

MICHIGAN TRADESMAN

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Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 6, 1921

Number 1972

AMERICA FOR ME

'Tis fine to see the Old World, and travel up and down
Among the famous palaces and cities of renown,
To admire the crumbly castles and the statues of the kings—
But now I think I've had enough of antiquated things.

So it's home again, and home again, America for me.
My heart is turning home again, and there I long to be,
In the land of youth and freedom beyond the ocean bars,
Where the air is full of sunlight and the flag is full of stars.

Oh, London is a man's town, there's power in the air;
And Paris is a woman's town, with flowers in her hair;
And it's sweet to dream of Venice, and it's great to study Rome;
But when it comes to living, there is no place like home.

I like the German fir-woods; in green battalions drilled;
I like the gardens of Versailles, with flashing fountains filled;
But, oh, to take your hand, my dear, and ramble for a day
In the friendly Western woodland where Nature has her way.

I know that Europe's wonderful, yet something seems to lack;
The past is too much with her, and the people looking back;
But the glory of the present is to make the future free—
We love our land for what she is and what she is to be.

Oh, it's home again, and home again, America for me.
I want a ship that's Westward bound to plough the rolling sea,
To the blessed land of Room Enough beyond the ocean bars,
Where the air is full of sunshine and the flag is full of stars.

Henry van Dyke.

Sell Appetite—

If all your customers were invalids, it would not be much fun running the grocery business.

The better their appetites, the keener their demand for the good things you sell

That's why FLEISCHMANN'S YEAST is both a direct and an indirect profit-maker.

Grocers everywhere are discovering that appetites stimulated by it are demanding more and more other goods over your counter.

Push Yeast—and watch all your sales shoot upward

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.

Bell Main 5041

PHONES

Citizens 65448

JEWELLYN and COMPANY
WHOLESALE GROCERS
GRAND RAPIDS MICHIGAN.

Customers Are "Bought" When You Invest in Display Fixtures that Bring them into Your Place of Business

The Merchant who handles Fruits and Vegetables and does not properly display them is like the fellow who winked at the pretty girl in the dark, no one knew it but himself.

Equip Your Store with Weber's Special Banana, Fruit and Vegetable Display Stands and Fixtures

OUR SPECIALTIES

Banana, Fruit and Vegetable Display Stands
Banana Knives and Hangers
Cheese and Butter Knives
Fruit and Vegetable Scales
Crate and Box Openers
Bag and Twine Racks. Floor Trucks
Long Arm Reachers
Waste Paper Balers

ASK FOR CIRCULAR NO. 5 FULLY DESCRIBING OUR GENERAL LINE

Weber Supply & Specialty Co

Key 2210 S. Union Ave.

Chicago, Ill.



A Profit on Sugar

Sugar represents 14% of the grocer's business. It is just as important that he make a profit on this 14% as on the other 86% and he can make it if he concentrates on the sale of

Franklin Package Sugars

because:

He saves the cost of labor necessary in putting up loose sugar.

He saves the cost of bags and twine;

He saves the cost of overweight and the loss by breakage, and

He and his customers have *clean* sugar.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



DIAMOND CRYSTAL

The Salt that's all salt.

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

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

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OF BUSINESS MEN.
Published Weekly by
TRADESMAN COMPANY.

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E. A. STOWE, Editor.

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SOLDIERS' GRAVES.

Relatives of American soldiers buried in France can leave the bodies there, in the military cemeteries set apart for America's war dead, even if they have given instructions to have the bodies brought back to this country. The War Department at Washington has ruled that, before any soldier's body is disinterred in France for return to America, the office of the Quartermaster General, Cemetery Division, shall mail to the relatives of the soldiers a document called "Shipping Inquiries," upon which the relatives are to confirm previous instructions as to shipment of bodies home, or else—if they have changed their minds—countermand such instructions and state that they wish the bodies of their kin who fell in battle to remain in France, where they fell.

Since the statement of Colonel Theodore Roosevelt that it was the wish of himself and his family that the remains of his son, Quentin, killed while flying over the German lines in France, should not be disinterred but remain permanently in the land where the young soldier met his death, there has been some change in sentiment in the United States regarding the bodies of the American soldiers who fell in the war. At first sentiment was strongly for return of the bodies to this country. Subsequently, especially since the action of the Roosevelt family, there has been an increase in the numbers of those who believe that the remains of America's war heroes should rest forever in the land where they gave up their lives.

In France there are now four permanent cemeteries where American soldiers are buried: Suresnes American Cemetery, near Paris; Belleau Wood and Flanders Field American Cemeteries, in the Department of the Aisne, and the magne-sous-Montfaucon, in the Department of the Meuse, in the heart of the Argonne, where the Americans did their heaviest fighting. To these cemeteries bodies of Americans have been brought from numerous battlefields in Northern France, where they had been hurried-

ly interred at the time they fell, and given suitable permanent burial. All four of these cemeteries are carefully tended in every way worthy of the men who lie buried in them.

In connection with America's dead in France an organization has been formed called "The Order of the Golden Lilies," a branch of the American Women's Legion, the members of which are women bereaved during the war of relatives whose bodies are to remain buried in France.

CHARACTER.

Socrates, the great philosopher of ancient Greece, who taught the purest system of morals the world has ever known, said: "The proper study of mankind is man."

Character cannot be disguised; we are what we are, and can never hope to reach perfection, but by persistently and conscientiously working out the problems of life we are able to do our duty. Character is a combination of qualities which include both natural and acquired habits. Character and reputation are widely different things. Character is a man himself; reputation is what is thought of him by the people. Any one having a distorted conception of his fellow man can create a reputation injurious to him, but not to his character.

Right and proper living develops character, and there is a time in every man's life when he arrives at the conviction that there is a natural affinity between goodness and character. Carlyle said: "Show me the kind of a man you honor, and I will know by that token, more than any other, what kind of a man you are yourself." Character is born with the man and develops as he grows to manhood.

A taste for reading is a powerful instrument for forming character, as it develops the mind and creates a desire for knowledge.

We can never forget Washington, Lincoln, Garfield, McKinley and Roosevelt for their purity, simplicity of character and magnificent personality. Every man is born into the world with a personality distinctively his own, and Theodore Roosevelt had a personality peculiar to himself that attracted men of all classes. A friend said to him one day: "Colonel, it must have been an inspiration to you in leading your men in the assault on San Juan Hill." He replied: "I did not lead them and had to run like hell to prevent being run over by my men." That was characteristic of the man—to give credit where it belonged. Mourn not his death, but rejoice in his life and example.

Every young man, or any man, who desires to be successful in life should cultivate habits of deportment and develop character that will distinguish

him as a gentleman. He must feel at home with all classes of men, regardless of their position in life, and stand ready, not only to do his whole duty, but to do more than is demanded of him and not measure his work by the rate of pay received. He should mingle with men for their good, always willing to lend a helping hand to his fellow man. Power lies not in place or position by which the world measures success, but in character, and of all qualities of character the greatest of these is love for your fellow man.

TESTING WEAR OF FABRICS.

Machines for testing the tensile strength of yarns and textile fabrics have long been in use and have proved very serviceable. Now the Bureau of Standards at Washington is making a machine for the testing of the wear, or abrasion, of fabrics. This is not a matter of tensile strength as has been shown in the case of automobile tire fabrics. A cloth of wool or silk or cotton may show great strength in resistance to pulling apart or tearing, and yet not show up so well when it comes to lasting under the conditions in which it is put to use. The distinction is recognized in the old expression of "wear and tear." It is to be hoped that the new machine will be in order before Congress gets much further on with the so-called Truth in Fabric bill, so that some of the virgin wool fabrics may be tested for wearing quality as against others containing a proportion of reworked wool. It may afford a revelation to certain persons who have been so glib in asserting the superior qualities of the virgin wool cloths. Of course, there is a limit as to what any machine can show. This is due to the fact that fabrics themselves are not worn, but, instead, garments made of them. This brings in another and very material element—the making of the garment. A well-made suit will last very much longer than a poorly-made one, and skimping anywhere in the process is bound to reduce the life or usefulness of it. So that when everything is said and done, consumers have to fall back for protection on the reputation of the manufacturers of clothing. This is about how things stand now, and it is hard to imagine that any machine can be substituted for it.

HAND TO MOUTH BUYING.

Nobody expected much business to be done in the week before the National holiday and, consequently, the listlessness of the last few days in the primary markets was taken as a matter of course. Buyers who came to market were fairly large as to number, considering the season. Those from nearby points were mostly ones who have been making periodic visits. They

are generally on the lookout for jobs or for goods needed for filling in purposes. Merchants are not carrying any larger stocks than are absolutely needed because of the uncertainty of trade and the suspicion that they will be able to buy cheaper by holding back and buying in a piece-meal way. The spell of continued warm weather forced a lot of retail purchasing of seasonable goods, mainly wearing apparel of one kind or another, and, in addition, of travel accessories for the vacation period, which starts in with a rush at the closing of schools. This week and next should see more of an influx of buyers intent on their fall requirements, although the tendency is to postpone purchasing to as late a date as possible.

SELF-CONTROL.

It is the very essence of manliness and character.

It stays the criminal or murderous impulse.

It succeeds with one talent, while self-indulgence fails with ten.

It gives confidence, not only to its possessor, but to others as well.

It helps a youth to hold his job and win promotion.

It enables a young man to march to the front through opposition and misfortune.

No man can hope to attain any degree of advancement in life, in character-building or success, without self-control. Without it, however great one's abilities, he is always at the mercy of his moods and circumstances.

Ancient Cemetery Found.

Beneath the streets of London, York and many other cities and towns in England are buried the remains of ancient Romans, some of whom were alive not long after Christ was born. Occasionally they are dug up, each one being found incased in a massive leaden coffin.

The Romans of old seem to have used lead for a surprising variety of purposes, and tracts of their mining operations in Britain show that they dug for it on an extensive scale, especially in Wales, where they found much ore ready at hand on the surface of the ground. They smelted the metal on the spot in small furnaces and shipped the "pigs" on the backs of horses.

Pigs of lead produced by them are found occasionally where they were dropped, or perhaps lost in the snow, while enroute. The metal as mined in Wales contains a good deal of silver—a fact well known to the Romans, who were accustomed to extract it. In fact, many pigs bear an inscription stating that their silver content has been removed.

Will Get What Is Due Him.

Danville, Virginia, July 1—Nearly all lines of business are slowing up. Manufacturers, jobbers and retailers are complaining. The demand is light and precarious. Buyers are buying from hand to mouth and there is any element of uncertainty in the air. What is the matter?

In the humble judgment of the writer business men are themselves chiefly to blame for this situation. They have wished it on themselves, and the thing is being perpetuated because of their obstinacy. Manufacturers, jobbers and retailers have had their heads completely turned by the tremendous, unparalleled and unearned war time profits; and now that the conditions which made such excessive profits possible no longer exist, they are trying to make themselves and others believe that they can go on asking prohibitive prices for everything under the speckled canopy—and get away with it.

It can't be done. The buyers' strike is still on; and it is going to be on with increasing vengeance until something happens. The thing that is going to happen is as plain as a pike staff; prices are going to come down. There is no power on earth to sustain them.

Plain Extortion.

The farmer gets from 2½ to 5 cents a quart net for his milk, the city-dweller pays anywhere from 10 to 14 cents per quart for this milk bottled and delivered to his door. It is the war time price, which we were told was absolutely necessary because of the high prices paid to the producer. And it was explained that the producer had to charge more because feed, labor and all other production charges had advanced. But farm labor is more plentiful and cheaper and feed is cheaper; the farmer is taking his medicine; why doesn't the dairyman take his? Does he think he can go on indefinitely charging war time prices for milk and mild products? If so, he has another think coming; prices must drop.

The farmer is glad to sell a choice young steer for 6 cents per pound gross; the householder pays forty and forty-five cents per pound for a choice cut, and maybe twenty cents per pound for the toughest and least desirable soup meat; the butcher gets five or six cents per pound for shank bones. In other words, the consumer is paying (substantially) war time prices for meats of all kinds, whereas the price to the producer for calves, lambs, hogs and steers are lower than they have been for years. Do butchers think the American public doesn't know somebody is profiteering? How long do they suppose they can get away with this sort of thing?

The price of domestic wool is lower than it has been for years. There is an enormous accumulation of it. There have been heavy imports of fine Australian wools. The stock of raw material is piled mountain high. But look at the price of suitings and ready-to-wear garments for men. The mills are running part time, or working only a fraction of their force, and deliberately curtailing production. They are frequently advancing prices and (so the tailors claim) asking excessive prices for their products. Are such prices justified by the cost of their raw materials? Assuredly not. Can they be justified on the ground that labor is costing more? Everybody knows that the labor market has broken. Workingmen of all kinds are accepting less money for their time than hitherto.

Look at the cost of shoes, or a repair job, traveling bags or anything made of leather; and yet they tell us raw skins are cheaper than they have been for years. Why aren't these prices reflected in the retail price of shoes and all commodities in the leather goods line? How many years will the consumer have to go on paying excessive, wartime prices before

he begins to get the benefits of the new price quotations?

On an upward market the manufacturer, jobber and retailer mark up prices and take two or three profits; why don't the same rule work on a downward market?

People Are Getting Wise.

The writer overheard two men talking to-day in front of a leathergoods concern. They were well dressed, intelligent looking men, somewhere in the forties. Their attention had been attracted to a bag marked at \$30.

"I want a bag about like that," said one of the men, "but I'm not going to pay \$30 for it. It isn't worth it. I am going to wait until they come down. I may have to wait a year or three years; but I have an old dilapidated suit case that will do."

"Smy fix exactly," stated the other man. "Think of it! cowhides cheaper than they have been for years, they tell me—almost no market for them—and look at that price, \$30. Why \$16 to \$20 would be plenty for a commodity like that."

The writer is on the outside and mingles every day with people of all classes—but particularly people of the great middle class; folks who have to work hard for their dollars and folks who want to invest each dollar judiciously; and he knows whereof he speaks. The people are getting wise and they deeply resent this rank injustice. They know that there is profiteering all down the line from manufacturer to retailer.

I heard a man say the other day: "I'm still on a strike. I haven't bought but one pair of shoes in twelve months, and I don't intend to buy another pair until there is a big reduction in prices. I have three old pairs of lowcuts, two pairs of shoes, a good pair of heavy outing boots and a pair of cozy house slippers; and I'm prepared for a siege. I can have these shoes repaired from time to time and go two or even three years without buying, and I'm going to do it if necessary."

Why should one pay 20 cents for a slice of watermelon. What sense or justice is there in charging 15 cents for three or four little slices of tomatoes? Why charge from 50 to 90 cents for a meat order and 10 cents for a glass of milk? Just an ordinary little luncheon in a self-service joint, where you eat off of a porcelain table top and use a paper napkin, costs anywhere from 75 cents to \$1.25. Practically every item on the menu is just what it was quoted in the darkest and most desperate days of the war when the world was threatened with starvation and it looked as if civilization itself was doomed.

Don't the hotel and restaurant people know the war is over? Is it possible that the idea has never occurred to them to reduce their outrageous and extortionate prices? How long do they suppose a long-suffering public will tolerate this species of thieving?

Business is Going to be Worse.

Men are complaining about business being bad. Well they may. It is bad. But it is going to be worse—and a whole lot worse. The buyers' strike is going to take a new lease on life. It is going to settle down to a siege. And the wails that are going up from profiteering establishments of all sorts the country over are going to make the very gods titter.

Greedy, grasping, contemptible profiteering is going to bring upon those who practice it a just recompense of reward. The laws of economics are as inexorable as the laws of gravitation. You can't outwit economic law any more than you can hold back the incoming tide. Merchants that insist on maintaining wartime prices will find their stores desolate and the cash register empty.

Personally, I don't care to deal with a rogue. And I regard every man as rogue who endeavors to collect two or three profits from me on

a piece of merchandise. He knows the price of commodities have come down since the war. I know it, too. Why does he ask me \$3.50 for a madras shirt which he can buy now and sell for \$2.25 or \$2.50, and still make a good profit? Suppose he did pay from \$24 to \$27 per dozen for that shirt originally? Isn't he a good loser? Hasn't he any fair play, any sense of sportsmanship in his nature? I will keep on hunting until I find the dealer who has gotten in a fresh assortment of madras shirts at the new price. I may have to look a long, long time to find this dealer; maybe I will have to look him up in a score of cities in half a dozen states; but I am on the road a good deal any way; and I rather fancy looking for an honest man; and I hope some day to find; and he will get my business in the shirt line.

And so with other items. And so it will be with other people.

Plenty of Potential Business.

I said business was going to be worse. I mean that the man who persists in profiteering is going to find the sledding harder and harder all the while. And he ought to. People are going to get his number. And then they will get his goat.

And yet, paradoxical as it may sound, business is all right. The fellow who takes his loss like a man; who marks down his merchandise at replacement levels; and gives the customer the benefit of the latest price reductions—that man is going to have plenty of customers. He won't have any complaints. A man who is big and fine enough to do a thing like that doesn't kick as a rule; he just goes ahead.

The simple truth of the matter is this: The great world war was a

sort of sifting, testing time; it weighed men in the balances; and lo it appears that some of them—great multitudes of them—were of mighty light, mean and contemptible timber. Excessive profits went to their heads. They revealed a yellow streak—a disposition to stick and gouge and pilfer and rob the public. The real merchandiser came through unscathed, but the pinhead was so puffed up with conceit and pride he will have to be chastised by the things that shall shortly come to pass. And believe me, brother, he is going to get what is coming to him in due time.

Charles L. Garrison.

Sounded the Death Knell of Unionism.

The Curtis Publishing Company is now printing a portion of the edition of the Saturday Evening Post in Chicago. A new building is to be constructed at 2242 to 2254 Grove street for that purpose. No union man will be employed in any capacity by the Curtis Company hereafter. The recent strike of union pressmen sounded the death knell of unionism in the Curtis establishment.

Thirty Per Cent. Shrinkage for Sears-Roebuck.

Sears, Roebuck & Co. sales for June were \$11,093,854 compared with \$15,767,675 in June, 1920. This is a decrease of \$4,673,821 or 29.64 per cent. For the first six months of 1921 sales were \$89,415,291 compared with \$140,467,928 for the corresponding period of 1920. This is a decrease of \$51,052,637 or 36.34 per cent.

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

HILLIKER, PERKINS, EVERETT & GEISTERT
DEPT. M. 150. - SECOND FLOOR MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.



To Investors

Take notice that the common stock of the Petoskey Transportation Company advanced to \$1.50 per share on July 1st. Now is the time to purchase an interest in the Petoskey Transportation Company, when you can purchase five shares of the common stock at the low figure of \$1.50 per share with every ten shares of preferred stock at \$10.00 per share.

Another advance will follow in the very near future.

An 8% investment in itself is a very good investment, but when together with an 8% investment can be purchased a common stock which is constantly increasing in value, and which as well should pay substantial dividends, such an investment opportunity must be considered exceptional.

We highly recommend the preferred and common stock of the Petoskey Transportation Company to investors, as a first class investment.

The earnings of the Transportation Company have been very good right from the start.

Write for full information.

**F. A. SAWALL
COMPANY**

313-314-315 Murray Building

Grand Rapids, Mich.

Citz. 62209 Bell M. 3596

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 _____

Personal Tribute To the Memory of Frank N. Barrett.

Some abler pen must write the epitaph of one so dearly beloved by all who knew him, and with loving care round up all the virtues of his exemplary character—his gentleness and courage, his high sense of honor his integrity, faithfulness, justice and truth. The strong, sturdy friendship of this most estimable man, whose heart overflowed with kindness for his fellows, will never be forgotten, for it was the outstanding characteristic of his long and useful life.

The flight of years seem but as many days since the gentle voice, the thoughtful acts and kindly deeds of him who was held in almost parental affection, began to make their impress on a heart now heavy with an indescribable grief. Recounting these retrospective years the record remains clear and untarnished. Never was there occasion where he who is now sincerely mourned, failed to be temperate in criticism, undisguised in praise; charitable in censure.

His tastes were simple. He shunned the haughty and arrogant, seeking companionship with the meek and lowly. He abhorred the gaudy and garish display which wealth so often assumes, but saw the witchery in a field of golden grain, caught the perfume from the wayside flower and heard the music of the purling stream. He daily thanked Him that his days had been so long lengthened that he could search out and revel in the beauties of His handiwork. Ardent and with mind aflame, his pen gave to the world the pleasures of his travel and observations, while his generous heart swelled with pride in rendering a service so simple to general mankind.

The staff slips from his hand and from his fingers the pen has dropped. Mother earth closes over all that is mortal of a courteous, high-minded, Christian gentleman. Pure in thought; kind in heart; warm in affection; gentle in spirit; patient in trouble; rare in intellect; noble in reason.

Creasey Crooks Will Never Start Suits.

Jackson, July 2—I have a client who is threatened with a suit by the Creasey Corporation. He states that in one of your recent numbers there is an article explaining the operations and methods of that concern. Will you kindly send me that number.

John A. Dahlem.

Grand Rapids, July 5—You can assure your client that the Creasey gang will never sue him. They may threaten to start suit, but they never make good on their threats, because all their contracts are obtained by fraud and misrepresentation.

I have published hundreds of columns about the Creasey crooks and no merchant with any sense should be caught in such a trap. Those who permit themselves to be hooked after the warnings I have given them deserve to be penalized for their foolishness.

E. A. Stowe.

A Similar Sensation.

"Did I step on your foot?" asked the big, fat man as he squeezed into a seat beside the gaudily dressed young woman at the movie theater.

"It was either you or an elephant," replied his victim.

The 4th of July

The celebration of this National holiday brings to our mind in a forceful way the question of our Americanism and our loyalty to the flag and the country which we profess to love.

Are we putting into our business, and into our attitude towards our Government, the kind of life that is going to make for better conditions?

Are we helping to stimulate honest ideas and to live up to them in our relations with our competitors and our relations with our fellow citizens?

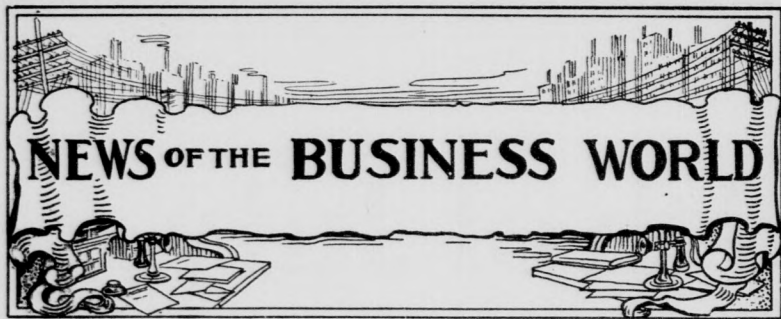
Are we doing all we ought in these trying times of readjustment to stimulate the spirit of fair play and the spirit of real honesty among our competitors and our fellow citizens?

Are we helping to convict ourselves as Americans as guilty of being dollar chasers or are we as citizens striving earnestly and honestly to promote the spirit of fair dealing, integrity, and the attitude of "live and let live" towards our competitors and in our daily life?

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Detroit—Louisiana Red Cypress Co. recently began.

Mt. Clemens—Henry Stevens will open a lumber business.

Bay Mills—Clark R. Ladd recently began saw and planing mill.

Iron Mountain—Edward Ulseth recently opened a lumber business.

Jackson—Hattie Osborn has opened the Blue Bird tea room at 215 South Mechanic street.

Royal Oak—The First State Bank has increased its capital stock from \$50,000 to \$100,000.

