While other foods soared to war-time prices we advanced the price of Shredded Wheat very little—so little your customers did not feel it. We create the demand through extensive advertising. We ask your prompt and friendly co-operation in distributing this product, assuring you a fair profit and a steady sale.

MADE ONLY BY

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



DIAMOND CRYSTAL

*The Salt
that's all salt.*

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

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT

Red Crown Gasoline Everywhere

Every few miles in the country—and every few blocks in the city—you can get Red Crown Gasoline. That's your assurance of uniform power when you use Red Crown—for it never varies.

Its uniformity is guaranteed—its performance is assured. It's the best motor gasoline you can buy regardless of price.

That steady steam-engine-like piston stroke imparted by Red Crown means long life to your motor.

No racked engine causing frequent overhauling. No delay from lack of power. For the utmost in gasoline service, use—

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