Cass City—The Cass City Bank has been incorporated with an authorized capital stock of \$40,000.

St. Clair—The Commercial & Savings Bank has increased its capital stock from \$50,000 to \$75,000.

Holland—Weener & Westrate is succeeded by Holland Co-operative Association in the lumber business.

Detroit—The Harry Svengaard Sales Corporation has increased its capital stock from \$50,000 to \$75,000.

Kent City—S. I. Briggs has sold his hardware stock to Carlson & Trofast, who will continue the business.

Ishpeming—Cousineau & Groome have installed an additional soda fountain in their large confectionery store.

Wayland—Fred Lagasen, formerly engaged in the baking business at Pentwater, has engaged in a similar business here.

Reading—F. C. Cahow has closed out his drug stock and will remove to Ann Arbor, August 1 in order to educate his son, Freeman Cahow.

Lansing—The Robinson Drug Co. has opened its new pharmacy and soda fountain at 208 South Washington avenue. This is the third store owned by the company in this city.

Muskegon—The Kimball Co. has been incorporated to deal in fuel, ice, oils, etc., with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in in property.

Elsie—C. S. Goodrich, senior partner of Goodrich Bros., groceries and meats, has purchased the interest of his brother, H. D. Goodrich and will continue the business under his own name.

Manistique—John Hallen, proprietor of the Park Hotel, is remodeling and enlarging it and adding many new desirable features, such as a women's waiting room, baggage room and lobby.

Sandusky—The Sanilac Oil Co. has been incorporated to deal in general merchandise, oils, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—Robert K. Floyd, Inc., has been organized to deal in automobile and other vehicle parts and accessories, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Saginaw—H. H. and G. H. Raycraft have formed a co-partnership and purchased the drug stock formerly owned by William H. Friers and will continue the business at the same location, 2617 South Washington avenue.

Detroit—The F. D. Gleason Coal Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$25,000 in cash and \$25,000 in property.

Mancelona—Sidney Medalie, his brother, Mendel, and sister, Mildred, have purchased an interest in the dry goods, clothing, shoes and carpet stock of N. Medalie, their mother, and the business will be continued under the style of N. Medalie & Co.

Cass City—The Cass City Oil & Gas Co. has been incorporated to deal in petroleum products and automobile accessories at wholesale and retail, with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in in cash.

Muskegon—A Milton store has been opened to the public, being one of forty-eight associated stores being conducted in the leading cities of the United States. The Miltons' took over the stock of G. & L. Clothing Co., closed it out and installed a complete new stock.

Detroit—The Detroit Wholesale Furniture Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, \$75,000 common and \$25,000 preferred, of which amount \$46,700 has been subscribed and paid in, \$4,500 in cash and \$42,200 in property.

Kalamazoo—That Kalamazoo's industrial growth and progress is being crippled through extortionate rentals charged by Kalamazoo landlords was charged by the retailers' division of the Chamber of Commerce, at a meeting called to discuss the housing situation. "There is a tremendous need of moderate-priced rental homes, averaging \$25 to \$30 a month, according to the resolution adopted by the body, which called upon the investors of Kalamazoo to unite as a matter of civic pride and industrial need, in erecting or securing such properties." The retailers were moved to set afoot a campaign for lower rents because "it has been found on investigation that a large number of persons who do business in Kalamazoo have been compelled to move to other cities and

to villages, and even to Battle Creek."

Port Huron—L. E. Thorn has sold his grocery stock at 1725 Tenth street to Mr. Khur, who took possession July 1.

Manufacturing Matters.

Detroit—The Presto Chemical Co. has increased its capital stock from \$25,000 to \$150,000.

Grand Rapids—The Huron Bay Lumber Co. has decreased its capital stock from \$114,200 to \$12,400.

Ann Arbor—The Ann Arbor Wire Fabric Co. has increased its capital stock from \$150,000 to \$300,000.

Detroit—The Ross Valve & Manufacturing Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Menominee—The Menominee Lumber & Cedar Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$10,000 paid in in cash.

Grand Rapids—The Thomas Canning Co. has decreased its capital stock from \$1,000,000 to \$500,000.

Detroit—The George C. Clark Metal Products Co. has changed its name to the George C. Clark Metal Last Co.

Lansing—Out of the financial ruins of the Killeen Kematic Kompany, which bought the Borden condensary property a year ago, comes the new corporation, the Jewel Manufacturing Co., to be incorporated by H. C. Nielson, chemist, and Louis A. Simon, manager of the Standard Casting Co. and interested in a number of other Lansing industries. The Jewel Manufacturing Co., which was really founded in Illinois in 1891, was merged with the Killeen organization by Mr. Nielson, who came with the new concern as manufacturing chemist. Mr. Nielson had developed the carpet renovator, surgical soaps, factory soaps, polish for furniture and metals, a number of household necessities and wall paper cleaner as well as sweeping compounds.

The Salesman and the Actor.

The salesman's love of the theater is not an incident—it is a recognition of his kinship with the actor. The salesman is an actor—good or bad—and the actor is a salesman—good or bad.

In the first place, the good salesman and the good actor dress their parts. The good actor does not dress like a typical actor and the good salesman does not dress like a typical salesman. The good salesman never seems to be selling, nor the good actor to be acting.

Next, they both require presence—atmosphere. They must instantly register, interest the audience and magnetize a message. Watch the good actors with magnetic personalities.

The actor plays to the first man he wins over. Even while he is trying to reach the rest of the house, the salesman talks to the hostile partner through the favorable partner.

The "flag finish" with a quick curtain saves a failure. The salesman who does not succeed in selling can at least lose with a smile.

Both actor and salesman must plan the plot. Specifically, the plot might be increased profit on a quality line that has a definite record of success. The toy salesman might be able to offer a special woodland display or circus cage displays—or circus posters. He might be able to have his line exhibited in a school or museum, thus proving the accuracy of the animal representation he is offering.

Sidney J. Rockwell.

Good "Traffic Man" a Store Asset.

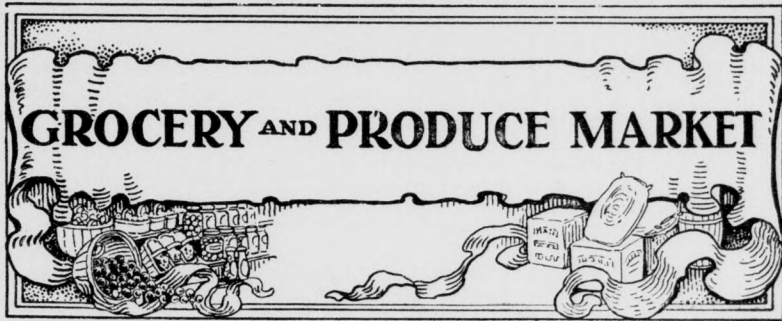
Truck drivers and others on a company's receiving force should be given a general insight into the laws pertaining to the receipt of goods from transportation companies, so that these workers can protect their employer's interests. They should be cautioned against giving "clear" receipts for property if the container is crushed or broken; if the contents rattle as if damaged; if the external appearance indicates leakage, etc. In such cases the employe should insist on having the case opened while still in the transportation company's possession. In instances where the damage is considerable, they should at once telephone the proper official in the store's "Traffic Department" for instructions. In case the employe gives a modified receipt (accepting goods "in bad order") he should specify why he does not give a clear receipt, as for instance, "boards appear loose," boxes were wet," "received in the rain," etc. If upon opening the package it is found that goods are missing or damaged, the transportation company should at once be requested to send an inspector; and after formal inspection, the inspector's name should be carefully noted and the conversation with him confirmed by letter to the company. Many firms suffer losses each year which could be avoided if an efficient and conscientious employe handled the receiving of the goods.

Where Did the Grocers' Wealth Go?

A very interesting commentary on the general accusation against the grocer of being a profiteer in the report of R. G. Dun & Co., of failures for the month of May, would tend to indicate that Croesuses are not rapidly developing in the food trade, which naturally raises the question where did all the fruits of "profiteering" go to?

It has long been customary to find grocery stores—also general stores, which in the majority of instances are modified grocery stores—in the lead of failures, but the May figures indicate that even the "exorbitant profits" of the grocer did not prevent him not only keeping up the usual pace, but rolling up more failures than for several years past.

Out of 988 failures in fifteen classifications, the grocers led with 230, while the general stores had 187, which accounts for almost half of the total.



Review of the Produce Market.

Bananas—8c per lb.
 Beets—Home grown, 50c per doz. bunches.
 Blackberries—\$3.75 per 16 qt. crate.
 Butter—The market is firm at an advance of about 2c per pound over a week ago with an increased consumptive demand, considerable butter going into cold storage. The dry spell has curtailed the make to a considerable extent. The receipts are lighter than they were a week or two ago. If the dry weather continues we are likely to have a further advance in the near future. Some of the creameries arriving are showing effects of the heat and have to be sold at slight concessions. Local jobbers hold extra creamery at 36c in 63 lb. tubs and 37c in 40 lb. tubs. Prints 38c per lb. Jobbers pay 15c for packing stock, but the market is weak.
 Cabbage—Louisville (80 lb.), \$3.50 per crate; Tennessee (50 lb.), \$2.50 per crate; home grown, \$2.25 per bu.
 Cantaloupes—Imperial Valley stock commands \$4 for ponies, \$4.50 for standards and \$2.45 for flats.
 Carrots—Home grown, 35c per doz. bunches.
 Cauliflower — Illinois, \$2.50 per crate.
 Celery—Florida, \$9@9.25 per crate of 4, 5 and 6 stalks; home grown, 40@50c per doz. stalks; large size, 60c.
 Cherries—Sweet, \$3.50 per 16 qt. crate; Sour, \$3.25 per crate. The crop is small.
 Cocoanuts—\$1.10 per doz. or \$9 per sack of 100.
 Cucumbers—\$1.85 per doz. for Indiana or Illinois hot house; \$2 per doz. for home grown hot house.
 Currants—\$3.25 per 16 qt. crate for red. No white or black currants have been seen in this market.
 Eggs—The consumptive demand is good and the supply is falling off to a considerable extent. The market is firm at the same price established a week ago. We do not look for much change in present conditions during the coming week. Local dealers now pay 25c f. o. b. shipping point.
 Gooseberries—\$3 per 16 qt. crate.
 Green Onions—Evergreen or Silverskin, 20c per doz.
 Green Peas—\$3.50 per bu. for home grown.
 Honey Dew Melons—\$3.50 per crate of 8 to 9.
 Lemons—The market has advanced 50c per box on choice and a still higher range of values is looked for. Sun-kissed are now quoted as follows:

300 size, per box	-----	\$12.00
270 size, per box	-----	12.00
240 size, per box	-----	11.50
Choice are held as follows:		
300 size, per box	-----	\$11.50
270 size, per box	-----	11.50
240 size, per box	-----	11.00
Lettuce—Leaf, \$1.25 per bu.; head, \$1.65 per bu.; Iceberg, \$7 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	-----	\$6.50
150	-----	6.50
176	-----	6.50
216	-----	6.50
252	-----	6.25
288	-----	6.25
324	-----	6.25
Parsley—60c per doz. bunches.		
Peaches—Georgia Bells fetch \$3@3.50 per bu. Elbertas are expected to arrive from Georgia next week.		
Peppers—Green from Illinois, 65c per small basket.		
Pieplant—\$1.50 per 40 lb. box.		
Potatoes—New home grown will begin to come in next week. White Cobblers from Virginia fetch \$4.75 per bbl.		
Radishes—20c per doz. for home grown.		
Raspberries—Red, \$4.50 per 16 qt. crate; black, \$4.		
Spinach—\$1.30 per bu. for home grown.		
String Beans—\$1.50 per bu.		
Sweet Potatoes—Illinois kiln dried commands \$3.25 per 50 lb. hamper.		
Tomatoes—Florida, \$1 per 6 lb. basket; home grown hot house, \$1.60 per 8 lb. basket.		
Wax Beans—Home grown, \$1.50 per bu.		
Water Melons—65@75c for Georgia grown.		

Essential Features of the Grocery Staples.

Pending a complete revision of its Grocery Price Current, the Tradesman omits its grocery quotations this week.
 Sugar—The market shows no change to speak of during the week. Raws are still very dull and easy. Apparently the raw sugar situation is in a hopeless slump. The demand for refined sugar is showing some improvement, owing to the fruit season. The present price of granulated sugar is the lowest reached in five years. Local jobbers hold cane granulated at 6c and beet at 5.80c.
 Tea—The heat of the past week, which has slowed up all kinds of business, has also had its effect on the tea market. The situation has been

very tame and very dull. In addition to that business has marked time on account of the National holiday. Prices show no change for the week.

Coffee—Early in the week the situation in Rio and Santos coffees strengthened considerably and prices advanced a fair fraction. Later, however, the usual reaction came and prices slumped again, although perhaps not quite as far as they were before. The situation in Brazil is somewhat firmer than it has been, and this accounts for the advance on this side. The demand at present is very dull, with nothing of interest to report. Milds are about unchanged and quiet.

Canned Vegetables—The drought of the past few lays may have a very important effect upon the vegetable pack, but it is too early to state definitely as yet. This prospect has had no effect upon the demand which has continued very dull during the week. Buyers seem not to want anything. Certain grades of peas are reasonably sure to be short and in ordinary times would be higher, but buyers are not influenced. There is almost no demand at all. Tomatoes are selling fairly well at unchanged prices. The weather throughout Indiana and Illinois is good for the production of corn and tomatoes. California reports a much smaller output of asparagus than first estimated and prices on large and on tips have advanced about ten cents per dozen.

Canned Fish—California sardines in 1 pound ovals sell at \$5, although \$5.50 is asked by some operators; \$5 is also the opening price for the 1921 pack of one important packer. Salmon does not sell well, and the only sales to jobbers are to fill actual orders from retailers.

Cheese—The market is steady with a light consumptive demand at about ¼c per pound higher than a week ago. Stocks in storage are in excess of last year, but at low price prevailing we are likely to have an increased consumption in the near future, with possibly a slight advance.

Provisions — Everything in the smoked meat line is firm at prices ranging about ¼@½c per pound higher than last week, with an increased consumptive demand. Pure lard is about ¼c higher, with only a moderate demand. Lard substitutes are also in slow sale at prices ranging about the same as a week ago. Barreled pork, dried beef and canned meats are steady at a slight advance.

No Recession in Hides—Calfskin Demand Grows.

It is reported that the large packers have sold some more sole leather hides, but quantities and prices are not yet announced. Most of the trading has been done in the small packer market, and it is notable that after a month of dull business and no trading, prices have not receded. True enough, it was expected that prices would have advanced on account of better quality, but as yet only May hides have sold, and prices have remained steady. The big packers refuse to talk about lower prices.

Tanners are not carrying any great amount of hides—indeed there are

many tanners who have no hides at all. Shoe manufacturers have very little leather, and have been buying in a hand-to-mouth way. Advices come from many quarters that the shoe business is good, and that manufacturers are receiving good orders for fall business. There are definite signs of a return of activity, and it is expected that some good sales will be reported soon.

One feature of the market is the renewed interest in light calfskins. It is recalled that there was great activity in this class of skins early in the spring when light skins advanced from 75 cents to \$1.25. Now the demand has sprung up again, but the season is over and very few skins are available. Dealers are asking much higher prices. Foreign skins have advanced sharply as evidenced by the rise of 4@6c per pound on the Paris auctions.

Hides are in strong hands and a good market is anticipated early this month.

Fraudulent Egg Buyers Again.

Egg shippers have another case to remind them that it is poor business to deal with anyone except reliable firms. Two produce crooks have been operating in the vicinity of Kalamazoo recently and have succeeded in making their getaway with a number of bad checks left behind. Although but one of the parties was seen at Kalamazoo, it is evident that they are the same as those who worked under the name of Phillips Bros., at St. Joseph. As was done at St. Joseph, one of the two made a small deposit in a local bank, giving the name of W. R. Hunt and representing that he had a brother who was shipping eggs from the country. Upon arrival the eggs were disposed of to local handlers and the account of Hunt withdrawn before the checks had an opportunity to clear.

Try It.

Get up right in the morning. Go to bed right at night. Start with joy in your heart, hope in the future, kindness in your purpose.

If it is a dark day, never mind; you will lighten it up. If it is a bright day, you will add to the brightness. Give a word of cheer, a kindly greeting and a warm handshake to your friends.

If all of us would only think how much of human happiness is made by ourselves, there would be less of human misery.

If all of us would bear in mind that happiness is from within and not from without, there would be a well-spring of joy in every heart and the sun would shine forever.

Walter S. Lawton has returned from Columbus where he attended the 35th annual session of the Supreme Council of the U. C. T.. Mr. Lawton favors the Tradesman with a summarized report of the meeting which will appear in next week's issue.

His Narrow Escape.

The back-yard farmer rests from toil, And naught disturbs his slumbers, Because the bugs, instead of he, Dined on his green cucumbers.

ESSENTIALS OF SERVICE.

Fundamental Principles Which Must Be Observed.

Danville, Va., July 2—For a good many years the writer and his wife have enjoyed the privilege of shopping in a certain department store of the Middle West, and now that they have removed to the "old Dominion," and get back to their previous haunts rather infrequently, they miss the service of this splendid store to which they have been so long accustomed. While the store has offered to send merchandise on approval, and proffers the services of a trained shopper who is employed to wait on absentee customers, this sort of thing is not looking over the lines and making one's own selections.

Now that he is removed by some six hundred miles from this house with which he has had such pleasant relations during the last eighteen years, the writer is the better able to visualize its merchandising scheme and see what it is about this store that appeals to him so strongly. Eighteen years is a good long stretch of time. It has been a time of transition and change. Prices of merchandise have fluctuated, and there has been competition and world-upheaval. But always, it has appeared to the writer, this store has endeavored to do the right thing. It has stood for correct merchandising principles.

What is it about this establishment that makes it stand out as an unusual store? One word tells the whole story—Service.

What is service? What are the essentials of it?

The subject is one that has been gone over time and again, to be sure, but it is well upon this matter to stir up "our pure minds by way of remembrance."

Merchandise of Quality.

The most elementary thing in service is merchandise. The store is run to supply the commodity-requirements of its constituency.

The men back of the business choose their location and bring together from various sources an assemblage of merchandise. They have their own ideas of the class of goods they want to sell. The stocks they select represent their merchandising ideas and ideals.

It has been the avowed, and consistently maintained, aim of this store of which the writer is now thinking, to supply dependable merchandise. Not always the highest priced, but always, in whatever class of goods it happened to be, dependable merchandise.

It was a household saying with us, that if anything came from Blank's, it was all right. You could depend on it's being right in style, workmanship and serviceability. And that is rather a severe test when you come to think about it.

This store has always carried a good deal of so-called medium-grade merchandise; also a good deal of the distinctly high-grade merchandise. But always the price seemed reasonable enough, quality considered; and they never told you anything was the best of its kind unless it actually was.

Truth in Advertising and Salesmanship.

And that brings me to consider another excellent thing about this store: It tells the truth about merchandise.

They sold velvet shoes for ladies' wear when velvet was all the vogue, but they told the truth about velvet. Later on they sold cordovans in their men's shoe department, but they told the bad points as well as the good concerning cordovan.

Their buyers knew merchandise, and either these buyers, or somebody else about the establishment, relayed this information to the salespeople.

They have the most intelligent sales people of the city in which they are

located. And these people are taught not to be afraid to tell the truth.

And the same candor appears in their advertising.

They do a great deal of advertising, both newspaper advertising and direct mailing; but they stick to the truth with notable fidelity.

Statements are tempered, but the appeal is strong, for there is a suggestion of reserve.

As the writer thinks back over eighteen years' experience in shopping in his store he does not recall a single misrepresentation made to him by any salesperson in this establishment. Rather remarkable, isn't it? He can recall at least one occasion when he took issue with a salesman in the rug department on the subject of a certain set of Axminster runners. Somewhat against his own judgment, he finally bought the runners, thinking at the time that they would probably last five years. It has been twelve years and those runners are apparently good for ten years more. The writer was wrong and the salesman was right. He said they would wear, and they have.

Courtesy Always.

I have mentioned the veracity of the salespeople in this store. There is

Our boy snagged his coat and took the extra pair of knickerbockers back to the store with the coat and asked the clerk if he would have their tailor put in a new sleeve. "Leave it to us," said the clerk. And in a few days the coat and the knickerbockers came back. The repair had been made by an expert at that sort of thing—and there was no charge. The house had gone beyond the law in courtesy.

Care and Promptness in Deliveries.

And they were always prompt in deliveries. One got the merchandise on the morning or the afternoon promised.

Sometimes alterations had to be made on short order and the goods sent out special for occasions that could not wait. They invariably showed up on time.

And the merchandise was delivered in good condition.

Assuredly this store takes pains to please. They are constantly striving to bring all departments of their establishment up to the highest efficiency. And all the while their business grows and their good will increases. Other stores spring up, all kinds of competition develops, but they go right on growing.

their strength, their energies, their ambition, everything into the rearing of their children and the making of a happy home, why allow yourselves to think that you are inferior to other women whom you envy?

Is there a greater service to mankind than that which the mothers are rendering to the world—rearing their children often under tremendous difficulties, to be good citizens? For this they are sacrificing their own ambitions, as well as their comforts. If this is not heroism, there is none. If there is any greatness in the world, such women are achieving it.

Where are the men who could stand what the average mother stands, the monotony, the lack of change, the long hours, the anxious nights spent in caring for their offspring; the years of toil and anxiety as to how the children will turn out, anxiety for their health, for their safety? Who else could put forth the constant effort to protect them from danger, from vicious influences? Ah, mothers of men, there is no greater work than yours! You are the foundation stone of society. Civilization would go to pieces without the priceless service you are rendering!

There she sits, the good, old, Christian mother, ripe for Heaven. Her eyesight is almost gone, but the splendors of the Celestial City enkindle her vision. The gray light of Heaven's morn his struck through the gray locks which are folded back over the wrinkled temples. She stoops very much now under the burden of care she used to carry for her children. She sits at home, too old to find her way to the house of God; but while she sits there all the past comes back and the children who forty years ago tripped around her arm chair with their griefs and joys and sorrows are gone now—some caught up into a better realm where they shall never die and others out in the world, testing the excellency of a Christian mother's discipline. Her last days are full of peace; and calmer and sweeter will her spirit become until the gates of life shall lift and let the worn out pilgrim into eternal springtide and youth, where the limbs never ache and the eyes never grow dim and the staff of the exhausted and decrepit pilgrim shall become the palm of the immortal athlete.

Frank Stowell.

WHEN THE HEART COMES INTO FLOWER.

When the heart comes into flower it will be by nature made,
And from every human creed and delusion unafraid;
It will be her very own and in her sweet way refined
To the things so beautiful trusted to it and the mind.

When the heart comes into flower it will be because the flow
Of some deep refreshing stream caused its buds of hope to grow;
It will be because it lived true to nature's very best
And thereby found that which gives full fruition, peace and rest.

When the heart comes into flower it will be because it shares
In the realm of human need in a way that answers prayers;
It will "say itself in flowers," kindly deeds and words of cheer
As the fruitage of the life shall more beautiful appear.

When the heart comes into flower it will be forever free
From the world's entangled webs touching life and destiny,
For the things that make for heart only can the brighter glow
As it finds the right of way to the things that make it so.

When the heart comes into flower will be answered by the test
That puts everything it holds safe away to peace and rest;
Naught can trace a line of care to the soul within the bower
That is all its very own when the heart comes into flower.

L. B. Mitchell.

Hart, June, 1921.

another quality deserving of special notice, and that is their courtesy.

I wish I knew how these people impress it on their salesforce to maintain the high standard of courtesy that you will always find in that establishment. The next time I am out in that section I will drop in and see one of their department heads and interview him on this subject. I think I could get something for a Tradesman article.

As a large store with hundreds of salespeople constantly employed, they must have a string of salespeople coming and going all the while, but somehow they keep the standard of uniform courtesy up all the while.

With them the "customer-is-always-right" policy is maintained. I suppose it costs something to maintain it, but I judge it pays. A pair of fine kid gloves my wife bought went bad the first time she wore them. She took them back and there was no question asked. They gave her a new pair.

It has occurred to the writer that these features of the store to which continual reference has been in this article, are what may be called, essentials of service.

Do you agree with the writer?

Frank Fenwick.

If Motherhood is Not Heroism, There Is None!

I know a lot of women who, in the quiet of the home and under the tremendous handicap of poverty and ill-health, are bringing up their children in a superb way. These women are true heroines, yet they seem to think that because their lives have been to them so humble and uneventful, they are inferior to those women who have done public service and received the world's applause. Mothers who have brought into life immortal souls, who have coined their lives, their health,

From the State game farm, seventeen miles Southeast of Lansing, about 40,000 pheasants' eggs have been distributed through Michigan this year for hatching, in line with the program of the Department of Conservation to stock the woods and hunting grounds generally with this fine game bird. On the farm there will, in addition, be hatched upwards of 8,000 pheasants which will be turned loose in various counties when half grown or better, which will be in September. The program of stocking hunting grounds with pheasants has been under way for several years, and thousands of the birds are reported to be thriving in many counties. About 1924 or 1925 the department expects that an open season can be declared for shooting pheasants.

FOOD TRADES UNDISTURBED.

Grocery trade opinions are by no means well defined as yet on the probable effects of the Fordney tariff upon American foodstuffs. In fact, the Fordney bill is less likely to cause disturbance than the emergency tariff bill did, and that has already been pretty well absorbed and discounted by the trade. Tariff changes in their direct effect are less important than commonly supposed when translated into the price the consumer pays, and the trade chiefly regards them for their influence on competition and sources of supply.

Even if there are effects in the Fordney tariff likely to visit themselves on the food trades, the grocers have not yet mastered the intricacy of the measure sufficiently to make any intelligent judgment or even to pick general points of criticism out of the long bill save in a few instances. As for canned foods affected, comparatively few foreign canned foods are seriously competitive and they are in demand with classes of trade not overly motivated by a few cents of price. The trade is "happily disappointed" anyway after being scared to death by unpleasant anticipation of prohibitive rates.

Perhaps the most interesting feature is in the case of sugar, and there the trade is less agitated by the tariff itself than by some of the possible secondary consequences anticipated. For instance, raw sugars are not admitted free, as some had hoped; nor did Congress shift the tax from a tariff on raws to a general excise tax on all sugars as the seaboard refiners had hoped. Instead, further possible control is placed in the hands of the cane growers of New Orleans and the beet men of the West by permitting refiners to import two pounds of foreign raws at only 75 per cent. of the normal duty for every pound of domestic produced. As the trade sees it, that would mean that the American refiners, especially those in Louisiana and the West, could import enough foreign raws at a preferential price to add to their already strong hold on the market by influencing prices in their own favor and against competitors. There is more potential influence from factional differences in the sugar trade than from the tariff directly.

In the fruit trades the new tariff also adds more strength to the strangle hold which California already has on the fruit outlet, but that is what the trade has been expecting. California fruit and other trusts, backed by the farmer vote, have always had control of Congress, and this is observed with special force in the case of lemons. Steadily for the past fifteen years the foreign lemon has been pushed Eastward until it was forced overboard long since, and, with railroad control safely adjusted to the same ends, it is virtually hopeless to expect to land Sicily fruit here at all. Lemons could be rushed to seaboard fast enough to glut a market in the face of an arrival of imported fruit.

The salt fish men find a dangerous increase in the rate on herrings, the "poor man's food," the duty on a barrel of herrings being about 65 per cent. of the value and raising the duty

from \$1.25@5.25 per barrel. The desiccated cocoanut people are not wholly pleased. The shredders are delighted because the cost of raw nuts is only \$5 on 1,000, while the desiccated product is protected to the extent of more than double what it formerly was, or about \$3.25 per case of 130 pounds.

On the whole, the trade is less agitated than had been expected. And, above all, the grocery trade has had jolts enough of late not to be forced into conniptions by a little thing like a few cents more or less due to a tariff.

WHITE FOOTWEAR SALE.

Why not put on a white footwear sale some time in July? If the details of such a sale are properly worked out, and you back your newspaper advertising up with a novel window trim, the event may be made worth while.

And the whole proposition is relatively simple.

The average small town store catering to a general shoe trade will likely have stocks of sufficient variety and comprehensiveness to make a fairly good showing. It is quite possible that you have more white goods on hand than you imagine. Look over your lines and see how much you have.

From the first of July to the middle of August is the busy season in these lines. And the time to sell seasonal goods is in season. The less you have of this stuff at the close of the season, the better it will be for you; and there is no doubt about a white sale being a good thing. In the big centers it has long been the custom of enterprising dealers to make an annual affair of it. They play it up strong.

The smaller dealer cannot, of course go into such a sale as elaborately as the big metropolitan store, but he can cut a splurge in proportion to the size of his community and the extensiveness of his lines. And it is a good idea, on general principles, to have something doing every once in a while. If you don't, people are overlooking shopping they ought to do.

You doubtless have some white canvas low cuts for men's, women's, misses' and children's wear; and maybe some sport short of which white is the preponderating color. And then of course you have white canvas rubber-soled shoes in both high and low models. Incidentally, I may say it is wonderful how popular this type of shoe is with the kids. They afford youngsters' feet adequate protection from broken glass, rusty nails and other perils, and yet they are cool and comfortable, and so easy to put on and take off. And another thing about them that accounts in no small measure for their popularity is that they are inexpensive. And then you have perhaps hosiery for the whole family; and if so, white socks and white stockings should be featured in this white goods sale; and white paste and dressings of all kinds.

Cover the floor of your window with white muslin or white crepe paper, and use a border design of green. The objection, of course, to a white back

ground or a white window floor is that there is no contrast between this color scheme and your merchandise. A background of black would bring out the merchandise in a striking way. I once saw a floor covered with jet black velvet for a white sale; but one could get a very good effect with black crepe paper.

At least one window should be devoted exclusively to white footwear, and it would be better to devote both of them (if you have two) to this purpose.

Put on a white sale and see if it isn't worth while.

OUR NEGRO POPULATION.

There are almost exactly one-ninth as many negroes as whites in the country, but that ratio will not hold long in view of the extraordinary decline in the ratio of negro increase. In the last decade of the nineteenth century the rate of increase was 18 percent.—a rate decidedly below that of the native white population (23.1 per cent.) but not unexpectedly so. In the first decade of the twentieth century the rate of increase was 11.3 per cent. This was so notably below the increase in the native white population that it was hazarded by some that there had been an overcount in 1890. But yesterday the Census Bureau reported the rate of increase for the last decade as 6.5 per cent., or about one-third that of the decade 1890-1900. This is a startling showing.

We cannot keep on easily saying there must have been an overcount in previous censuses or an undercount

in the last. A few mistakes may have occurred; but we have every reason to believe that the census enumeration of colored people in 1910 and 1920 was fairly accurate. Some of the migrant negroes in the North may have escaped count, but not many. The real explanation will lie in a study of birth rates and death rates. For blacks and whites alike the birth rate has been steadily decreasing. How unnecessarily high is the death rate among blacks every visitor to the South knows. The negro and white populations of Mississippi, for example, are almost equal—the negro being 52.2 per cent. of the whole. Yet in 1919 in Mississippi 14,525 colored people died, against only 8,142 white people. The census showing is another sharp reminder that we need to look more carefully to the welfare of our negro population.

SPORTS HATS HOLD SWAY.

In the millinery division, sports hats hold the center of the stage. They are being featured in a variety of styles. Prices range from \$2.95 to \$9.75.

There has been no decrease in the buying of "shapes." In other words, where women shoppers want serviceable head-gear and refuse to pay the prices for ready-made hats, they buy the "shapes" and other materials and make the hats at home. The same thing applies to the ready-to-wear field. Shoppers desirous of economizing are making their own frocks from piece goods bought over the counters.

A barking dog may never bite, but death by fright lasts just as long.

High Marketability

The Producers & Refiners Corporation 8% First Mortgage Bonds

Which we offer and accord our highest
recommendation

At 96½ and interest to net
9.17 to 36%,

will be listed on the New York Stock Exchange and in view of their wide distribution by Blair & Co. and a national syndicate, should be highly marketable.

These bonds are all to be retired at 110 and interest by lot over a 10-year period.

Each \$1,000 bond gives a valuable option on \$1,000 of stock for 10 years.

Net earnings of 1920 ten times interest requirements.
They are secured nearly 7 for 1.

Send for Circular.

Howe, Snow, Corrigan & Bertles

The above statements while not guaranteed are taken from sources we believe to be reliable.

SPIRITUAL LEADERSHIP.

To a certain young man: Is it your duty, you ask to carry out the wish of your grandfather and your father that you should follow them into the Christian ministry? You say you feel no "call," and you point to the statistics that might be interpreted as showing "the failure of the Church" and a falling off in the number of young men who choose the pulpit as a "career." You infer that there is not the old need of men to give their lives to moral and spiritual leadership in the community. Chiefly, perhaps, you have in mind the low salaries, the diminished social prestige and authority in the ministry of all denominations—as if you said in so many words: "What is there in it for me?"

The wishes of your father and your grandfather have little to do with the case. The ministry is not a hereditary status. The "call" must come irresistibly to a man's own soul. He must feel it beyond the possibility of disobedience. If all you see in it is an occupation; if you can think of it coolly as a "career" in which the chief considerations are reputation and distinction and thus-and-so-much income for yourself; if you are merely choosing between respectable professions by a standard of comparable rewards in money or glory, certainly there is "nothing in it" for you.

Time was, to be sure, when the minister occupied, more or less as a matter of course, a place not only of distinction as perhaps the leading learned man in the community, but of special authority as one peculiarly informed about and in touch with spiritual mysteries. Men no longer have the old awe toward "the cloth," especially if the "cloth" covers nothing more than the person of a titled official. The time is past when live and thinking people can be drawn and held by any kind of compulsion to sit through disquisitions upon the minutiae of theological theory and speculation or very much or very long absorbed by appeals to mere self-interest in minatory allusions to the saving of their individual souls from imputed sin. No longer can the pulpit as such speak with substantial authority apart from the character and moral conviction of its occupant, to a humanity beset by a chaos of personal, National and world problems.

It is the fashion now to bemoan the world as "hopelessly materialistic," "morally exhausted," "spiritually dead" and all the rest of that cant of self-excusing callousness. It is not true. Thousands of the men and the women are still alive who responded to the appeal of a world in agony, with an utter self-abandon essentially religious as splendid as any that gilds the pages of the Book of Martyrs. There are still among your neighbors in the cities and on the farms in inexhaustible supply men exactly like those who in the unity of suffering and sacrifice, without counting cost or hope of reward, died in the hell-fire beyond the trenches to save the world from the ruin of its highest things.

There never was a time when folk of every class and kind searched more hungrily for spiritual Reality, for Purpose in their lives, for the real signifi-

cance in personal and social life of the teachings of Jesus; for ways to invest personality in activities that really count. In every corner of the world men and women are thinking urgently of these things, seeking to find The Way.

They will not be satisfied with formalities, however ancient, nor put off with phrases, however eloquent or entertaining. If anything is happening to the Church, it is due to its failure to know "the day of its visitation." If anything is discrediting the ministry, it is because it has lost the missionary spirit and no longer feels in its soul the "Woe is me if I preach not the Gospel," no longer cries "Here am I, send me!" This is no time for perfunctory job-holding in the places of inspiration and leadership.

If there were any way to get at the facts, you would find, actually, that the men who have turned their backs upon the ministry are those who have weighed it by financial return, by social prestige, by the standards of mere professionalism and have failed to find it "profitable" as compared with other "gainful occupations." Remain, doubtless, that under-stratum of those narrow, inadequate persons seeking a "nice, clean, easy job"—although they will not find it so—and those who know they could not succeed in any work calling for anything more difficult or more exacting than talk.

Remain also, and always will remain, those who without measuring cost or reward must render service; who, although they starve, can count no price too great to pay for the opportunity, the privilege, of spiritual leadership.

To which of these classes do you belong?

A KING RULES IN VIENNA.

While the League of Nations is at work upon its plans for putting Austria upon her feet again, that part of Austria included within the boundaries of Vienna has been demonstrating its will to live on its own account. On Sunday a monument was unveiled to a Viennese monarch without the slightest opposition from the Allies. The king's name is Johann Strauss, and while Vienna is his capital, his realm extends to every corner of the earth which has felt the sway of the "Blue Danube."

This is by no means frivolity, although the joyous spirit of the Viennese, has undoubtedly survived the agonies of a world war. In her days of distress and humiliation Vienna is simply rallying all the claims she can produce to the attention of the world. Austria now is a third-rate nation, and like so many other small nations she is making legitimate use of the propaganda of art. Norway owes her place in the world more to Ibsen and Hamsun than to her merchant fleet. Denmark is not so much the country of co-operative dairies as of Georg Brandes. Sweden is largely Strindberg and Selma Lagerlof. Spain has reason to be grateful to Ibanez. The small nations have reason to regard their artists and their writers as an excellent practical investment.

CHIEF JUSTICE TAFT.

No other appointment to the place of Chief Justice could have aroused the personal interest which is called out by the selection of ex-President Taft. The country has long been aware that Mr. Taft's real ambition was not for the Presidency, which was forced upon him, but for the position which he reluctantly passed by and which he is at last to hold. It also recognizes that his abilities are like his tastes in being judicial rather than executive. On the human side, therefore, his appointment has a peculiar appeal. Nor will the good nature which his countrymen regarded with mixed feelings while he was in the White House be looked upon as in any way a handicap in his new post. On the contrary, it will be taken as an assurance that the man will not be lost in the judge and by so much will enhance the confidence of the man in the street in the Supreme Court.

The crowning honor which has come to Mr. Taft confers upon him a unique distinction. He is the only man in our history to hold the two offices of President and Chief Justice. Moreover, there have been very few Presidents who would even have been mentioned for the post of Chief Justice, and vice versa. Salmon P. Chase, resigning as Secretary of the Treasury under Lincoln to become Chief Justice, was apparently a receptive candidate for the Presidency during most if not all of his nine years on the bench. But it was an unrealized ambition.

Any qualification upon Mr. Taft's fitness for the Chief Justiceship concerns the administrative duties of the position. The Chief Justice is ordinarily thought of as simply the head of our highest judicial body. But as head he has the responsibility of keeping the court as nearly abreast of its business as possible. This demands the exercise of executive abilities. He must remind his fellow justices that time flies. He must organize the work of the court and infuse into it the efficiency which is more conspicuously recognized in commercial affairs. For this part of his task Mr. Taft admittedly has small predilection. But he cannot complain if an occupation which in general he finds highly congenial imposes upon him one uncongenial duty.

WOOL AND WOOLENS.

Auction sales of British Colonial wools occurred at Antwerp and in Australia during the last week. The bidding was quite brisk and about 90 per cent. of the offerings was sold at prices regarded as good. In Australia sales will be held on July 22 and August 1, with offerings of 12,500 and 15,000 bales, respectively. The one outstanding fact about all the sales is that so little wool is being put on the market, considering the vast stocks available. It is going to be more difficult to dispose of them at satisfactory prices with the handicap of the new tariff duties on American buyers. In the country there are as yet no signs of improvement in prices following the emergency tariff. Another batch of War Department wool, totaling about 5,000,000 pounds,

will be auctioned off in Boston in the third week of this month. Opposition to such sales has ceased to manifest itself since it became apparent that the kind of wool held is fit only for carpet-making. Apropos of carpet wools, a curious question has been raised as to the effect of the proposed tariff on them. If duties are to be levied on the basis of the "American valuation," it is difficult to see how that valuation can be determined, seeing that no carpet wools are grown in this country. It will probably be determined by the flip of a coin.

Of all the branches of the textile industry the woolen one is most active at present. It looks as though the mills would be fully occupied on heavyweight goods until the time comes for them to start making fabrics for next Spring. Orders have been taken for tropicals for next year, but the openings for the next lightweight season will not be had for several weeks yet. Staples like serges are likely to have the call. The dress goods outlook is considered good. Clothing manufacturers profess to be satisfied with the prospects, although they are intending to work on a smaller margin of profit than usual.

THE COTTON SITUATION.

It cannot be said that the cotton estimate given out by the Agricultural Department on Friday was a surprise to anybody concerned. Unofficial estimates previously published put the condition of the growing crop between 68 and 71. The Department's estimate made it 69.2 for June 25. This is an improvement of 3 1-5 per cent. over the estimate of the month before, but 1 1/2 per cent. below that of June 25, 1920. The area under cultivation this year is figured at 26,619,000 acres, as against 37,043,000 acres last year, and the production estimate is put at 8,433,000 bales, against the 13,365,000 bales of 1920. But there is a large margin as to all these figures. The general estimate is of a yield of about one-third of a bale of cotton to the acre. An increase in this yield of only ten pounds per acre would add over half a million bales to the total. So it will be seen that it is unsafe to place much reliance on statistics at this time of year. With a carry-over of eight or nine million bales, moreover, the great question will be that of the consumption. Unless this picks up considerably above what it has been, there will be no dearth of raw material available. But on this point the developments are favorable. The most important of them recently was the settlement of the coal and cotton workers' strikes in Great Britain.

The goods situation, as is usual at this time of year, presents few features of note. There is talk of more strikes in the Southern cotton mills, while a number of the Eastern ones have slowed down on production. Gray goods have held up well, everything considered, although dealings have been few. For certain finished fabrics a fair demand continues. The knit goods position is still somewhat uncertain as regards both underwear and hosiery.

Girls nowadays must be ashamed of their ears; they never show them.

THE BRITISH WAY.

In Great Britain, producers and merchants have had troubles similar to those in this country, following the great check in buying by the general public which occurred at about the same time in each country. But the British met their problem in a somewhat different way. Perhaps it was because of a greater insistence on the sanctity of contracts. In the case of woolen merchants, for example, they were placed in a rather perilous position last year with enormous stocks on hand with customers refusing to buy and, in addition, they were heavily committed in purchases of material at peak prices to be delivered this Spring. The manufacturers, realizing the hardship, agreed to spread season deliveries over the first six months of this year, but even this was not enough. Now they have agreed that, where the merchant has taken up 50 per cent. of his orders by June 30, delivery of the remainder will be made in equal monthly instalments up to the end of the year. This means a corresponding delay in the date of payment. There was no flood of cancellations permitted or suggested. But the woolen manufacturers went a step further. When they found distributors unwilling to carry more than a minimum of stock or to pass on to consumers the benefit of substantial price reductions, they started to sell direct to the public, even to the extent of supplying suit lengths. They threw convention to the winds in order to provide an outlet for their products and to keep their plants going.

Charging that filled condensed milk compound, said to be made of skim-

med milk and vegetable oils, was a menace to the dairy industry and that when the compound is sold to the public as milk a fraud has been perpetrated, directors of the Michigan Dairy Association, meeting at Lansing, adopted a resolution favoring legislation designed to prevent its manufacture and sale. Charges were aired that 86,000,000 pounds of com-

pound were made last year and that South Sea Island cocoanut oil replaced 7,000,000 pounds of American butter fat on the American market. The association appointed a committee to seek lower transportation rates for the dairy industry in Michigan and accepted Saginaw's invitation for the second annual convention and winter dairy show next February.



FOR years a constant stream of Carnation Milk advertising in The Saturday Evening Post and other national magazines has been pouring into the homes of your regular customers—keeping up a steady demand for Carnation Milk in your store.

And remember this, Carnation advertising sends *new* customers to your store. That means more business for you in other lines of merchandise. Carnation Milk is a steady repeater and it turns over quickly. Help keep Carnation sales registering top-notch by making use of our sales and advertising helps. Ask our representative, or write for free store advertising material today.

CARNATION MILK PRODUCTS COMPANY

733 Consumers Building, Chicago
833 Stuart Building, Seattle

**Citizens Telephone Company
First Mortgage Bonds**

Are a **SAFE INVESTMENT** for Your Savings

Denominations \$100—\$500—\$1000

They can be bought to yield 7.20%

Price 98 and interest

Telephone or write to the Company for particulars

CITIZENS TELEPHONE COMPANY



Yes Siree-Sir--
The month of July --
IS a good time --
For a sale and --
This year of all years --
EVERY sale should count.
The merchants --
Who used KELLY SERVICE --
Last year --
Are taking NO chances --
On JULY BUSINESS and --
Are keeping us busy --
Reserving men --
For their BIG DRIVE.
These men --
Are the "other fellows"--
I've told you about --
Frequently --
The men who know --
KELLY SERVICE.
They were all --
New customers once --
Old customers now --
For Kelly Service satisfies.
Want you --
For a NEW customer --
In July.

Kelly's Ad Man

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

Size of my stock _____
Name _____
City _____ State _____

**From the Treasury
Department**

"An examination of your income and profits tax return for the taxable year ending December 31, _____ indicates that you are subject to an additional tax of \$ _____."

PERHAPS you, too, have received such a communication from the Revenue Department.

This assessment need not be final, since it may have been based on incomplete information. If so, a restatement is permitted. You are also permitted representation by men as well versed in tax matters as are the Government's agents.

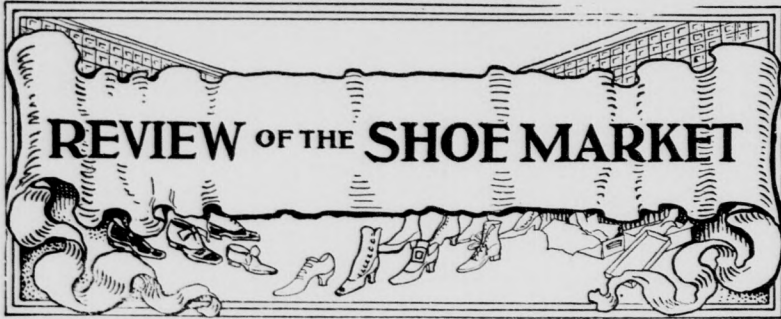
Certified Public Accountants especially trained in tax matters may be of material assistance.

SEIDMAN & SEIDMAN

Accountants & Tax Consultants

Grand Rapids Savings Bank Bldg.
GRAND RAPIDS

New York Washington Rockford
Chicago Newark Jamestown



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

Sell Your Summer Shoe Stock Now.

Written for the Tradesman.

Now is the time to sell low cuts, white shoes and all outing, vacation and hot weather footwear of whatever description. Your stocks of seasonable footwear should be now melting. If it isn't something is radically wrong, and something ought to be done, and the quicker you find out what to do—and do it—the better you will fare in the end.

The only logical demand just now is the demand for hot weather footwear. Ride the crest of the wave of the present demand. Sell your seasonable stocks in season. Don't hold back and hesitate and let the summer slip by and find you with a whole raft of summer goods on hand. If you do you will regret it.

Sell the Summer Goods Now.

Sell your summer goods now. If it's necessary to cut prices appreciably (and it probably will be), don't hesitate to cut prices. The point is: Get rid of that seasonable merchandise.

There is a potential demand for hot weather footwear, but many people feel present prices are too high. You and your conscience know whether that is true in your case or not. Maybe the manufacturer held you up. Of that I know not. But the point is many people—and among them many of your own customers—are firmly convinced that they are being held up. They are holding off their hot weather purchases as long as possible. You can't blame them. The people have been buncoed so much they are getting sore.

Start something in your town. Take the public into your confidence. Tell them a simple, unvarnished, straight-from the shoulder story; tell them you are with them; that you are going to show that your heart is in the right place by accepting a much smaller profit; that you realize that the war is over, and that we have all got to stop kidding ourselves along by thinking that we can go on making wartime profits; tell them this is plain profiteering, and that the man who indulges in it is blind and cannot see afar; that he is going to get what is coming to him, and that no power in the heavens above or on the earth can keep him from disaster, for right is right, and profiteering is wrong.

Describe samples of good, staple, dependable hot weather footwear that

you are marking down. Picture the same to the eye of the reader with good outline illustrations. Make up a nifty trim. Make up your own mind that you are going to deal fairly with the public, and back it up with convincing evidence of your sincerity. If you do this, things will begin to happen in your store.

It's strictly up to the retail shoe dealer to break this consumers' strike. And the only way on earth he can break it is to reduce his prices.

It will be far better to cut your prices to the bone and come clean even by breaking even, than to carry this hot weather footwear over until next season.

Why so? Simply because shoes must be cheaper. I know the manufacturers are trying to bolster up present prices. I know they discourage drastic price-reductions. But I also know they are attempting the impossible. They are trying not to see the handwriting on the wall. But it is there just the same. Prices must come down. The present outrageous, preposterous and unjustifiable scale of prices cannot be maintained. Manufacturers, jobbers and retail dealers the country over are doing just the sort of thing that brings on a panic. If they are not cured of this folly in time the panic will come. And it will be some whale of a panic.

People Cannot Buy Without Money.

It seems elementary to observe that folks cannot buy without money. In war times they had money. Plenty of it. Folks had so much money they didn't know what to do with it. Consequently they squandered it. It didn't require salesmanship to sell merchandise in those days. All you had to do was to show them something nifty and extravagant, and they would say: "Yes, I will take this pair; how much are they?" They bought first, and afterwards they asked the price.

Conditions have changed, neighbor, do you realize that? Folks have not the easy money they once had. Lots of them have lost those good, soft, lucrative jobs; others have had their wages cut once—maybe twice—and they are not so sure they will hold the job they now have. Other folks are coming around asking for work.

How will it be next summer? Some say conditions will be better. Others say conditions will be worse. Probably the best plan is to play it safe and admit that we don't know anything about it. But one thing is evident: The merchant who sells his seasonable footwear in season and comes to the end of the season with

his shelves swept and garnished, that man is a wise dealer in his day. The probability is that he can buy new stuff at lower prices for next season's selling. He, therefore, can show a line of goods that will interest the people, and he can quote prices that will encourage buying. In other words, the fellow who does that is a real merchandiser. Cid McKay.

Leave growling to dogs; they do it better, no matter how hard you try.

Home Ease Strap Sandal in Stock

Glazed Colt. Flexible McKay. Stock No. 500. \$1.95. Terms 3-10. Net 30 days. Write for pamphlet.

BRANDAUX SHOE CO., Detroit, Mich.

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER LEATHER CO.

57-59 Division Ave. S. Grand Rapids

Detective Service

We furnish efficient operatives and are equipped at any time to undertake any kind of criminal or industrial investigations. All work intrusted to us is personally supervised by Mr. Halloran.

HALLORAN'S NATIONAL DETECTIVE AGENCY

506-7 Grand Rapids Savings Bank Bldg. Grand Rapids, Mich.

What sells shoes? Reputation for materials, wear, comfort and style. Our shoes are well known for quality leather, good workmanship, style, comfort and reasonable prices. The dealer who carries **MORE MILEAGE SHOES** has everything to make and hold his shoe trade. Quick delivery. Keep your sizes up.

HIRTH-KRAUSE

Tanners—Manufacturers of the MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

Many Out Door Men

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



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

..... \$4.10

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

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

Monster of Intemperance Nearly Up-rooted.

Grandville, July 5—Is prohibition a failure?

This question is being asked by people seriously inclined, who see so much of bootlegging going on all over the country. As a matter of fact, however, the law forbidding the making and selling or giving away of intoxicants is measurably a success.

There is little wonder that efforts to evade the law are seen in so many quarters. The evil of liquor intemperance dies hard, but it is nevertheless, surely in a moribund condition. Every other law against criminality has its ups and downs. We see holdups, bank looting, murder and general rascality cavorting up and down the land, yet nobody is ready to say that all law for the protection of society is a failure.

No law could be enforced without public sentiment behind it. Prohibition, more especially in Michigan, has this sentiment behind it in large degree, so that while there were a dozen drunken boozers, now we see only one. Isn't that an improvement over the old days of open saloon rule? The political pot boils all the same, but whisky doesn't rule or ruin in politics as it once did, and we may well congratulate ourselves on this dominant fact.

Other laws than that of prohibition of liquor selling are now and then disregarded, more especially the one against speeding.

Right here in Grandville not a day passes that the village ordinance against fast driving is not disregarded. Very few arrests have been made and it seems wholly safe to dash through our town at any rate of speed, so far as arrests and fines are concerned. There is another side to this bald disregard of law and the rights of others which may come into prominence some day when one of these idiotic speeders kills a pedestrian or two. A term in the penitentiary is yawning for some one or more of these smart Alicks who think it cute to dash down our streets like a "scared cat."

Public sentiment seems at rest where the speeding automobilist is concerned and it may require a tragedy to awake this sentiment from its slumbers. The State having raised the legal speed limit to 35 miles per hour it does seem as though even the maddest might be content to slack up for the space of a single mile while going through the small town. It is, indeed, too lamentable that a terrible tragedy must take place and stern punishment be administered before these fellows are brought to their sense.

The sober sense of the people is against all law-breakers.

Prohibition does prohibit to a remarkable extent, as thousands of happy homes attest. Michigan was several laps ahead of the Nation in passing a law ousting the liquor traffic from within its boundaries. Such a law is not now sneered at as "the Maine liquor law," but is recognized as the strongest, best and most desirable of public enactment in the history of the State.

The people of Michigan have a right to be proud of its temperance record, which, regardless of party affiliations, has been made in the face of the strongest opposition from the liquor power. Even before equal suffrage this beneficent law became a part of our Michigan creed, and now we are assured by the good women of the State that their ballots will be cast ever and always in maintenance of prohibition.

Rigid enforcement of the law is a matter for public sentiment to carry out and that sentiment is still strong for the cause of righteousness, despite the fact that there are a few men, and some women, so lost to all the finer feelings of humanity as to seek gain by selling their souls for the profit ac-

cruing from the illicit distilling of the forbidden fruit.

There are no words in our language sufficiently emphatic for characterizing the deep and damnable wickedness of the one who, for the sake of gain, will engage in a traffic, outlawed now by every state in the Union, and which has caused more woe and disaster to human kind than all the wars of Christendom.

Happy homes entirely freed from the once ensnaring serpent Intemperance, again subjected to the galling chains of a worse slavery than that of the sixties, that a few soulless creatures may live and wax fat in pocket is enough to arouse the ire of a saint. Add together all the other crimes in the calendar, from highway robbery to murder, then pile on everything imaginable in the way of despicable meanness and you have not even approached the villainy of the one who again draws the poor victim of intemperance once more into the toils that he may coin dollars for his own selfish desires.

The illicit distiller is lower down in the scale of morality than the bank robber. While one seeks the dollars that belong to others, the former ruins the souls of men.

Bootlegging, rumrunning and pri-

vate stills, all working unlawfully, are sure in time to be suppressed as nearly as are other lesser crimes of the day. The writer never thought to live to see the day when the traffic in intoxicated liquors would be outlawed in the United States. Naturally a business bulwarked in the habits of a nation is hard to eradicate. Time, which works wonders, will make good the boast of one of our best citizens that America was destined to become a rumless nation.

While our neighbor across the Detroit river was under the bonds of the saloon it was less easy for Michigan to enforce its liquor law. Happily, Ontario has "gone dry," and smuggling whisky from over there is no longer in evidence, hence we are better prepared to squelch the demon than in other days.

It has become unpopular to advocate the personal liberty of the whisky apologists. Although they make a great handle of the personal liberty cry, not a word is said about the personal liberty of the wife and children of the man who drinks. That is a horse of another color.

While it is to be deplored that liquor can be procured in certain sinks of iniquity in various parts of the State, the good people of Michigan are to

be congratulated that the monster of intemperance has been so nearly up-rooted it has to hide in out-of-the-way places, which in time will be wiped out.

Old Timer.

The present style period in shoes makes a demand for instant designing, simultaneous ordering, and "quicker than that" delivery. Low shoes have come to be an all-the-year-round demand, yet most shoe men have not given a thought to what a continuous low-shoe season means. The wise plan is to play the present styles hard. In June feature whites, and combination of whites and colors, and sport footwear. Be ready for something new in the fall; there are hundreds of new ideas in footwear yet to appear.

There's truth in the old saying that two can live as cheap as one. But try to find the woman who will live cheap.

Beware of excesses of any kind. Learn, like the horse, to say "neigh."

MEN'S OXFORDS IN-STOCK

Smart, Serviceable Styles that sell quickly and insure satisfaction. All leather, at prices that mean real profits for the retailer.



UNBRANDED

THESE PRICES ARE BELOW THE PRESENT DAY MARKET FOR SHOES OF THIS CHARACTER

- 8762 Fine Dark Mahogany Calfskin, 9 iron oak outer sole, grain leather inner sole. City Last. A to D, 5 to 11 **\$4.85**
- 8763 Full Grain Mahogany Side, 9 iron oak outer sole, grain leather inner sole. City Last. B to E, 5 to 11 **\$4.35**
- 8749 Fine Gun Metal Veal, 9 iron oak outer sole, grain leather inner sole. Tremont Last. C to E, 5 to 11 **\$4.75**

TERMS: 3%, 10 days; 1%, 20 days; net 30 days.

ALL ORDERS SHIPPED THE SAME DAY THEY ARE RECEIVED.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 IONIA AVE., N. W.

GRAND RAPIDS, MICHIGAN



Present Situation Due To Violation of Economic Law.

Twice in my life I have seen the standard of value nearly overthrown by the people of this country under the pressure of low prices and hard times. When I first began to take an interest in political questions the uppermost issue was the resumption of specie payments, the question of whether our paper money put into circulation during the Civil War, and which had become sadly depreciated, should be redeemed and brought to par with gold. The currency had been inflated, prices had been inflated, debts had been created, and finally the boom had collapsed, and the situation looked black enough.

I remember those years of stagnation and depression very well. I saw corn sold for 12½ cents a bushel and burned for fuel. People said that Wall Street and Lombard Street had done it all, in a conspiracy to oppress the people. It was said that prices never would come back and that the country never would know prosperity again, unless the resumption act was repealed. All sorts of persuasive and confusing arguments were made for its repeal and in favor of marking down the value of the Greenbacks or repudiating them. Fortunately, the people stood by their faith and by the lessons of monetary science; the country met every wartime obligation to the letter, with the result that it came out of depression into prosperity.

About twenty years later we were put to the test again. Again we passed through a period of reaction and hard times. Again it was said that Wall Street and the money power had plotted for the ruin of the country. Nothing could restore prosperity, the people never would be able to pay their debts, never see fair prices again, without the free coinage of silver dollars at 16 to 1. All the arguments of the Greenback campaigns were revived, and made to do duty over again. But fortunately, the people once more stood by the faith, and before another Presidential election came around the silver issue had disappeared completely, and the country had entered upon the greatest period of prosperity it ever had known.

Each time, after the menace was past, subsequent events proved that it was right to stand by the established monetary policy of the country, and not to overturn the standard of value in order to mitigate temporary conditions.

Now, again, we have many of the conditions which brought on the

Greenback and Free Silver Campaigns. We had a great inflation of credit during the war and for nearly two years following the war, and then came a collapse and fall of prices which always comes. And people have been saying what they have always said under the same conditions, that Wall Street or somebody is responsible for it. The situation that exists to-day is a part of the war. It is just what should have been expected. We had no right to suppose that we could spend \$30,000,000,000 upon a war and never miss it.

If a family living in a somewhat independent position, as on a farm, should suffer from a disaster that would sweep away a large part of its ready capital, that family, if it was of the thrifty American type, would know precisely what it would have to do to get back into a prosperous state again. It would have to get up early in the morning and work late and hard, and produce, economize, and save until it restored and made good of what was lost.

And it is just the same with a nation, but unfortunately it is not so easy for the people to understand that the same principles govern society as a whole as govern individuals.

I was in Iowa just two years ago when the land boom was on there. I made some comments upon it at the time that were not cordially received. They intimated I didn't know real values when I saw them.

I made a speech out there in the month of June, 1919, just two years ago, to the Iowa Bankers' Association, and I quote just one paragraph from it:

I believe that the banker can render no better service to the farmer than by advising him to use the pro-

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ceeds of these high prices to pay off his debts. It is a singular fact that people commonly go into debt in good times and pay their debts under pressure in bad times.

That was advice from Wall Street two years ago.

In June, 1919, when that speech was made, the loans of the Federal Reserve Bank in Iowa were \$12,000,000. The war was over and the last war loan had been raised. A good crop was raised in Iowa in 1919, and prices continued generally good until the fall of 1920. There was more than a year of good times in which to pay off that \$12,000,000, but when the break came the State of Iowa owed the Federal Reserve Bank of Chicago, not \$12,000,000, but \$91,000,000.

I suppose there are people who think that Wall Street was responsible for that, but I do not accuse the people of Iowa of thinking so. I give them credit for too much sense for that. The people of Iowa did just what every other people have done under the stimulus of booming times. They saw people about them apparently making money by going into debt. They thought they were entitled to credit and proceeded to use it.

If anybody could have known at the beginning of 1915 the amount of money the farmers of Iowa would receive for their crops in the next five years, and did not know history or human nature, he probably would have said that by 1920 all would be out of debt. But that is not what happened or ever happens.

The same thing might have been said of Cuba in 1915. They had a riot of prosperity in Cuba for five years, and then they had to declare a moratorium, suspending the collection of debts, in order to save the credit structure from total collapse.

There is an illusion about rising prices that is very deceptive. People lose sight of all the signs and standards by which their judgment is ordinarily guided. It is true that people seldom use the earnings of good times to pay their debts; they use them as the basis for further borrowing. The average man in good times does not like to use money for any such inconsequential purpose as paying debts, when so many opportunities for making money are in sight. They do not know where to stop. The situation reminds me of a story that Mr. Bryan used to tell about a man who was addicted to drink. A friend was expostulating with him, and said: "Now, John, you know your weakness; you know you are likely to take too much. Why don't you, when you know you have had enough and are asked to drink more, ask for something that is not intoxicating—ask for sarsaparilla." "Well," said John, "That sounds well enough, but when I get that far along I can't say sarsaparilla."

The trouble is that people do not understand the danger of increasing indebtedness on a high level of prices. Most of us are like Mark Twain, who, in taking out a life in-

surance policy, solemnly remarked that he wanted all his debts paid after he was dead.

I have not quoted my prediction of two years because I made it, but only to show that such predictions were made. They were made by many people. Nobody knew when the collapse was coming, but nearly everybody believed that it was coming sooner or later. Everybody of sober judgment, everybody who understands the fundamental principles that underlie all things, the law of cause and effect, and of action and reaction, knows that that period of inflation, or war-waste and extravagance, could not give sound and enduring prosperity.

A lot of hard-headed people know it instinctively. I read an editorial in Wallace's Farmer, a short time ago, in which the writer said:

In spite of this temporarily bad situation, so far as the average Iowa farmer is concerned, there are thousands of farmers who own their own farms and who saved their money during the war, who are better off than they have ever been. These men are of the sort who move in the opposite direction from the crowd.

That is absolutely true, and it is well to have it said. The present situation is a result of wholesale violation of economic law, beginning with the war. Nobody planned it or could have prevented it, but thousands of careful people have passed through it practically unharmed by simply going on in their regular course, living as usual, paying for what they bought, and practicing economy as all the world ought to do after the frightful wastes of war.

This situation will right itself just as every other like situation has done. When it has cleared up it will be found that the fundamental conditions which for years before the

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war had been affecting agriculture, and steadily improving the position of the American farmer, are unchanged. In the long run, and in the interest of society, I am more afraid of high prices for farm products than of low prices. The population of the world is steadily increasing, and the best and most available lands of this continent and of all continents are occupied. When my father was a young man there were about 17,000,000 people in the United States, and my children, if they live the normal term, will see 200,000,000 people here. There were about 175,000,000 people in all Europe at the end of the wars with Napoleon, and there are about 450,000,000 people there now.

Times were very hard in Europe at the end of the wars with Napoleon, and Europe was thought to be overpopulated then. It is a little over 100 years ago that Malthus wrote his noted essay upon population, in which he laid down the theory that population tended to increase faster than the means of subsistence. The outlook for the masses of mankind was thought to be very gloomy. It looked as though the command of man over the resources of nature was scarcely equal to providing even a miserable living for the population, and clergymen, statesmen, the leaders of society seriously discussed starvation, plague, and war as perhaps necessary means of limiting the numbers.

But the development of the steam engine and the locomotive, and opening of the Mississippi Valley and other fertile regions changed all of that and gave relief to the world. But relief for how long? The rising prices of foodstuffs before the war, and the tendency of our food exports to decline, indicated that the problem was only pushed back. It is a problem that never can be finally disposed of so long as the population of the world continues to increase.

There has never been another such chapter of development in the history of the world as that which included the occupation of the Mississippi Valley, and there never will be another like it, for there is no other area of land like the Mississippi Valley to be settled. There is a good deal of land yet to be had in Canada, but the best of it is gone. There is land in South America and Siberia, perhaps in Africa, but population is not going to those regions rapidly.

Of course, we have come nowhere near the limits of food production in this country, but we have come to the end of the cheap and easy increase. The free lands are gone, the cheap lands are gone, and the increase of the future must come from lands that require considerable investment of capital, for irrigation, for drainage, or for clearing, and by more scientific methods of culture.

It is in competition with lands of that character that the lands of the Middle West have gone to \$200 and \$300 per acre. In the ten years from 1900 to 1910 the average value per acre of all the farming lands in one Middle Western state, exclusive of

buildings, more than doubled, according to the census, and then from 1910 to 1920 they more than doubled again. They more than quadrupled from 1900 to 1920—an average enhancement of more than 10 per cent. per annum for twenty years. That is an extraordinary record. It is not strange that with such a rapid advance there should be some speculation, and that some persons should operate upon narrow margins, or that there should be some reactions and individual losses. Those developments happen in the stock market, in the grain market, and wherever there is speculation. They are incidental to a rapid movement of prices.

All of that is a passing phase of the situation. The great fundamental fact is the commanding position that agriculture is bound to occupy. That position was evident before the war. We seemed to turn a sharp corner about 1900 into a relative scarcity of farm products. From that time on there was a steady rise in prices of foodstuffs and raw materials which put the whole industrial situation under strain. That was before the war. Every advance in the cost of living to wage-earners has to be compensated for in the pay envelope. The wage-makers felt that their pay was not going as far as formerly, and they wanted more. The business man realized that his costs were rising, and he pushed up the price of what he had for sale. Everybody was reaching out to recoup himself, and everybody was wondering what was the matter and who was to blame. The truth was that we were not getting so much for nothing as in the days when we were pasturing our cattle on the public domain.

I think that as we get away from the war and normal conditions are restored, as the people of the world find themselves able to eat and wear clothes as they were accustomed to do before the war, the forces that were making themselves felt then will dominate the situation again.

I repeat that I am more afraid that farm products will be too high than that they will be too low. It is inevitable that all foodstuffs and natural products will cost more as the population increases and the natural resources are impaired, except as improvements are made in the methods of production. Society is always in the position of a man rowing up stream. It requires a constant effort to enable him to hold his own against the current.

And so the problem of society in the future is going to be to hold its own against the natural tendency to dearer foodstuffs and raw materials. The hope is that methods and practice in agriculture will be so improved that production will be constantly enlarged without the rising costs that would be necessary without such improvements. That is a task upon which the progress of society is absolutely dependent. George E. Roberts.

Bald-headed men are apt to sneer at the chap who parts his hair in the middle.

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Higher Fire Rates For Ford Cars.

Fire insurance rates for Ford automobiles have been materially advanced, notably the 1921 models, because the Underwriters' Laboratories has declared that serious mechanical and structural defects exist, mainly in the wiring system. This rate increase was established by the National Automobile Underwriters' Conference and becomes effective to-day. The advance in rate in the standard schedule for Ford cars is over 50 per cent. in all 1921 models except the Sedan and that is increased nearly 100 per cent.

The National Conference yesterday issued its first supplement to the 1921 classification manual and the changes made in grading some of the various makes of cars were based upon inspection made by the Underwriters' Laboratories. It becomes effective on July 1. In the case of the Ford cars the inspection of the structural and mechanical condition was very careful. The report showed several serious defects, particularly in the wiring system and the 1921 self-starter. These defects, the report held, would be conducive to fires from short circuits. Based upon this report the National Conference raised the rate in the standard rate schedule for Ford cars from 65 cents to 1 per cent. for the fire hazard for all 1921 models except the Sedan and advanced the fire rate for the Sedan model from 65 cents to 1 1/2 per cent.

The conference, on the other hand, has made some reductions in the fire rates on other makes of cars based upon their inspection by the Underwriters' Laboratories. The most notable decrease was in the case of the Dodge cars, where the rate was reduced from 65 cents to 45 cents for the fire hazard of the 1921 models. This brings the Dodge car down to the next to the lowest rate in the standard schedules and places it in the class with such makes as the Cadillac, Mercer, Peerless, Owen-Magnetic and Stutz. There are other minor changes in the classification rates of less popular makes of cars including moderate reductions for the Templar and Moon cars.

The increase in the fire rate for Ford cars, it is expected, will meet with some criticism as being based entirely on a mechanical inspection and not justified by experience. This, however, is not entirely the case, since as early as April this year a prominent managing underwriter wrote the National Conference stating that adjusters were complaining frequently of fires in 1921 Ford cars, due to serious wiring defects which caused short-circuit fires.

When Our Fire Waste Will Decrease.

At the annual meeting of the National Board of Fire Underwriters, there was presented an authoritative estimate of America's fire losses dur-

ing 1920 which should cause the most heedless to pause. The destruction of over \$500,000,000 worth of property in a single year, or approximately \$1,370,000 a day, is a tax that cannot be continued without serious economic results. In addition to this there was loss of life which, while not accurately known, must have been heavy.

The staggering total of waste has not yet been classified, so it is impossible at present to give the losses by division into the separate hazards. There is no doubt, however, that intentional and unintentional incendiarism were large factors in causing an aggregate of damage never before approached except in 1906 when the San Francisco catastrophe occurred. This was so, despite the fact that there was no conflagration of any magnitude during the entire year.

Besides the incendiarism of those individuals with asbestos consciences who "burned for profit," and the depredations of pyromaniacs, there was the unconscious incendiarism of the business man who, in the face of trade depression and disappearing profits, relaxed his former vigilance in regard to fire. He neglected safeguards, allowed rubbish to accumulate, postponed repairs of heating and lighting apparatus, forgot have inspections made, and became generally careless. His employes naturally reflected his mental attitude, and likewise grew careless. The wage earner out of work became more negligent at home and also helped to swell the total fire damage that day by day added to our National bonfire.

Carelessness and ignorance normally figure as the chief causes of our fires, but there is also the mistaken belief of many that when property is insured against fire the insurance companies are the only ones to worry if it burns. As a matter of fact, insurance costs are so closely interwoven with our social and economic fabric that we are all affected by the fire waste.

The careless or ignorant citizen responsible for a fire, taxes himself as well as his fellows. When this truth becomes recognized by a majority of the American public, then will our fire waste begin to decrease.

Always Tell the Last Story.

Rastus from Boston was trying to impress his Southern cousin with the superior speed of Northern trains.

"When dat ole Montreal express gets to hummin', Mose," he asserted solemnly, "de telegraph posts looks loke slats on a chicken fence."

"Hmpf!" sniffed Mose. "When de Southern expres steps ut fo' Noo Orleans, it nacherally makes de mileposts look closer'n strings on a banjo."

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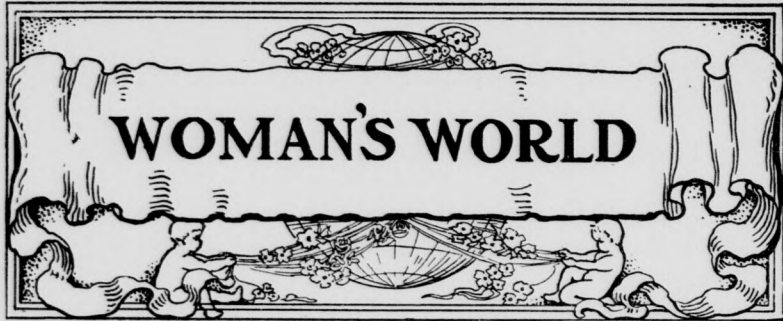
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Molly Plays the Game Like a Good Sport.

Written for the Tradesman.

Molly came rushing around the house, searching in every corner for her cousin, who was hidden, crouching under the porch.

"We're playing hide and seek," she explained to me, breathlessly. "I'm it—I have to be most of the time, because Helen knows good places to hide, and I never think of 'em until it is too late."

One of the maids, coming around the corner of the house, saw Helen in the dark under the steps, and signalled to Molly, and pointed.

The act was kindly meant, but most unappreciatively received. Instead of being pleased by the unexpected assistance, Molly flew into a rage, bordering upon tears:

"That is just a shame, Sarah!" she cried. "It isn't fair. Now we've got to begin all over again. Come out, Helen, Sarah showed me where you were. Now we've got to go back and play it all again."

So off the children marched, Molly red-faced and indignant, and Helen found some other place to hide.

"You have to play fair," Molly explained to me afterward. "If I'm not smart enough to guess where Helen hides, that is my look out. I ought not to have some grown-ups sneaking around to tell me where she is. If I can't find her myself, she ought to beat. It is no fun playing anything if you are not a good sport."

"Don't you like to beat?" I asked.

"Yes, but I like to beat fair."

"Do all the girls you play with feel that way about it?"

"Not all of them. Now, there is Julia—that little girl you saw this morning; she lives over on the other hill. She gets mad and cries when she doesn't beat. It is not much fun to play with her. You don't feel like doing your best, because if you do you mostly beat her, and then she bawls about it."

I know Julia. I have been watching Julia grow up ever since she was a baby. I know her mother; we were in school together. I didn't tell Molly what I knew. I didn't tell her that when Julia's mother and I were girls I found it just as unpleasant to play with Julia's mother as Molly is finding it to play with Julia.

Julia's mother used to cheat outright, sometimes, or in a kind of coaxing way ask for unfair advantage for herself; pretending that she had counted up to 100 when she couldn't possibly have done so in the time since we started to hide—all that sort of thing. And she, too, used to cry when she didn't win.

I have seen Julia's mother playing

games with her. It was the rule for her to allow Julia to win. And one of Julia's many nurses told me once that she had instructions to allow the child always to win.

Julia wasn't satisfied with that. Sure as she was to win, she cheated. I have seen her push her croquet ball with her foot, just enough to give her the necessary advantage. I have seen her mother and her nurse observe this cheating and say nothing about it.

Molly was refreshing—a good little sport, who could lose without a murmur; who wouldn't accept the advantage that was offered; wasn't willing to win unless she could win fairly. She plays for the game's sake, and does her best against whatever odds, accepting the result cheerfully.

I am sure there is no finer thing that parents can do for their children than to teach them to be "good sports;" to take no joy out of winning unless they earn the victory by clean play; to accept defeat when it is won by the playmate who really plays better.

This is one of the good results that comes from group play by children. Their public opinion will not tolerate unfair practices, and it is the best sort of discipline of character for them to learn to win on their merits or not at all, and to take defeat in good spirit.

I always pity the child who is not allowed, or for any reason is unable to play with mixed companies of other children. Too often those who are kept exclusively to themselves or with carefully selected companions—especially if they are mistakenly indulgent nurses—learn to expect to win otherwise than by good and careful work at the game. In the long run they don't get much fun, either. Whether in childhood games, or in the large game of life, as Molly said:

"It is no fun playing anything if you are not a good sport."

Prudence Bradish.

[Copyrighted 1921.]

The firm of Brewster, Gordon & Co., N. Y., has instituted a routine which is decreasing the return of goods. A customer wishing to return anything must fill out a blank giving information which includes the reason for the return of the article. If the return is satisfactory to the company, the slip is given to the truck driver who gets the goods on his next trip.

Anything you can do to bring a new customer into the store helps to make your position more secure and increases your chance of advancement.

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For the cautious conservative investor, we offer our \$10 Shares of Preferred Stock. Pays 7% dividends payable April 1 and October 1. Tax exempt in Michigan. Redeemable at par and earnings anytime after one year.

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The Chattel Loan Co. was incorporated in 1911. It is a bonded loan company operating under a special State Law and is licensed to make loans at a special rate of interest. It also buys contracts and other commercial paper.

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Because 2. The assets (loans) are secured by the notes and investigated personal character and earning capacity of 1,800 borrowers, co-makers and endorsers.

Because 3. Back of these notes is the world's oldest and safest security—First mortgages on personal property and real estate conservatively appraised at over \$500,000.

Because 4. The monthly plan of payment on notes insures an ever increasing ratio of security.

Because 5. It is a financial stock with exactly the same source of income as banks; viz: interest, discount and fees.

Because 6. The company had \$24 net assets for every \$10 share of Preferred Stock outstanding March 31, 1921.

Because 7. During war, peace, strikes and financial depression the company has earned and paid 20 consecutive semi-annual dividends aggregating \$65,000 and in addition accumulated a surplus of over \$28,000.

Because 8. The established record and financial credit of the company places these \$10 shares entirely out of speculative stocks and satisfies the most conservative investor. Ask for full particulars.

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GRAND RAPIDS

MICHIGAN

Recollections of Pioneer Days on Muskegon River.

Grandville, July 6—Early days in the pine woods were fraught with many interesting incidents that perhaps might bear repeating since the pine industry which brought the swamp lands of Michigan into the limelight has gone the way of all the earth never more to return.

There were pine lands and pine lands.

There are sandy soils and sandy soils. That of the openings within a few miles of the lake shore is hardly worth the husbandman's effort to fertilize and farm. Per contra, the lands farther up the streams—those that bore forests of white pine of enormous size—are well worthy the attention of the home seeker.

Some of the finest farms in Michigan to-day once bore forests of white pine. Some of this land is heavy clay, the most of it, however being listed as "cutover pine lands." This, in many instances, has a clay subsoil which renders the land impervious to drought and if properly managed can be made to do better service than the heavier lands of the State.

The first corn I ever saw grew upon this sort of soil. Where Indian corn will grow to perfection one may depend upon the land for producing almost any crop. These clay subsoil lands are ideal fruit soils and will some day become the garden places of Michigan.

It is not of soils, however, that I set out to write, but of one or two incidents recalled from memory of the early pioneer days when Northern Michigan was the refuge for many of the outcasts of the older states and of foreign countries as well.

In the days before the civil war politics were red hot. The question of squatter sovereignty had been thrust into the arena by no less a person than Stephen A. Douglas, the Little Giant of the West, who battled for the slave power on the stump in debate with that gaunt backwoods man, flatboatman and rail-splitter, who afterward became President of the United States, and whose hand was instrumental in wiping the stain of African slavery from off the map of the Nation.

One day in the fifties there came to a small lumber village a pure blood specimen of the African race in the person of a runaway slave, who exhibited welts and scars across his back which had been inflicted by a white overseer down in Georgia.

As a boy I listened to the stories this black man had to tell of those cruel slavery days when the black man had less right to himself, his wife and children than had the veriest beast of the field to its progeny.

This colored man was possessed of a fund of humorous expression that made the boys laugh and once he frightened some squaws and papooses into flight by the contortions of his features. With all his eccentricities he seemed possessed of remarkable intelligence for one held all his life in subjection to the will of a white master.

This was not long after the enactment by Congress of the fugitive slave law, which for years was destined to blacken the pages of our history and, indirectly, brought the anti-slavery agitation to a crisis, resulting in war and the final freedom of the slave.

More than one prominent statesman of the North fell down on his record when this law came up for adjudication, and one of these, at least, by supporting at the last moment this infamous enactment alienated his many friends and forever destroyed all his hopes of ever becoming President of the United States. The list of those high up in the councils of the Nation who bowed to the slave power in order to win votes for the presidency could not be enumerated on the fingers of the two hands.

That power at one time ruled the

Nation with a rod of iron. Congress, business, the pulpit and the school bowed to the will of the tyrant, until a man's life was not worth a rush in some parts of our country who dared to be seen with a copy of the New York Tribune on his person.

The Nemesis which was to banish the hideous smirch on the escutcheon of the Republic from the land was then an unknown country boy working among the lowly on the prairies of Illinois.

News was whispered about that our little community was to feel the hand of the oppressor in the person of a Southern slave owner who, it was said, was looking about the lumber camps in search of a runaway slave. This, of course, meant our black visitor who was working for one of the mill owners. Considerable excitement ensued since the Federal law which had made of the Northern people slave hunters for the South was to be enforced against the protest of a free community.

"It shall not be," declared one prominent lumberman. "If they take Jake back to slavery it will be after a fight."

The law made it the duty of local officers to arrest and jail the runaway and inform his master that he might come for his property. In the instance in question it was rumored that the slave owner was at Muskegon and purported coming directly to our burg to obtain his property. You can hardly imagine the indignation and spirit of defiance that prevailed among the loggers. The negro Jake had many friends, who swore by all that was good and great that no "nigger hunter" should take him back into slavery.

A committee was appointed, composed of the most desperate men on the river, to visit Muskegon, call on the slave owner and inform him in a way he could not misunderstand that if he was still in Muskegon when the next boat sailed for Chicago, he would be hanging to the limb of a tree within an hour thereafter. He took the hint, departed as directed and was never seen on the river again.

Undoubtedly there might have been bloodshed had an attempt been made to forcibly remove the slave from his backwoods asylum. However, the attempt was not made, although the slave boy had his eyes turned more than once toward the hospitable land of Canada, as beneath the British flag no slave existed. On more than one occasion the passions of the slave owners were aroused against England because of her defiance of the code so devoutly worshipped by a large minority beneath the starry flag.

Old Timer.

An eight and one-half inch folder, stamped with the name of the recipient, has been sent by Lord & Taylor's to a list of 10,000 sportsmen who actually play golf, personally inviting them to inspect the sports clothes in the "Man's Shop." The names were secured from country clubs. The folder also announces a personal delivery service. Upon request, any golfer will be met at the railroad station with what he needs for the course or the articles will be left at the clubhouse.

The employes of the E. T. Slattery Co., Boston, have been given a booklet entitled "Store Rules and Instructions" and containing in alphabetical order information on such subjects as absentees, accidents, department, discounts, dress, entrances and exits, luncheon hours, medical attention, mutual benefit association, packages, pay day, telephone calls, time cards, vacations and so forth.

We Didn't Go Up

so we don't have to come down. Notwithstanding the high cost of wheat and labor during the war we made only a very slight advance in the price of our product —so little your customers did not feel it.

Shredded Wheat Biscuit

is without doubt the cheapest food in the world to-day if you consider its high nutritive value. It is 100 per cent. whole wheat, more nutritious than meat or eggs. In these times of reconstruction it solves the food problem in thousands of American homes. We ask you to keep ample stocks of this product on hand to supply the demand which we create through advertising.

MADE ONLY BY

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



United Trucks

Why you will be interested:

1. We aim for quality not quantity.
2. Each truck is given individual attention to insure uninterrupted use.
3. We build a size to fit your requirements.
4. We build each body special to your specifications.
5. We have an outlet for second hand equipment which enables us to make you a maximum allowance.
6. We have a special time payment plan.
7. We would like to get acquainted and talk things over, even though you do not buy a UNITED.

Write us a letter or call on the telephone.

UNITED MOTORS COMPANY
Grand Rapids, Michigan

Bell Phone, M 770

Citz. Phone, 4472



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

Capital Expenditures vs. Current Expenses.

Lowell, July 5—No business concern could succeed over any considerable period unless it carefully distinguished capital expenditures from current or running expenses. The same distinction should be carried into the financial problems of the Government, and affords the key to their solution, it is submitted. The capital expenditures of a corporation are those which are unusual and which produce values distributable in their benefits over a period of years instead of a single year.

We should class as the capital expenditures of the Government the war indebtedness and its interest—that postponed obligation which has, in security, happiness and general well-being, produced a value that accrues over decades to come.

The current expenses of the Government are obviously those which would be included in its budget, under the proposed budget system.

Recognizing, then, this distinction, it follows that capital should be used to replace or refund the capital expenditures, and that current expenses should be borne by the people as a whole, as a part of their cost of living.

This is equivalent to proclaiming as the motto of the Republican party in its tax revision, "Capital shall be made to bear the expense of the war; the people shall bear only the running expenses of the Government." Such a doctrine is sound as well as politically expedient.

It is suggested that the capital expenditures—the indebtedness—of the United States be refunded immediately upon a basis that would call for its extinguishment during a 50 year period. This would involve an average interest payment over the period of approximately \$500,000,000 annually and an annual retirement of \$480,000,000—a total of \$980,000,000. During the next few years this total would approximate \$1,400,000,000 plus amount as may be necessary to retire the present floating debt of approximately \$2,475,000,000, unless this is to be included in the general refunding, which would probably be unwise.

This annual expenditure for capital should be met by such taxes as most nearly approximate taxes on capital. These are the estate tax and, in the main, the income tax, on individuals and corporations.

While a portion of the income tax is of course based on the results of labor, yet in the main it is produced by taxes (normal and surtax) upon income from property, especially dividend income. Furthermore, it is clear that business needs to convert a large proportion of income into permanent capital for many years to come, and that every dollar of tax taken therefrom reduces this increase of capital and is therefore a form of tax upon capital. The estate tax may be relied upon

to yield \$100,000,000 without change of rates.

The present income tax on individuals, with surtaxes reduced to a maximum of, say 30 per cent., would yield probably in excess of \$1,300,000,000 in normal years.

The present income tax on corporations it is estimated will produce \$500,000,000 in the calendar year 1921.

The above figures are taken from the exhaustive investigation and report of the National Industrial Conference Board.

Summary:

Required for capital account	\$1,400,000,000
Estate tax	\$ 100,000,000
Income tax, individuals	1,300,000,000
Income tax, corporations	500,000,000
	<u>1,900,000,000</u>
Balance available to reduce floating debt	\$ 500,000,000

The current expenses of the Government are estimated at \$3,500,000 for the next two or three fiscal years.

These should be borne by the people as a part of their direct cost of living, while capital is paying off the capitalized cost of the war.

The taxes applicable thereto are (1) customs duties; (2) business taxes, and (3) the proposed sales tax.

Customs duties will under the present law produce \$375,000,000, it is estimated, and this amount may, by revision of the tariff, be increased to perhaps \$600,000,000.

Minor business taxes are now producing \$200,000,000, and by revision could be made to produce \$400,000,000 without injury to business.

The remainder, \$2,500,000 can be realized by some form of sales tax, either upon all turnovers of merchandise and services, or upon retail sales, as may be deemed more advisable.

The estimates of the yield of such a general turnover tax at 1 per cent. vary from \$1,700,000,000 (Mr. McCoy, Treasury Department) and \$2,000,000 or over (Dr. T. S. Adams) to \$5,000,000 (Bache Review and Roger S. Babson) and \$6,720,000,000 (National Association of Manufacturers.)

Such a tax should be administered under a licensing system, thus providing for prompt and effective penalties, through revocation and suspension, for failure to comply with its terms.

Various details, such as the exclusion of public utilities and possibly stock and produce exchanges, and of intercompany sales of consolidated corporations, exclusion of sales of capital assets, etc., require, of course, careful consideration and study.

Such a tax would be simple, easily administered, productive of large revenue, and not an appreciable burden on the cost to the consumer. (Even in the non-integrated industry, so-called, where the taxes would be cumulative, it would never exceed a total tax of 3 or 3.25 per cent. of the final sales price.)

The above taxes will be sufficient for the current expenses of the Government, and would permit of the repeal of the capital stock tax, the so-called luxury taxes, and various minor taxes that are troublesome to business without yielding adequate revenue to justify their continued existence.

It is not suggested that the income tax on corporation and individuals be only retained during the period re-

quired to liquidate our indebtedness, but rather that during that period, these taxes upon capital be used primarily for this capital expenditure, and that thereafter, or earlier, if it may be found possible, they be applied in whole or in part to the current expenses. There should always be an income tax, and capital should always bear its share of the total burden. But for the present let "capital pay for war" as its share of that burden.

It is almost as important that the present burden arising from the administration of the excess profits tax

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 for Ladies, Misses and Children,
 especially adapted to the general
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 Corner Commerce Ave. and
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Good News
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 @ \$8.50
 America's greatest underwear value.
HURRY. They go fast.
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The Men's Furnishing Goods House of Michigan

BURSON
 Fashioned Hose
 The shape that won't come out in the wash.
 Not stretched and pressed like ordinary seamless stockings, but actually built to a lasting waterproof shape by adding stitches to widen and subtracting them to narrow.
 Buy a well advertised hose.
PAUL STEKETEE & SONS
 WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

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CHICAGO
 \$4.35 Plus
 4 War Tax
 DAILY
Michigan Railway Lines
BOAT TRAIN 8 p. m. Central Time
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 Tel. Citz., 4322; Bell, M 4470
 FREIGHT TO AND FROM CHICAGO and All Points West
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7.37%
 with Safety
 Our Preferred Stock May Be Purchased at
\$95 Per Share and Dividend
 Ask any of our employees for information.
Consumers Power Company 26

be relieved, as that a new and better revenue system be devised.

Business is staggering under the load of work entailed by the slow and over-exacting audit of its returns for 1917 and 1918, many of the former not yet having been examined. Practically none of the 1919 returns have been examined. The audit as conducted calls by correspondence for vast amounts of additional data from taxpayers who have already filed detailed reports complete in every respect. Correspondence is often unanswered for months, claims are not reached for years, and the whole administrative machinery of the Internal Revenue Bureau has become a terrible example of Government inefficiency, over-centralization, and lack of responsible, effective adjustment of the taxpayers' problems. What can be done to remedy this?

1. Most of those intimately associated with the Bureau now or in the past, agree in recommending decentralization of the entire administrative machinery as absolutely essential to its effective operation.

2. A board should be organized by the incoming Commissioner of Internal Revenue, composed principally of men who know the administrative problem intimately from actual contact with it, to investigate and recommend to him the changes in administration that will produce more effective, speedy and accurate results.

3. There should be authorized by act of Congress the appointment of a board of tax adjustment, who should be given broad powers for the prompt and final settlement of taxes—the powers of a court of equity, with equal responsibility. No one in the Bureau to-day has such a responsibility; everyone feels the obligation to pursue the Government's last penny, even though it results in long, exasperating, expensive and finally unproductive litigation.

If business is to be called upon to pay one or two or three billions of dollars in additional taxes for 1917 to 1919 in the next year or two, then the sooner it knows it the better. Today the uncertainty of this stifles business, causes the withholding of bank credit in many instances, the reservation of large sums that should be released in dividends to be reinvested in productive enterprise, and causes a general feeling of indecision that is a very serious detriment to the advance of prosperity. We simply must get these taxes behind us, whatever it costs, so that the corporations of the country can know definitely where they stand, what their indebtedness is, their surplus, their earnings available for distribution.

Conclusion.

1. Capital shall pay for the war, over a fifty-year period.
2. The people shall pay the running expenses of the Government.
3. Reorganize the Internal Revenue Bureau to secure reasonable efficiency.
4. Create a board of tax adjustment to (a) settle tax cases equitably and without litigation, and (b) help clear off the decks of all of the old tax problems. D. G. Look.

Knit Goods Men Defend "Open Price" Plan.

The National Association of Hosiery and Underwear Manufacturers has replied to the attacks of the Department of Justice on the "open price" plan in a long statement, part of which says:

"There are those in authority who adhere to the view that it is the inalienable right of labor to fix the wages which the employer must pay under penalty of the application of the boycott. There are others in authority who insist that manufacturers do not have the privilege of an understanding among themselves as to

the prices of their commodities, and there has developed in Washington an outbreak of antagonism to the open price plan which contemplates nothing more than an exchange of price information without the slightest attempt on the part of those co-operating in the plan to fix the prices which the consumer must pay. If price fixing by the employer is wrong in principle, why is it not wrong when engaged in by the employe?"

Sateens In New Tariff Specially Mentioned.

Cotton sateens are specifically mentioned in the new tariff bill and this has come about as a result of importations made in the past two or three years. The goods have been brought in in the gray and finished here and sold cheaper than English cloths of similar construction and finish. And they have also been sold here cheaper than converters have sold many of the domestic goods.

The new duty carries the rate of the basic cloth, computed in the usual way of average yarn content, plus 7½ per cent. ad valorem in the plain weaves and 10 per cent. in the case of eight or more harnesses in the weave. The new duty will protect many of the very fine sateens made of 60s and finer.

Tire fabric or fabric for use in pneumatic tires, including cord fabric, carry a duty of 25 per cent. ad valorem in the new bill. This is a new classification to meet the growing effort to ship foreign goods here. Tracing cloths, window hollands, and other coated goods are also heavily protected with a combination of specific and ad valorem duties.

Outside of importing circles there was no complaint made of the cotton goods tariff schedules, as it is believed the rates will be amply high enough to protect home manufacturers. As in all other things, the valuation clauses were so drastic that importers said they could not see how they could take chances of buying ahead.

Worth All the Rest.

I have lived and I have loved;
I have waked and I have slept;
I have sung and I have danced;
I have smiled and I have wept;
I have won and I have lost;
I have had my fill of pleasure;
And all these things were weariness,
And some of them were dreariness,
And all these things—but two things
Were emptiness and pain;
And Love—it was the best of them;
And Sleep—worth all the rest of them.

Wrapping Paper and Twines

Prompt Service Supreme Quality Right Price

For These Try

The Dudley Paper Co.
Lansing, Mich.

Hot Weather Selling

In the dry goods business there used to be but two selling seasons—Summer and Winter. Merchants developed their merchandising around these two seasons. Today, however progressive merchants everywhere make each month in the year a different season with new ideas for each month to stimulate sales.

Are you going to allow July and August—vacation months—to slip by without large sales?

In January and February you may have a dull month because extreme cold, deep snows and piercing winds will keep your customers at home, but not so in July and August. Then you can reach out many miles in all directions for trade and new customers.

Today trade is on the move. Business conditions are changing and the trade knows where it can get the best values for the least money. The tourist trade alone, especially in Michigan, is well worth going after. There are many items on which you can increase your sales such as,

NOTIONS

Just think of the additional business you can get if you have a complete stock of Notions. We know we can supply your wants, because we have one of the best Notion Departments anywhere.

HOSIERY, UNDERWEAR AND KNIT GOODS

Sweaters, Bathing Suits and Bathing Caps, etc. will swell your sales if you have the merchandise.

MEN'S FURNISHINGS

Every man either on a vacation or working always needs these items.

LADIES' READY-TO-WEAR

Many have thought that this department would not do well this year, but new low priced merchandise has been a big winner, especially such items as House Dresses, Bungalow Aprons, etc. We have the best line of low priced merchandise there is.

PIECE GOODS

This department will do a tremendous business if you have the merchandise as women everywhere are sewing more than ever. They are making all kinds of clothes and a well assorted Piece Goods Department will do more than anything else to build your business.

You should watch your stock and Want Book and keep sending us mail orders every day. Summer sales are usually small but numerous. Try one day or one week selling events. For example a sale of Hosiery, Corsets, Bathing Suits, House Dresses, Gingham, Percale, Voile, etc.

Your town will have many visitors this summer and the impression your store gives with its store windows and stock arrangement and interior decorations will be the standard by which people will judge whether they want to give you business or not. By changing your window trims many times oftener in summer than in winter, you can take advantage of the propensity of people to window shop in summer.

Many merchants are finding that they can increase their business by holding morning sales and that women prefer to shop then rather than in the hot afternoons. This will enable you to save on expenses and equalize the burden of your sales.

Have You Reduced Your Prices to Market?

WE ARE STILL HELPING MERCHANTS HOLD SPECIAL SELLING EVENTS ALL OVER THE TERRITORY. WE REFER YOU TO ANY OF THESE MERCHANTS AND IF YOU WANT TO HOLD A BIG SUCCESSFUL SALE, WITHOUT COST AND WITH CONSIDERABLE PROFIT TO YOU, WRITE US. OUR REASON FOR DOING THIS WORK GRATIS IS TO INCREASE YOUR BUSINESS AND THEREBY INCREASE OUR OUTLET FOR MERCHANDISE.

Grand Rapids Dry Goods Co.

GRAND RAPIDS, MICH.

Exclusively Wholesale

No Retail Connections

Suggestions For Slogans For Meat Dealers.

In response to the recent request of the Institute of the American Meat Packers for suggestions for an appropriate slogan for use by meat dealers, a number of excellent suggestions have been sent in. The proposed slogans have been turned over to the Committee on Public Relations, which has been requested to select an appropriate one from those suggested or from such suggestions as may hereafter be received. We note that the majority of the suggestions made bring out the value of meat as food, and we hope that one of these suggestions will be adopted. A slogan of this type will help to counteract anti-meat propaganda.

Following are the suggestions which have been already submitted.

1. "Meat" the Necessities First.
2. Meat Makes Stamina.
3. Meat Is a Sustainer of Life—Eat More of It.
4. Eat More Meat—Live Longer.
5. Eat Meat at Every Meal—See How Happy You Will Feel.
6. Build Your Tissues Strongly with Meat.
7. Are You Weak?—Eat More Meat.
8. Eat More Meat—Be Strong.
9. Serve Meat Every Meal.
10. The Treat of a Meal Is the Meat.
11. With Meat the Meal's Complete.
12. A Meal's Incomplete without Meat.
13. Meat Makes Each Meal Complete.
14. It's Meat That Makes Each Meal Complete.
15. Meat Makes the Meal Complete.
16. The Nation's Progress Demands Meat Once a Day.
17. Meat Is the Essence of Health.
18. Meat at Least Once a Day Builds Body and Brain.
19. There Is a Meat to Suit Every Taste.
20. Meat Makes Blood and Brain.
21. Have You Had Your 4 Ounces of Meat To-day?
22. Eat Meat for Health.
23. No Meal Is Complete without Meat.
24. After All—No Meal Is Complete without Meat.
25. Wise Eating Begins with Meat.
26. Meat Offers You the Best Food Value for Your Money.
27. Every Meat Dollar Is a Thrift Dollar.
28. Make Meat Your Favorite Food.
29. Meat Makes Miracle Men.
30. The Best Eats Are Meats, or Good Eats Are Meats.
31. Serve It with Meats.
32. Wise Men Eat Meat.
33. Tell Them to Eat Meat.
34. Good Food Is Meat.
35. Meet Nature's Requirements with Meat.
36. Meat Is the Best Food.
37. Eat Meat—100 Per Cent. Food.
38. Eat More Meat.
39. There Is No Substitute for Meat.
40. Meat Is 100 Per Cent. Food. Try It.
41. Meat. The Food Unequaled.
42. Meat Makes Brawn.
43. Meat Makes Men.
44. Get the Facts About American Meat Packers.
45. The World's Appetite Satisfiers.
46. Appetite Satisfiers.
47. The Only Food That Bears the U. S. Government's Approval Stamp.
48. Eat Meat and Save Your Strength.
49. World Leaders Are Meat Eaters.
50. Eat More Meat and Be Fit.
51. Meat-Eating People Rule the World.
52. Meat Is Strength.
53. Perpetuate the Supremacy of the World's Meat-Eating Nation.
54. A Meal without Meat Is Not Complete.
55. If You Would Be Strong—Eat More Meat.
56. Serve Meat and Make the Meal Complete.
57. Serve Meat and Satisfy All.
58. Serve Meat; Make Every Meal a Treat.
59. To Make a Meal Complete—You Must Have Meat.
60. If We Can't "Can the Squeal" We Can Smile.
61. There Is No Substitute for Meat.
62. Meat Makes Might.
63. Eat Good Meat; It Makes You Healthy and Happy.
64. Eat Meat.
65. Eat Meat Means Good Sleep.
66. The Best Eats Are Meats.
67. Nothing Beats Meats.
68. Nature's Stamina Creator.
69. Meet Hunger with Meat.
70. Eating Wholesome Meats Conserves Health. U. S. Inspected Meats Are Wholesome.
71. Meat Makes Manly Men.
72. Treat Us with Meat.
73. Treat with Meat.
74. Treat with U. S. Inspected Meats.
75. Meat for Strength.
76. Meat—Strength—Health.
77. For Health's Sake—Eat More Meat.
78. The Natural Food—Meat.
79. Eat Meat and Grow Strong.
80. Eat Meat and Live Long.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Kent Storage Company

Wholesale Distributors
PROCTER & GAMBLE PRODUCTS
Grand Rapids, Mich.



There is only One Ivory



The Largest and
Best
Laundry Soap



The Shortening
Best Cooks Use

P. & G. White Naptha—Luna—Ivory Flakes
Chipso Soap Chips—Star Naptha Powder

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

You Make
Satisfied Customers

when you sell

**"SUNSHINE"
FLOUR**

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

For Dependable Quality

DEPEND ON

Piowaty

- 81. Meat—Brains—Health.
- 82. Meat Makes Eating a Pleasure.
- 83. More Meat—More Health.
- 84. Nature's Best Food—Meat.
- 85. Meat—the Living Element of Grains and Grasses.
- 86. Meat for Health.
- 87. Meat Eaters Are World Leaders.

The following are to be preceded by the phrase "Members of the Institute of American Meat Packers:"

- 88. Two Hundred Firms in the Public Service.
- 89. The Meat Industry—A Good Public Servant.
- 90. Meat—Concentrated Sunshine for Your Table.
- 91. The Meat Industry—First in Public Service.
- 92. Wanting to Serve; Able to Serve Well.
- 93. Willing to Serve; Prepared to Serve Well.
- 94. The Vital Link Connecting Farm and Table.
- 95. Serving All, Serving Cheaply, Serving Well.
- 96. First and Always—Public Service.
- 97. We Would Be Known as Good Public Servants.
- 98. More and Better Food for Everybody.
- 99. First in Service; Last in Profits.
- 100. Serving Much for Little.

Proposed Federal Cold Storage Legislation.

Hearings were held in Washington recently on a number of bills which have been introduced at this session of Congress on the subject of cold storage. The last bill introduced was on June 13, 1921, known as "H. R. 7112," by Mr. Haugen, chairman of the House Committee on Agriculture.

In this bill, and in some of the others, the term "cold storage warehouse" means any place, including a car, vessel, or other vehicle, in which the temperature is artificially cooled to or artificially maintained at or below 45 deg. above zero Fahr.

Mr. Haugen insists upon the definition of "cold storage warehouse" covering the ordinary cooler rooms, as well as refrigerator cars, and efforts to persuade him that fresh meat products are not carried in such rooms or cars beyond thirty days have not, so far, been availing.

During the hearings, some of the butter people thought the thirty-day marketing period was much too short and Mr. Haugen, and other members of the committee, seemed inclined to extend this period somewhat. However, Mr. Haugen and others seem to be very firmly convinced that all goods entering into coolers or other places refrigerated below 45 degrees should be marked with the date of entry into such refrigeration, so that if they moved into interstate commerce and were not disposed of within the period of thirty days, or whatever time is agreed upon, the original entry into refrigeration could be readily calculated by taking the date on the product.

This, of course, would work a severe hardship on the meat packers, be-

cause all fresh meats are carried under refrigeration from the time the animal is slaughtered. Some of these bills, as drawn, include cooked, prepared and cured meat products.

A dating provision would not only mean tagging the carcasses and parts of fresh beef, pork and mutton, but also the trimmings which are placed in coolers and held for sausage making, or the meats which are frozen and held for subsequent canning, or even hams and bacon which are carried under refrigeration during the process of curing or held under refrigeration prior to curing.

A vigorous protest should be made against any provision in a cold storage bill requiring the dating of the vast quantities of fresh meats and fresh-meat products which are held under refrigeration only during the ordinary course of marketing, and which are disposed of within a period of thirty days. The definition of a cold storage warehouse should be in accordance with the uniform law of the various states; namely, a place in which the temperature is artificially cooled or in which goods are held for thirty days or more, and should not include the ordinary coolers or refrigerator cars or require products thus handled and disposed of within thirty days to be dated in any manner.

Short Crop of Maple Sugar and Sirup.

Fewer maple trees were tapped last spring than in any one of the last five years, and only about half as much sugar was made as during any of the preceding four years and about three-fifths as much sirup, owing to the unfavorable weather, says the Bureau of Crop Estimates, United States Department of Agriculture.

The average producer's price of maple sugar in the middle of April was 25.7 cents per pound, compared with 37 cents in the same month in 1920, and 26.9 cents in 1919, although above the 22.5 cents of 1918 and 16.3 cents of 1917. Maple sirup had the average price of \$2.21 per gallon in April, above which was the price of \$2.92 in 1920, and below which were the prices of the preceding three years.

The Japanese Wife.

Wallace Irwin, who knows a thing or two about Japan and the ways of her people, tells us that in California the Japanese wife is wholly subservient to her husband, and that when she fails as a laborer in the field, a cook, and as a bearer of children, she is at the end of things.

It is considered unmanly in Japan, Mr. Irwin says, for a husband to praise his wife, and men who are openly kind to their wives are molly-coddles. No Japanese regards his wife as higher than a beast of burden. Which makes us wonder why it is we never saw a picture or heard of an old Japanese woman. Do they all die young, or are they kept out of sight when age comes upon them?

When the boss tells you what to do, don't say "All right" and go ahead until you are sure you know just what is expected of you.

"Quality must be first."

When you buy flour the price seems important but—what you really buy and what you will insist upon getting, is flour of the QUALITY bought.

This company maintains the high quality of its brands.

When you buy Aristos, Fanchon, Ceresota, Red Star or any other of our brands, you can absolutely depend on getting the quality of flour you bought.

Quality must be first.

JUDSON GROCER CO.

Wholesale Distributor

GRAND RAPIDS

MICHIGAN

Blanks for Presenting
LOSS AND DAMAGE
or **OVERCHARGE**
CLAIMS,
and other Transportation Blanks.
BARLOW BROS.
Grand Rapids, Mich.

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.

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

Merchant
Millers

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants



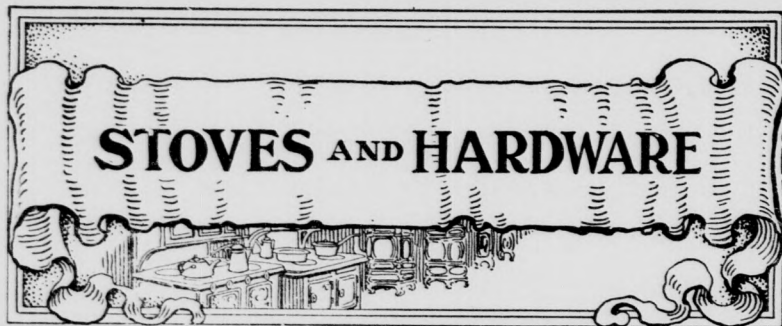
New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks

You will meet the kid

We will soon introduce a unique idea that will vividly distinguish our unusually good Bananas in an attractive manner.

The Vinkemulder Company
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.

Sidelines That Hardware Dealers Can Handle Profitably.

Written for the Tradesman.

There is no set rule as to what can or can not be handled in a hardware store. The hardware dealer is in business to sell things; and in these days when the druggist handles safety razors and the harness dealer sells patent hoof ointment, whatever can be sold at a profit represents a legitimate hardware line.

Whether to take on a new side line or not depends largely, therefore, on whether it can be handled to advantage. The line that one dealer has found profitable and easy to handle may prove a money-loser for another. A great many points have to be considered. Questions of available help, of floor space and window display space, of local competition in that specific line, all these and many other points must be weighed before taking on a new sideline. The dealer should consider, too, whether or not he has a natural liking for the new line he proposes to handle.

This last is a more important factor than some dealers suppose. The man who understands and enjoys amateur sport makes, as a rule, the best sporting goods salesman; and a similar liking will help any dealer to put across a new line.

Hardware dealers quite frequently complain that other trades are cutting into their business by taking up lines that should, logically, be exclusively handled in hardware stores. Thus, the sporting goods dealer starts to sell cutlery; the bicycle store features roller skates; the drug store plays up pen knives and razors.

There is, however, no known method of restricting this sort of competition. The only way to meet it is to carry the war into Africa, so to speak, and to study the possibilities in the way of new and profit-making sidelines.

So far as bicycles are concerned, they represent a logical hardware line. The bicycle store is an off-shoot of the hardware store. Hardware dealers in many places have always handled bicycles and accessories. They may not always have realized the full possibilities of this line; but a great many of them have handled it very successfully.

As a rule, the neglect to handle or feature bicycles is explained by the argument that the handling of bicycles involves too much work. Other dealers say that lack of room makes it

difficult for them to handle bicycles. "We can always find room for a line that pays," was the comment of a veteran hardware dealer when asked how he managed to handle his largely assorted stock. So, if the bicycle trade pays, hardware dealers as a rule can readily find the necessary room for it.

Conditions will probably become more favorable for the bicycle than in recent years. The motor car has fostered a desire for some means of quick locomotion; but the motor car, with its large gasoline and repair bills, will, in the next few years, be beyond the reach of a large share of the public. The bicycle is the logical alternative for the man who goes about alone and desires to cover considerable distances in a hurry. Particularly is it a handy time-saver for the workingman, going to and coming from work. The bicycle sheds maintained in many factories, and in schools and similar institutions, would indicate that some dealers must be selling a lot of bicycles right along, despite all that skeptics say to the contrary.

When the "bike craze" was at its height, the average customer was hard to suit. As a rule, he had heard of half a dozen different makes of wheel, and could not fix his mind on any one as his final selection. Nowadays conditions are different. All the buyer wants is a good, serviceable bicycle. "A dealer does not need to carry more than one make," is the statement of a man with some practical experience in the business. "If the wheel he carries is a good one, he can make sales without having a big stock in

hand." This condition goes a long way to meet the lack of space argument; and it brings the bicycle trade, or at least a share of it, within easy reach of any hardware dealer who wants to go after it.

The presence of a bicycle department in the hardware store does not require to be unduly heralded. It is not necessary for the dealer to displace other stock, to give an overly large share of advertising and display space to bicycles, or to devote his energies to pushing this line to the detriment of the remainder of his business. A permanent sign outside the store calling attention to the fact that bicycles are sold there; a fair amount of floor space, perhaps in the rear of the store; a window display now and then, a little newspaper ad-

vertising and some circularizing of prospects—this program would undoubtedly be sufficient to secure a fair share of the trade.

A repair department is a great help in securing business. The necessity of a repair shop is one of the obstacles which has deterred many dealers from taking up bicycles as a side line. In most hardware stores, however, the necessary space could probably be found in the tin shop; machines could be installed there to handle the repairs. This plan is followed by one

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

A. B. KNOWLSON CO.
 Grand Rapids Michigan

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS,

MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

GOODRICH BOATS

TO CHICAGO

Sun., Mon., Wed. & Fri. Nights.
 8:40 P. M. Grand Rapids Time.

FROM CHICAGO

Tues., Thurs. & Sat. Nights
 7:45 P. M. Chicago Time.

Day Boat Chicago to Muskegon every Monday. Leave Chicago 8 A. M.

Fare—\$4.35 plus 35c war tax.

Boat car Leaves Muskegon Electric Station 156 Ottawa Ave.

Tickets sold to all points west. Baggage checked thru. Vacation Tours on all Great Lakes Steamers arranged here.

GOODRICH CITY OFFICE
 127 Pearl Street

With Consolidated Railroad ticket offices.

Citizens Phone 64-509 Bell Main 554.
 W. S. NIXON, City Passenger Agent.

large city firm, which has made a considerable success of it.

When a hardware dealer has made up his mind to handle bicycles, he should start on a right basis, after a thorough size up of the local prospects and conditions. If you have new ideas for going after business, so much the better. One dealer made it a point to get the names and addresses of boys in the local public schools, and to circularize them and otherwise interest them. Bicycles as birthday gifts, or as rewards for high standing at school, are quite the thing in most communities. The dealer who gets the youngsters thinking along these lines has adopted the easiest method of getting the attention of the parents. Then, too, special efforts should be made to interest various classes to whom the bicycle will be a time-saver and a convenience—such as workmen in the factories, parcel boys, meter-readers, etc.

The motorcycle has possibilities as a hardware side line; and can be advantageously handled with the bicycle, or alone. Here, also, repair business is a considerable factor.

In some communities, hardware stores do a thriving trade in automobile accessories. This, also, is largely a matter of local conditions, and local competition. Another line that is quite profitable in communities close to the lakes and rivers, is motor boat supplies.

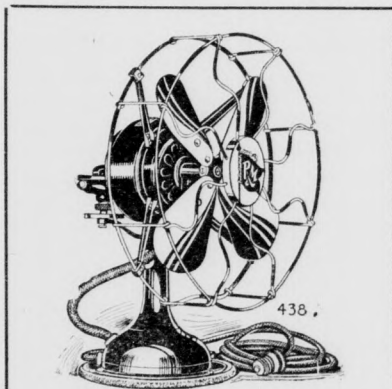
Marine supplies must be handled systematically and intelligently, however, to give the best results. First, it is a good thing to have a prospect list, covering your local boat owners; and to get after them early in the season. Every boat, for instance, should be painted once a year; indeed, the particular skipper will repeat the process once or twice in the season. A preliminary to actual painting is the removal of the old paint or varnish; so that the hardware dealer can sell, not merely paint or varnish, but the remover as well. The dealer can, in fact, sell a line of removers, white, black and battleship gray paint for the topsides, non-fouling paint for the bottoms, a few assorted colored deck

paints for wood and canvas decks, and marine varnish for spars and bright work. A line of brushes suitable for this work should also be featured.

One of the trade promoting features in connection with the motor boat is the fact that the owner never discovers a limit to her possibilities of improvement. He is always making changes in her arrangement, power and equipment. Here is another outlet for the hardware dealer's stock; for all this work requires special tools—woodworker's, plumbers' or machinists'. The motor boat owner is always adding something to his tool kit.

In connection with these side lines, membership in the local association—motor car, bicycle or motor boat—is a desirable help to the dealer. If there isn't any association now, lend a hand to help organize one. Belonging to such an association gives a dealer the first information as to many buying prospects, besides giving him an early line on repair work.

Victor Lauriston.



IT'S FAN TIME

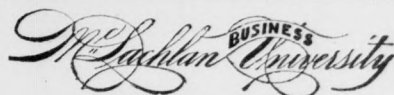
Nothing will buy you more real comfort these hot days than an electric fan. We have a complete stock at right prices.

We have a complete stock of fixtures on display.

Estimates furnished free.

Ackerman Electric Co.

Citizens 4294
549 PINE AVENUE



"The Quality School"

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



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

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

**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

**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.



Petoskey Portland Cement

A Light Color Cement

Manufactured on wet process from Petoskey limestone and shale in the most modern cement plant in the world. The best of raw materials and extreme fine grinding insure highest quality cement. The process insures absolute uniformity.

ASK YOUR DEALER FOR IT.

Petoskey Portland Cement Co.

General Office,

Petoskey, Michigan

RAMONA

The Land That Care Forgot

Ralph Dunbar's Productions

of Famous Operas

Make Ramona your playground. All the best of the old Amusements, Derby Racer, Frolic, Whip, Swings, Jap Roller Ball and String Games.

Numerous New Amusements

The new \$40,000 Mystic Chute, and the Airplane Swing.

Use the enlarged picnic groves for your outings.



Co-operation of Shoe Traveler and Shoe Retailer.

With one hundred and five million pairs of feet to fit in the United States, there is a distinct duty on the part of each shoe merchant, and each retail shoe salesman to see that they are properly fitted, and that a profit is made commensurate with the service rendered. That is co-operation.

During the period when the demand far exceeded the supply, in every line, salesmanship was forgotten. Both commercial and retail salesmen remained, but with disuse their finesse was forgotten. If a manufacturer, or a retailer, had a manufactured article there was no need of a clever salesman to present it attractively, the buying public was hungry for it and snapped it up immediately. However, this time has passed and we are now living in an era when clever salesmanship is an absolutely necessary thing. Never has it been so necessary, not alone to increase the sales, but to restore the confidence of the buyer. This is particularly true of the retail shoe trade. Public confidence was shaken; the retailers' faith in the manufacturer, the manufacturer's faith in the tanner, the tanner's faith in the seller of hides. However, thanks to co-operation, and an absolute proving of ourselves, this confidence is being re-established.

The phenomenal increase in the number of traveling men, many of whom were mere order takers, exclusive shoe stores, and shoe departments, within the last four years is proof of one thing. It is easy to sell the public shoes. From now on, however, shoe selling will be in the hands of the man who knows how, or at least makes it a feature of his business. Perhaps what we have gone through has merely been a sweating out process, a case of the survival of the fittest.

It is true that at the present time conditions are unusual, and more or less unsettled; but there is no reason why any merchant should be at sea regarding them. Any up-and-coming merchandiser thoroughly understands the importance of printers' ink as an advertising medium, yet many of these totally disregard the importance of the trade journals, and from these he may keep closely in touch with conditions as they are all over the country, not only in his immediate locality. Then, of course, there are the retail clubs that add much where an exchange of ideas and viewpoints is concerned, to say nothing of the opportunity to associate with one's conferees.

There is no element in the shoe business so conducive to uncertainty as gambling on the salability or life

of a style. There are dreamers and doers. A mixture of a little of each, is apt to be a very successful business combination. In other words, the commercial man who plans and thinks in advance, has high ideals, common sense, and the courage of his convictions, is bound to land right side up anywhere, at any time, ready to co-operate with you for your success and profit.

As traveling salesmen our opportunity to co-operate with the merchant is increased by the tidings we can bring of good or evil; perhaps it is greater than with any other class of men. We penetrate every nook and cranny of our beloved country, a fact our Government was not slow to recognize during the war, when calling upon us for secret service work and other aid. In our ranks, which number six hundred thousand, are to be found representatives of all nationalities, and creeds; not, however, all allied to the shoe industry; but all optimists, and believers in a supreme Being, and the perfection of co-operation. Hence we preach the gospel of Good Will, Success, Justice, and the necessity of increased production.

There should be no stampeding in regard to prices. Should a downward tendency develop each dealer should make only such orderly regulations downward as a broad, wide-awake view of the situation demands; again co-operation steps in. Read your journals and talk it over at your clubs, get the other fellow's view, find what the trend actually is, then sit tight, don't rock the boat. High prices have improved the public taste in shoe buying. The advantage of buying a well made, well fitted shoe, at a fair price is seen. Don't spoil this improvement by flooding the market with junk, poorly fitted, at a price. This will be disastrous to the shoe trade in general, and needs co-operation to overcome the bad practice.

Eugene Murphy.

Daylight saving appears to be the only saving a good many folks can make.

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

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

Livingston Hotel and Cafeteria GRAND RAPIDS

Nearer than anything to everything.
Opposite Monument Square.
New progressive management.

Rates \$1.25 to \$2.50

MORROW & BENNER, Proprs.

HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men
making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

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

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

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.

The Newest Well Known for
in Grand Rapids Comfort and Courtesy

HOTEL BROWNING

Three Short Blocks From Union Depot
Grand Rapids, Mich.

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

A. E. HAGER, Managing-Director

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

New Hotel Mertens

GRAND RAPIDS

Rooms without bath,
\$1.50-\$2.00; with shower or tub, \$2.50.

Meals, 75 cents or a la carte.

Wire for Reservation.

Union
Station



75 Steps East

Fire Proof

Four Group Meetings Planned For This Month.

Lansing, July 5—We have previously given some information regarding our plans for the July Group Meetings and are now ready to make definite announcements regarding the same. The first Group Meeting at Lansing, Friday, July 8, will be a meeting of the Board of Directors and convention and program committees to arrange for the September State Convention. A cordial invitation is extended to each and every member to attend this group meeting, as the questions discussed will be of as much interest as though the meeting were called for discussions only. The schedule is as follows:

Lansing—Friday, July 8, 12:30 o'clock, railroad time, Elk's club rooms (fine, cool basement dining room). J. B. Sperry, chairman.

Harbor Beach—Tuesday, July 19, 12:30 o'clock, Eastern standard (day-light saving) time. Community House. D. Mihlethaler, chairman.

Benton Harbor—Friday, July 22, 12:30 o'clock, Eastern standard (day-light saving) time. House of David. J. C. Grant, chairman; Edwin A. Kangel, local committee.

Traverse City—Friday, July 29, 12:30 o'clock, railroad time, Indian Trail Camp, three miles East of Traverse City. J. T. Milliken, chairman.

I am enclosing with this bulletin a folder giving information regarding the House of David. Members who attend this meeting will report at the Benton Harbor Chamber of Commerce and will receive instructions as to how to reach the House of David. At Traverse City report at the J. T. Milliken store for directions to the Indian Trail Camp. It is located on the paved road three miles from the city at a beautiful location on East Bay.

These three group meetings are arranged with reference to the comfort of our members. The Community House, "The House of Darius," is a new building arranged for conventions such as ours. The House of David is a religious sect, the location of which is generally well known by all of our members, it being not far from the place where they hold their boxing matches. No more beautiful place could be selected than the spot for our Traverse City meeting.

Mr. Mihlethaler desires me to call the attention of our members, especially those as far away as Bay City, Saginaw and Port Huron, that the State highways are in first class condition all through the thumb country and that a trip by auto to Harbor Beach can be very easily made. Mr. Milliken is anxious that merchants in the heated area of Southern Michigan shall take a trip to the beautiful Traverse country at the time of the Traverse City group meeting. Our members as far away as Battle Creek, Kalamazoo and Lansing should take advantage of these opportunities.

No long winded speeches nor prepared addresses and no insurance at these meetings. Fish stories will be in order.

I have been favored with an invitation from L. C. Stiefel, of Angola, Indiana, to attend a meeting and picnic of the Indiana merchants, to be held at James Lake near Angola on Tuesday, July 12. The location of this lake is only a few miles from the Michigan border and I have accepted the invitation and expect to have a good time with the Indiana merchants. W. E. Balch, Manager of the Indiana Retail Dry Goods Association, will be there. I would suggest to our members in Hillsdale, Branch and St. Joseph counties to take an automobile ride over to James Lake on that date. You will find some congenial spirits there who will give you a good time.

We are informed that Messrs. Knapp, Toeller and Christian will start on the return journey from Eng-

land, July 6. After spending a few days in the New York market they will be home the last part of July. Be on the lookout for some good things for the September convention that these men will bring to us. The plans for the September convention will be announced and by-laws provide that the convention shall be held on the second Tuesday and Wednesday of September. Make your plans to attend the convention.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Assn.

Gave Him Eight Daughters Too Many.

Lowell, July 2—The biography you published of me in this week's Tradesman was all right except the nine daughters. I have only one, a young lady of twenty summers. The only times I was ever impressed that I had nine was when I have paid some dry goods or millinery bills, and saw it in print in this week's Tradesman in bold type. A. D. Gundry, the Grand Blanc druggist, my deskmate at the Ohio Northern University, called on me last week and informed me he had ten children—two pairs of twins. His children range in age from 16 years to the pair of twins six months old. I told him he evidently held the record of all Michigan druggists as being the father of ten fine young Americans and he seemed very proud. But I am afraid his fondest hopes will be blasted when he sees by the Michigan Tradesman that I have eleven—two sons and nine daughters. I have several boxes of cigars charged up to the editor of the Tradesman I have had to pass out to the boys since my return from the commencement exercises at Ann Arbor Thursday night. Mrs. Henry's youngest brother, Charles McCarty, Jr., received his M. D. degree with the 1921 class. He has received an appointment in the Department of Dermatology at Mayo's Hospital, Rochester, Minnesota, and has already assumed his duty there. I am sure you will be glad to hear of this boy's success, as his father was one of your best friends. Charlie came to live with us after his father's death in 1914, finishing high school and going through the University of Michigan with fine standings, without parents to encourage him. We feel very proud of him.

We will expect and sincerely hope you can attend our Merchants picnic in Lowell this month. I will notify you as soon as date is set.

M. N. Henry.

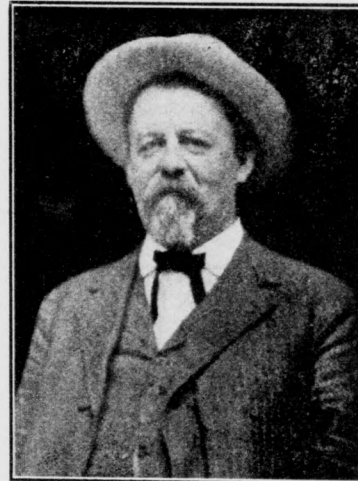
Local Bankruptcy News.

Grand Rapids, July 1—On this day was held the special reference and meeting for the purpose of examination of witnesses in the matter of Fred Gunther, Sr., alleged bankrupt. Fred Gunther, Jr., was sworn and examined and several exhibits introduced and filed in the matter. Frank Gunther, Albert E. Hurd, Jas. M. Johnson, A. E. Gunther, and Alta Gunther were also sworn. The meeting was then adjourned without date.

July 2—In the matter of the Charles F. Bartlett Company, bankrupt No. 1939, the trustee has filed in the court his report of an offer from the Watson-Higgins Milling Co. of \$1250 for all the personal assets of the bankrupt located at Russell avenue and P. M. Railway, Grand Rapids. An order to show cause on the offer has been issued and notice sent to all creditors and attorneys interested. The inventory of the property offered for sale amounts to \$3,166.95. The date set for the sale of the above mentioned property is July 15. All interested in the purchase of such a stock are requested to be present at that time.

One can always tell by the way a man enters a pawnshop whether he has had experience or not.

Celebrated Their Golden Wedding Anniversary.



July 4, 1871, Richard Warner, Sr., and his sweetheart, Miss Bonney, ran away to Kalamazoo and were married by the late Rev. H. M. Joy. Monday their relatives and friends aided them in celebrating the fiftieth anniversary of that event. All of the children were present, as follows:

Richard Warner, Jr., and wife.

Miss Lynn Warner.

Ferdinand D. Warner and Wife.

Mrs. Eugene Telfer and husband, Detroit.

Glenn Warner and wife, Detroit.

M. Harry Warner and wife, Youngstown, Ohio.

Mrs. Judith Bonney, who is the mother of Mrs. Warner, was also present. The day was her 90th birthday anniversary.

Mr. Warner will be 72 years old on August 20. Mrs. Warner was 69 years old April 10.

Numerous presents were made the happy couple.

Mr. Warner retired from the sales force of the Worden Grocer Company last October, after having devoted fifty-two years to the service of that house.

Sales Tax Versus Income Tax.

Grand Haven, July 5—I have read with much care your recent article on Proposed Sales Tax. Will you kindly inform your readers why you, as the editor of a retailers' trade journal, are in favor of a sales tax? Also why some of the members of the Michigan Retail Dry Goods Association are in favor of it?

As I understand it, the retailers in all lines should use their efforts in not having such a law passed. The retailers will be charged the tax and added to every invoice, whether from the jobber or manufacturer.

The large packers and manufacturers are paying a very small tax in proportion to what they are now paying and very much smaller than the retailer. No wonder the packers, manufacturers and jobbers are in favor of it.

C. N. Addison.
Various types of the sales tax are being advocated to-day. Not all of them go so far as to threaten the income tax. But the type of sales tax which is attracting the most attention and receiving the most vigorous support is the gross sales or turnover tax. It is on this form of sales tax that the real issue is centered. A study of the literature of its principal advocates will show that they propose to do away with not only excess profits tax (upon which practically everybody is

agreed), but also the corporation income tax, part or all of the excise taxes, and part or all of the surtaxes of the individual income tax; further, that they would relieve individual incomes up to \$2,500 or \$5,000 entirely from the tax and would impose upon the higher income taxes varying from a moderate reduction of the present tax down to a merely "nominal" normal tax. That some of the prominent sales tax advocates would be glad to go even further than this and abolish the income tax entirely has been shown. It is perfectly evident that a sales tax yielding from three to five billions of dollars is not needed to make good the loss of revenue resulting from the repeal of the excess profits tax, the more objectionable excise taxes and the unproductive high surtax rates of the individual income tax. Yet the sales tax is being pushed just the same. The real issue is: the sales tax versus the income tax.

Ways of Avoiding Rent Extortioners.

Kalamazoo, July 5—Your item in the June 29 issue of the Tradesman entitled, "Rents must come down" attracted my attention and recalls an incident that came very vividly to my mind about the year 1885.

At that time I was selling goods to A. L. Vandercook, Mason, who had the leading grocery trade in the city and a splendid business, being located on the North side of the court house square. Directly opposite, on the South side of the square, were several empty good brick buildings not being occupied at that time because the center of trade was near Vandercook's corner, but circumstances changed so that he had to vacate his location and he took one of the vacant stores across the square directly opposite, and it was not very long before he had a splendid business at that location and also the other stores were soon occupied with other merchandise.

Again in Kalamazoo, less than two years ago, S. O. Bennett had a location on North Burdick street and decided that he would go to a cheaper rent district, which he did, to one of several vacant stores on East Main street, and he tells me that because of his attracting the people there, other vacant stores were soon occupied and that they are now going to raise his rent about \$35 per month, and I would not be surprised if another location was available that he would again move to avoid the rent extortioners.

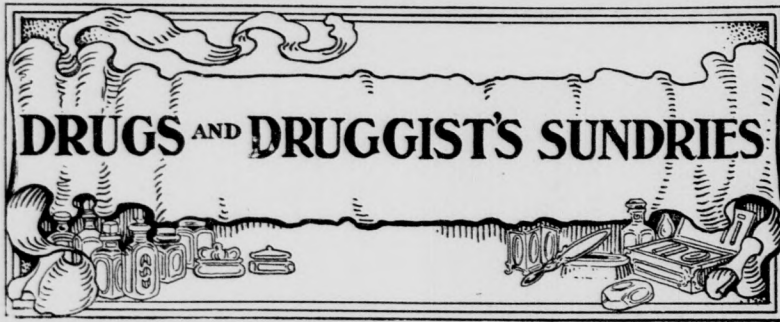
I am writing this thinking some merchants may be paying high rent fearing they might lose the trade should they move to another locality to avoid paying high rents.

Frank H. Clay.

Watch Out For Raised Bills.

A large amount of counterfeit money, consisting of raised one and two dollar bills to denominations of tens and twenties, have been put into circulation in Michigan within the past week. The frequency with which these bills have been turned loose on merchants and the similarity of the counterfeiting, lead police to the opinion that the work is done by a band of counterfeiters who recently located somewhere in the State.

The bills are "raised" by the simple process of scratching a zero immediately following the "one" or "two" on \$1 and \$2 bills. The job is so neatly done that it would require close examination, police say, to note the difference between the counterfeit and the genuine bill.



Annual Report of President Board of Pharmacy.

Making a report on prosecutions is rather a prosy occupation, and no doubt of little interest to the average listener, and for fear that such a report might be tiresome, will endeavor to incorporate into same, a little history of drug store legislation that has been enacted since the last meeting of this Association and how the same will help in perpetuating the Board of Pharmacy, which you requested to be created in 1885 for the purpose of protecting public health by raising the standard of pharmacy; and how said legislation will further raise said standard as well as provide for a very practical method of enforcing the laws of the state with the least possible expense to the drug store proprietors, on whom the state legislature seems to see fit to place the responsibility of maintaining the Board of Pharmacy by requiring you to furnish adequate means to enforce the laws which have been enacted for the protection of public safety.

Most of the efforts spent in endeavoring to enforce the laws in the past year has been directed towards those who were conducting drug stores without registered men, and those other than druggists who were selling drugs and poisons without taking the precaution of employing registered pharmacists.

In my opinion, it will take a strenuous campaign to correct these evils, a class of registered pharmacists who have entered in business without first considering the overhead expenses that is necessary to be expended to properly conduct a drug store, not taking into consideration the expense of properly equipping said stores with registered men. To comply with the law it is not only necessary to have a registered pharmacist's papers in the store, but it is also necessary to have a registered person, registered pharmacist or registered assistant pharmacist in personal attendance. A surprisingly large number of stores are what might be called one man stores, stores conducted by registered pharmacists who often absent themselves for hours and sometimes days at a time, leaving an unregistered person in charge. In my opinion, the intentions of those who enacted the pharmacy law was, that there should be a registered person in charge at all times. As for those other than registered pharmacists who conduct stores without registered persons and sell drugs and poisons, a vigorous campaign has been waged, believe that they will eventually be obliterated. There must be a misconception of the laws by some drug salesmen, as many of the people say that the man who sold them the goods have informed them that they, the vendor, have a right to sell same so long as they are put up in original packages. Of course, this is not true as no one has a right to sell drugs and poisons in this state unless he or she is a registered pharmacist or registered assistant pharmacist in a drug store conducted by a registered pharmacist, except as provided for in section 18 of the Pharmacy Laws. Strict enforcement of the Pharmacy Laws without causing considerable hardship to those now engaged in business, is a serious problem and one which this Association should give considerable consideration, as I feel sure the Board of Pharmacy will be influenced to a large extent by the attitude of the M. S. P. A. on this subject. Personally, I cannot see how a drug store can be properly conducted by one registered person, unless the unregistered help absolutely refused to sell drugs or poisons or fill prescriptions during the absence of the registered pharmacist.

Very few cases of violation of the liquor law have been called to our attention in the past year. Those that have been reported to us were cases where alcoholic, medicinal preparations were being sold for beverage purposes in the guise of medicines. A very emphatic warning to the offenders, and a reminder of what has happened to others for the same offense has had the desired effect. I believe that the practice of selling alcoholic medicinal preparations for beverage purposes by druggists, is of very small quantity. As long as human nature endures there will be law violators. I am not one of those that believe all the druggists are 100 per cent. pure, but do think that this practice among druggists is almost nil.

Any person who has reached so low a level as to sell medicated alcoholic preparations for beverage purposes, is not

fit to possess a registered pharmacist papers, or if a proprietor to conduct a drug store, and any one who traffics in this kind of nefarious trade should have his licenses revoked, and be compelled to seek some other occupation for a livelihood, as provided for in the 1921 amendment to section 19 of the pharmacy laws of this State.

Hope I am not encroaching on the privilege of our chairman, Mr. Look, by touching on a little legislative history of the past year. My purpose is more to explain why the pharmacy law was amended than how it was amended. For some reason unknown to most of us, there has been an attempt to pass laws that are of no earthly use, but which would cause the public a great deal of inconvenience. In the 1919 session of the Michigan Legislature there was introduced a bill which if passed would have required a person who desired to purchase any preparation containing alcohol to first procure a physician's prescription. It is unnecessary to attempt to explain how impractical such a law a law on the books, the person desiring would be. The doctor did not want such a small quantity of spirits of camphor or tincture of iodine did not want to be put to the trouble of having to go to a doctor for a prescription to secure same, and it is very evident the druggist did not want to be bothered by having to file a prescription every time he made a sale of this character. In fact, there was no public demand or necessity for any such legislation and for these reasons the bill did not pass.

Having had some trouble with a few druggists who desired to take advantage of the conditions caused by the enactment of the 18th amendment, who wanted to get rich quick by selling medicinal preparations containing alcohol for beverage purposes, also more or less trouble with some violators of the general pharmacy laws, as there always will be, your legislative committee, which was in session several times during the last year concluded to ask to have included in the amendments a section which would make it possible to eliminate from the drug stores of the state those who might desire to further continue these practices, thereby carrying out the principles of the M. S. P. A. which has always stood for clean pharmacy and, in a practical way, take care of this situation ourselves, and show the parties who caused the 1919 bill mentioned above, to be introduced, that we were sincere in our contentions, and that the large majority were opposed to the sales of alcoholic preparations for beverage purposes. This amendment, as you know, passed and is section 5 of the Pharmacy Law as amended by the 1921 session of the legislature. Everyone should read it together with section 19 as soon as copies are available. The amendments should solve the prohibition problem insofar as the drug stores are concerned, and it is squarely up to the few druggists that may still be engaged in business contrary to law, whether they desire to have their licenses revoked, or whether they wish to be good and continue in the drug business.

There was an impression among many throughout the State that the Board of Pharmacy was to be consolidated or absorbed by the Board of Health. This rumor was anything but popular with Michigan pharmacists. For this reason enquiries were made as to possibility of such an occurrence. We were informed by certain members of the legislature that our Board could be made self-supporting, that no appropriations should be made in excess of our fees. We therefore concluded to raise the examination fee and make the certificate permanent.

The reason for the amendments changing the phraseology of the bill to read "Registered assistant pharmacists," in place of registered druggists, is plainly obvious. The term registered druggist was misleading to the public, as people often thought that the pharmacist was assistant to the druggist. The new section known as section 5 provides for the registration of apprentices. The advantage of this can be easily understood, it gives the Board a check on the applicants for registration, as to the actual time spent in a store, which must be "Two years for assistants" and four years for registered pharmacists," consisting of fifty weeks each and forty-eight hours per week, and certain credits for college work as provided for in the By-Laws of the Board of Pharmacy.

Section 11 was amended by inserting a clause which requires a twelfth grade

prerequisite education, the same to be effective January 1st, 1924, thereby, to some extent at least raising the standard of education. We hope that at some future date we may be able to put Michigan in the front ranks of pharmacy by having enacted a prerequisite provision requiring a two-year college course. The creation of the budget system made the office of treasurer unnecessary, therefore it was consolidated with that of secretary.

The penalty clause has changed, raising a minimum of the fine imposed from \$10 to \$50. A few other minor changes were made, such as raising the salary of the secretary-treasurer and inspector of pharmacies and providing in the appropriation bill for additional inspection.

In the main, I believe we have a good pharmacy law, as good as we could get at this time. There was some demand for a higher license fee, part of same to be paid to the State Association. This would, in my opinion, have been unconstitutional, if contested might have invalidated the whole section. It is a question whether or not it is good policy to sell a man something he does not want and make him pay for it. Does a person who is forced to join an association ever become of any value to it? This is a question for the Association to discuss, and if considered favorably recommendations made to your legislative committee for consideration.

In closing, desire to say, would feel as if an important duty had been forgotten if I neglected to call your attention to the valuable work done by Mr. Barnard, Mr. Pitkin and Mr. Sargent, our pharmacists in the House of Representatives, who, in reality, deserve all the credit for the enactment of the amendments to the pharmacy law as well as the famous Barnard amendment to the Hicks bill which is another story! I shall leave it to Mr. Barnard or someone else to relate.

Herbert H. Hoffman,
Pres. Michigan Board of Pharmacy.

Endorsed For Member Board of Pharmacy.

Grand Rapids, July 5—At the meeting of the Executive Committee of the M. S. P. A., held in Grand Rapids, June 30, J. A. Skinner was recommended to Governor Groesbeck to fill the vacancy on the State Board of Pharmacy created by the resignation of H. H. Hoffman. While the resignation of Mr. Hoffman will be a loss to the druggists of the State of Michigan, it is felt that Mr. Skinner will be a valuable man on that board. Mr. Skinner was the President of the Michigan State Pharmaceutical Association for the year 1920-1921 and is a keen worker for the upbuilding of the standards of pharmacy.

While it is questionable as to whether or not the Dunn law has driven venereal disease from the State, there is little question that venereal disease is now practically unknown in the drug stores.

L. V. Middleton, Sec'y.

Prescribing for Himself.

The Druggist — Sorry, son, but we're just out of castor oil. I can let you have something else that will do just as well.

Bobbie—Don't you think chocolate nut bars would do me as much good?

Some girls can suggest oysters after the show in 17 different ways without mentioning them.

Gabby Gleanings from Grand Rapids.

Grand Rapids, July 5—G. K. Coffee, who sold baking powder for twenty-five years before embarking in the mutual fire insurance business, is this week celebrating his first anniversary as an insurance salesman. Mr. Coffee has made his mark as a writer of mutual insurance and has received many flattering offers from other companies, but prefers to stay at his first love—the Shoe Dealers of Fremont.

Midsummer travelers to Chicago on the Indiana, of the Goodrich line, should be careful not to accept assignments to Parlors E or F, because they are adjacent to an air shaft which furnishes an outlet for the hot air from the boilers to the top deck of the boat. Sleep in such quarters is out of the question during warm weather, because the heat from the source named keeps the room up to a temperature of 100 degrees. Passengers who purchase parlors on this boat could be made much more comfortable if the management would install electric fans in the rooms and screens on the doors and windows. Under existing conditions the flies are so troublesome as to preclude restful slumber. So good a boat as the Indiana in many ways ought to have a few refinements added. Considering the prices charged for parlors and staterooms customers of this line are entitled to a little more than they are given and, now that a new management has taken hold of the line, it seems quite likely that the tallow candle era so long maintained by the old management will be superseded by additions and conveniences more in keeping with the spirit of the times and the requirements of discriminating travelers.

Speaking of sleeping on a lake vessel—on attempting to do so during warm weather—suggests an idea which might be put into effect with bene-

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



"DOUBLE A"

MALTED MILK

LOZENGES

CHOCOLATE FLAVOR

A DELICIOUS CANDY FOOD

ALSO PUT UP IN WAFER FORM IN FIVE CENT ROLLS

ASK OUR SALESMAN
OR ANY CANDY JOBBER

MADE ONLY BY

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

ficial results to all concerned. Many people have of late years formed the habit of using a sleeping porch in their own homes. To such persons sleep in a close cabin is out of the question. Why not sell them a cabin to use as a dressing room and then rent them a cot for \$1 per night, to be installed on one of the upper decks? All that need be furnished with the cot is a pillow and a light blanket. No cot need be furnished to any one who does not first purchase a stateroom. Disciples of the Great Outdoors would be delighted to sleep in the open and the pursuer would be able to turn several additional dollars into the treasury of the company on each trip the boat made during the warm weather.

E. P. Monroe (Sherwood Hall Co.) says he never patronizes a hotel or restaurant where they do not talk—and cook—in the American language. If every traveling man would pursue this policy, the number of cheap joints conducted by swarthy sons of Southern Europe who have little idea of sanitation or cleanliness would not be likely to increase.

W. E. Thompson, manager of the Hood Rubber Products Company, went to Evanston, Illinois, last Saturday to spend four or five days with friends dating back to the days when he was a student of the Northwestern University there. Mr. Thompson has made many friends among the trade since coming to Grand Rapids to reside, two years ago, and he is gaining in their appreciation and esteem as his friends come to realize his many sterling qualities.

Summed up, much of the sentiment against property, that is to say, wealth, is born of a dishonest desire to enjoy free the toil and savings of other men. We hear much of "unearned income," which is the fruit of men's work acquired by thriit, and there are demands for excessive taxation of such capital. Thrift and economy and self-denial, which are represented in the homes, the stores, the farms and the investments of the people, do not bring "unearned" income. The man who has accumulated surplus money, which yields him an income, has earned that income as truly as the man whose wages come from the work of his muscles.

It is his earned reward for thrift. The time is not likely to come in this country when economy and saving and self-denial will be penalized by confiscation.

James B. McInnes, former traveling salesman and a resident of Grand Rapids for a half century, died Friday night following a long illness. He had many fraternal connections, belonging to a dozen or more lodges, commercial and social organizations. Mr. McInnes was 60 years old, having been born Oct. 23, 1861, in Fergus, Ont. He was of Scotch parentage and the sterling qualities of that race predominated in his character. When he was 10 years old the family came to Grand Rapids and he had resided here ever since. In his early youth he learned the graining trade at the factory of the Powers & Walker Casket Co., graining the first casket made by that company and also the first manufactured by the Milwaukee Casket Co. For twenty-one years he was a traveling salesman, representing successively James S. Kirk & Co., Chicago; F. F. Adams Tobacco Co., Milwaukee, and the Durfee Manufacturing Co., Grand Rapids, gaining a large circle of friends. In 1902 he purchased the interest of A. D. Leavenworth in the firm of Durfee & Leavenworth, selling his interest in 1911 and entering business for himself. Last year he took G. M. Sparks into partnership with him, retaining active management of the business until his death.

The Success Family.

The father of Success is Work. The mother of Success is Ambition. The oldest son is Common Sense. Some of the other boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-operation.

The oldest daughter is Character.

Some of her sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.

The baby is Opportunity.

Get acquainted with the "old man" and you will be able to get along pretty well with all the rest of the family.

Wholesale Drug Price Current

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

Acids Boric (Powd.) 17½ 25 Boric (Xtal) 17½ 25 Carbolic 31 36 Citric 65 70 Muriatic 40 6 Nitric 10 5 Oxalic 27½ 35 Sulphuric 40 6 Tartaric 58 65	Ammonia Water, 26 deg 10¼ 20 Water, 18 deg. 9 15 Water, 14 deg. 8 13 Carbonate 22 26 Chloride (Gran) 11 17	Balsams Copaiba 70 1 00 Fir (Canada) 2 50 2 75 Fir (Oregon) 60 80 Peru 2 50 3 00 Tolu 1 00 1 20	Barks Cassia (ordinary) 25 30 Cassia (Saigon) 50 60 Sassafras (pw. 55c) 40 50 Soap Cut (powd.) 40c 20 25	Berries Cubeb 1 50 1 75 Fish 40 60 Juniper 8 15 Prickly Ash 30	Extracts Licorice 60 65 Licorice powd. 1 00	Flowers Arnica 75 80 Chamomile (Ger.) 50 60 Chamomile Rom 40 45	Gums Acacia, 1st 50 55 Acacia, 2nd 45 50 Acacia, Sorts 20 25 Acacia, powdered 30 35 Aloes (Barb Pow) 30 40 Aloes (Cape Pow) 30 35 Aloes (Soc Pow) 90 1 00 Asafoetida 1 00 1 25 Pow. 1 25 1 50 Camphor 1 06 1 14 Guaiac 1 25 1 25 Guaiac, powder'd 1 25 1 50 Kino 80 85 Kino, powdered 1 00 1 00 Myrrh 90 90 Myrrh, powdered 1 00 1 00 Opium 9 00 9 40 Opium, powd. 10 00 10 40 Opium, gran. 10 00 10 40 Shellac 85 95 Shellac Bleached 90 1 00 Tragacanth 4 50 5 50 Tragacanth, pw. 3 50 4 00 Turpentine 25 30	Insecticides Arsenic 12 25 Blue Vitriol, bbl. 9 08 Blue Vitriol, less 9 15 Bordeaux Mix Dry 17 30 Hellebore, White powdered 25 35 Insect Powder 40 70 Lead Arsenate Po. 22 42 Lime and Sulphur Dry 11 23 Paris Green 31 43	Ice Cream Piper Ice Cream Co. Bulk, Vanilla 1 10 Bulk, Vanilla Special 1 20 Bulk, Chocolate 1 20 Bulk, Caramel 1 20 Bulk, Grape-Nut 1 20 Bulk, Strawberry 1 25 Bulk, Tutti Frutti 1 25 Brick, Vanilla 1 40 Brick, Fancy 1 60 Ices 1 10 Sherbets 1 10	Leaves Buchu @ 1 75 Buchu, powdered @ 2 00 Sage, bulk 87 78 Sage, ¼ loose 72 78 Sage, powdered 55 60 Senna, Alex. 1 40 1 50 Senna, Tinn. 30 35 Senna, Tinn. pow 35 40 Uva Ursi 30 35	Oils Almonds, Bitter, true 16 00 16 25 Almonds, Bitter, artificial 2 50 2 75 Almonds, Sweet, true 1 00 1 25	Almonds, Sweet, imitation 60 1 00 Amber, crude 3 00 3 25 Amber, rectified 3 60 3 75 Anise 1 50 1 80 Bergamont 8 00 8 25 Cajeput 1 50 1 75 Cassia 2 50 2 75 Castor 1 20 1 44 Cedar Leaf 1 50 1 75 Citronella 1 65 1 00 Cloves 2 25 2 60 Cocunut 30 40 Cod Liver 85 1 00 Croton 2 25 2 60 Cotton Seed 1 00 1 10 Cubeb 11 00 11 25 Eigeron 6 00 6 25 Eucalyptus 1 00 1 25 Hemlock, pure 2 00 2 25 Juniper Berries 3 75 4 00 Juniper Wood 1 50 1 75 Lard, extra 1 25 1 45 Lard, No. 1 1 10 1 20 Lavender Flow 9 00 9 25 Lavender Gar'n 1 75 2 00 Lemon 1 75 2 00 Linseed Boiled bbl 89 Linseed bld less 96 1 04 Linseed raw, bbl. 87 Linseed, raw, less 90 1 02 Mustard, true oz. 2 75 Mustard, artifi, oz. 50 Neatsfoot 1 10 1 30 Olive, pure 4 75 5 50 Olive, Malaga, yellow 2 75 3 00 Olive, Malaga, green 2 75 3 00 Orange, Sweet 5 00 5 25 Origanum, pure 2 50 2 75 Origanum, com'l 1 25 1 50 Peppermint 6 00 6 25 Rose, pure 15 00 20 00 Rosemary Flows 2 50 2 75 Sandalwood, E. I. 12 00 12 25 Sassafras, true 2 50 2 75 Sassafras, art'l 1 25 1 60 Spearment 3 00 3 25 Tansy 11 50 11 75 Tar, USP 50 65 Turpentine, bbl. 62 Turpentine, less 69 72 Wintergreen, tr. 9 00 9 25 Wintergreen, sweet birch 6 00 6 25 Wintergreen art 75 1 00 Wormseed 5 50 5 75 Wormwood 22 50 22 75	Potassium Bicarbonate 50 60 Bichromate 27 35 Bromide 65 75 Carbonate 45 50 Chlorate, gran'r. 35 40 Chlorate, xtal or powd. 25 30 Cyanide 35 50 Iodide 3 75 3 80 Permanganate 85 1 00 Prussate, yellow 60 65 Prussiate, red 1 00 1 10 Sulphate 60 65	Roots Alkanet 75 85 Blood, powdered 40 50 Calamus 35 75 Elecampane, pwt 30 35 Gentian, powd. 20 30 Ginger, African, powdered 23 30 Ginger, Jamaica 40 45 Ginger, Jamaica, powdered 42 50 Goldenseal, pow. 7 50 8 00 Ipecac, powd. 3 75 4 00 Licorice 40 45 Licorice, powd. 25 30 Orris, powdered 30 40 Poke, powdered 40 45 Rhubarb 30 40 Rhubarb, powd. 85 1 00 Rosinwood, powd. 30 35 Sarsaparilla, Hond. ground 1 25 1 40 Sarsaparilla Mexican, ground 30 40 Squills 35 40 Squills, powdered 60 70 Turmeric, powd. 20 25 Valerian, powd. 3 75	Seeds Anise 33 35 Anise, powdered 33 40 Bird, is 13 18 Canary 10 15 Caraway, Po. 25 18 20 Cardamon 8 25 Celery, powd. 45 35 40 Coriander pow. 25 12 15 Dill 15 25 Fennel 30 40 Flax 06 12 Flax, ground 06 12 Foenugreek pow. 8 15 Hemp 8 15 Lobelia 2 00 Mustard, yellow 15 30 Mustard, black 10 35 Poppy 30 40 Quince 1 25 1 50 Rape 15 20 Sabadilla 30 40 Sunflower 7 15 Worm American 30 40 Worm Levant 2 00 2 25	Tinctures Aconite 1 85 Aloes 1 65 Arnica 1 50 Asafoetida 3 90 Belladonna 1 35 Benzoin 2 40 Benzoin Comp'd 3 15 Buchu 3 15 Cantharadles 3 00 Capsicum 2 30 Catechu 1 50 Cinchona 2 10 Colchicum 2 00 Cubeb 3 00 Digitalis 1 80 Gentian 2 10 Ginger, D. S. 2 00 Guaiac 2 30 Guaiac, Ammon. 2 50 Iodine, Colorless 2 00 Iron, clo. 1 50 Kino 1 40 Myrrh 2 50 Nux Vomica 1 50 Opium 3 50 Opium, Camp. 1 30 Opium, Deodor'd 2 50 Rhubarb 2 00	Paints Lead, red dry 13 13¼ Lead, white dry 13 13¼ Lead, white oil 13 13¼ Ochre, yellow bbl. 2 2 Ochre, yellow less 2½ 6 Puty 5 8 Red Venet'n Am. 3½ 7 Red Venet'n Eng. 4 8 Whiting, bbl. 5 4½ Whiting, 5½ 2 L. H. P. Prep. 3 00 3 25 Rogers Prep. 3 00 3 25	Miscellaneous Acetanalid 48 55 Alum 10 18 Alum, powd. and ground 11 20 Bismuth, Subnitrate 2 76 2 93 Borax xtal or powdered 7¼ 13 Cantharades, po 1 50 1 50 Camelom 1 38 1 45 Capsicum 40 45 Carbamide 6 50 7 00 Cassia Buds 40 50 Cloves 35 45 Chalk Prepared 16 18 Chloroform 63 72 Chloral Hydrate 1 55 1 85 Cocaine 12 85 13 65 Coccol Butter 50 80 Corks, list, less 35 45 Copperas 30 10 Copperas, Powd. 4 10 Corrosive Sublm 1 17 1 25 Cream Tartar 50 55 Cuttle bone 50 60 Dextrine 06 15 Dover's Powder 5 75 6 00 Emery, All Nos. 10 15 Emery, Powdered 8 10 Epsom Salts, bbls. 3 30 Epsom Salts, less 4¼ 09 Ergot, powdered 1 75 2 00 Flake White 15 20 Formaldehyde, lb. 17½ 25 Gelatin 2 00 2 25 Glassware, less 50%. Glassware, full case 50.10%. Glauber Salts, bbl. 03¼ Glauber Salts less 04 10 Glue, Brown 21 30 Glue, Brown Grd. 17 25 Glue, White 25 40 Glue, White Grd. 30 35 Glycerine 23 37 Hops 1 00 1 25 Iodine 5 26 5 72 Iodoform 6 69 7 09 Lead Acetate 18 25 Lycopodium 6 00 6 50 Mace 75 80 Mace, powdered 95 1 00 Menthol 5 50 6 00 Morphine 8 33 9 03 Nux Vomica 4 30 Nux Vomica, pow. 30 40 Pepper black pow. 22 35 Pepper, white 40 45 Pitch, Burgundy 10 15 Quassia 12 15 Quinine 99 1 72 Rochelle Salts 35 40 Saccharine 3 38 Salt Peter 14 40 Selditz Mixture 30 40 Soap, green 15 20 Soap mott castle 22½ 25 Soap, white castle case @ 12 50 Soap, white castle less, per bar @ 1 40 Soda, Ash 05 10 Soda Bicarbonate 4 10 Soda, Sal 2¼ 5 Spirits Camphor @ 1 25 Sulphur, roll 04 10 Sulphur, Subl. 4¼ 10 Tamarinds 25 30 Tartar Emetic 1 03 1 10 Turpentine, Ven. 50 60 Vanilla Ex. pure 1 50 2 00 Witch Hazel 1 60 2 15 Zinc Sulphate 10 18
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We Are Pleased to Recommend—

**Monogram Fly Spray
Monogram Disinfectant**

These are two of our own products and should find a general sale at this season of the year in every retail drug store and general store.

Monogram Fly Spray is a liquid preparation designed to keep flies off of cattle and horses and to repel other vermin.

Monogram Disinfectant is a phenolated coal tar disinfectant for use in farm or home. It is powerful, yet non-caustic and non-poisonous.

Order today for immediate delivery.

**Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan**

**Look,
Mr. Dealer!**



**You
Make \$2.70**

**Five Cent Seller
Millions Like Them
Millions Want Them**

**No New Taste to Educate
People To**

**—Just put them up
AND SELL THEM**

—scores of packages a day, *and take in the money.* That's all you do.

Men like 'em because they're little nuggets of energizing food value—just the thing for “three-o'clock-fatigue.”

Mothers like 'em because they're Nature's candy for the children—practically pre-digested.

Children like 'em because they're so “nifty-good.”

“Rare,” the kids say, and they are. Try 'em yourself.

Right now—send that coupon-order blank for a trial case—right now.

**—you PAY only — \$4.50
—YOU SELL FOR 7.20
on Little Sun-Maids**

That's 37½% on your selling price (or 60% on the cost). Gee whiz!—if it costs you 20% to do business, you net 17½% every time you sell a case—

GREAT SCOTT!

17½% net profit per case is \$1.26.

If you sell only one case of Little Sun-Maids every week (easy money—it's only 24 packages a day for six days) you multiply by 52 weeks, and your *net profit* (all expenses out) for the year is—say, **BOY!**—\$65.52.

You only tie up \$4.50—(W-a-i-t a minute—\$4.50)—Yes, **FOUR FIFTY**, to make that \$65.52, and that is—yes, **IT IS**—and now listen good—it's—

One thousand four hundred and fifty-six per cent. on that \$4.50—1,456% on the capital invested. All we've got to say is, *can you beat it?*

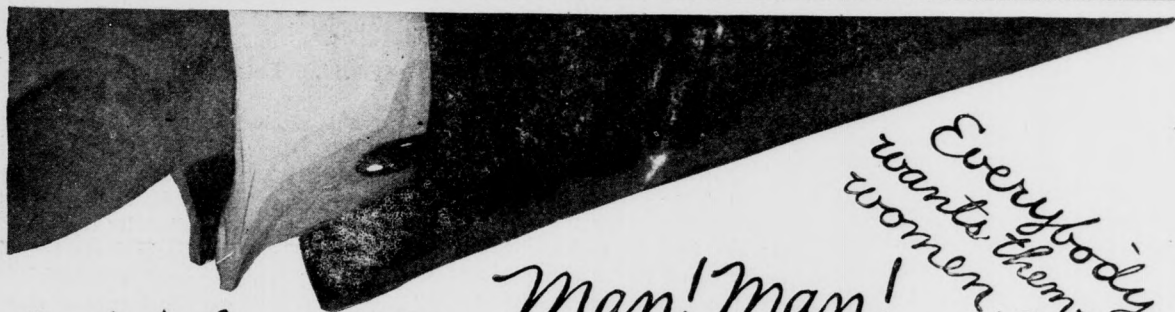
One small dealer in Los Angeles sells three cases or 432 packages a week, making \$8.10 gross! Think of it!

If you could make your whole business pay like that you wouldn't know whether to come down tomorrow in the Pierce, the Locomobile or the Rolls-Royce, By Jove!

You'd take a chance on a bet like this if there was a chance that you'd *lose your money*—but there isn't a chance of such a chance. Little Sun-Maids are such a sure winner that you simply invest the \$4.50 and it's a year-in-year-out cinch all the time—so use the Waterman on the dotted line below.

LITTLE SUN-MAIDS—5c

“The Between-Meal Raisins”



A nickel never bought a better value or yielded a better profit

You never sold a better one!

Man! Man! How they do shuffle over the counter that five cent seller goes all by itself

Everybody—men, women, children wants them!

Little nickels, come to me!

Some Testimonial

Mr. E. M. de Pencier, Division Sales Manager, California Associated Raisin Co., 308 Van Nuys Building, Los Angeles, California.

Dear Sir:

Replying to your inquiry as to the success which we have enjoyed upon the sale of your 5 cent package:

We are very pleased to inform you that the little Sun-Maid found instant favor with our customers. It was placed upon the counter of all our stores simultaneously, and the reports which we received from our store managers were extremely flattering as regards both the quality and the selling quality of your package.

It is one of the best 5 cent packages that we have ever handled, and our second lot of them is now being offered to the public in all of our stores.

Wishing you the very heartiest success in placing this package on the market, and thanking you for bringing it to our attention, we are,

Very truly yours

The House of Quality Cigar Stores

Put one carton on your counter and, "You'll say so!"

- BINGO!—5c
BINGO!—5c
BINGO!—5c
BINGO!—5c

—that's the way it goes all day long!

California Associated Raisin Co.

Membership 13,000 Growers
Dept. G-1207 Fresno, Calif.

Here's Another

California Associated Raisin Company, 308 Van Nuys Building, Los Angeles, California. Gentlemen:

We take pleasure in advising you that your 5 cent package of Seedless Raisins is the best nickel seller that we have ever placed upon our counter. Our sales are larger on this package than on all other packages combined and you will appreciate the rapidity with which it is moving when we say that we make more sales on the 5 cent package of raisins than we do upon all of the various brands of chewing gum combined.

You are at liberty to use this letter for publication if you so desire.

Very truly yours,

Hauser Cigar Company.

Per (Signed) J. H. Hauser

"Fully protected in processing and packing against summer pests and deterioration of every kind."



Six Like This in Every Case—What?

Dealer's Emergency Order Coupon

(Send to your jobber)

(Write in jobber's name)

(Jobber's address)

Please ship to me at once.....cases (1 gross of 1 1/2-ounce packages to the case) Little Sun-Maids, and charge my account.

(Your name)

(Your address)

Dept. G-1207

Twenty-Five Suggestions For Increasing Sales Volume.

1. Market basket filled with canned foods and sold at a definite price for the assortment.

2. Canned foods stacked up in center of floor, with appropriate price tags and buying suggestions.

3. Special table for special offerings in foods.

4. Two or three shelves built up in store or against a pillar. Show shelves filled with assortment of foods the average housewife should have.

5. Attractively trimmed window display.

6. Sales letter for mailing to customers and prospective customers.

7. Have boy distribute dodgers or price lists.

8. Newspaper advertising.

9. Have clerks offer each customer a sample of some food with the suggestion that she buy.

10. Empty three or four cans of fruit, vegetables, etc., into glass dishes and call customers' attention to the high quality and deliciousness of these foods.

11. Have salespeople push some particular item every day. That is, on one day have clerks tell every customer about canned fruits; the next day about baking powder; then about Star Ham, etc.

12. Have some store representative call on every family moving into the neighborhood.

13. On Saturday offer Sunday specials—foods that are easily prepared, automobile picnic specials, etc.

14. Have selling prices on goods in shelves and bins.

15. Phone certain good customers when you have a particularly nice lot of fresh vegetables, a special sale, or anything else of particular interest.

16. Have a small slip printed to be pasted on the cover of telephone directories. This can read: Emergency calls: Fire Department 36; Police Department 71; Meats and Groceries 20.

17. Inaugurate some particular section of the store or show window for displaying specials offered at bargain prices. Make this something new every day so as to get people to want to come to the store to find out what specials are being offered.

18. Promote contest among your salesforce to see which salesman can sell the greatest volume of some certain foods during the period of a week.

19. Have a clerk or the cashier suggest some special product every time she answers a telephone call from a customer.

20. Induce customers to come early in the morning by offering special 5 per cent. discount on all goods bought before 9:30 a. m.

21. To promote cash sales and buying in larger quantities, offer a 5 per cent. cash discount on all purchases of \$3 or more at one time, if goods are paid for in cash.

22. Make a display of foods that can be sold in combinations, such as syrup and pancake flour, frankfurters and sauerkraut, cheese and macaroni,

bacon and eggs, lemons and sugar, etc. The unusualness of the display will attract attention and the combinations will help to increase sales volume.

23. Have clerks suggest related products. If customer buys flour, suggest shortening; if she buys coffee, suggest milk; if she buys cake flour, suggest chocolate, etc. It is also a good idea to arrange goods on shelves according to their relation to each other, so that the buying of one item will immediately suggest another.

24. Make use of all advertising material furnished by manufacturers, such as window trims, show cards, display cases, newspaper cuts for advertising purposes, package inserts, etc.

25. Sell perishable products, such as fresh pork sausage, by organizing a club among your customers who agree to buy pork sausage every Saturday, for serving at Sunday's breakfast.

Bean Trust Wields Big Stick on Growers.

Apparently the efforts of the California bean trust to discipline its members and keep them in line is not wholly successful, reports coming from that State to the effect that nine suits involving a total of about \$35,000 have been made in Santa Barbara by the California Bean Growers' Association against a number of growers of small white beans in the northern end of the county to compel them to deliver all their product to the Association.

It appears, according to the pleadings, that some of the growers did not observe their commitments, but when they found independents willing to pay higher prices than the Association, promptly sold at an open market. The Association claims that this violates the contract, while the growers contend that the Association did not stand ready to take the beans and being in need of money they felt free to dispose of them where they could. If this contention of the growers proves sound it may have an interesting effect upon the integrity of other growers' contracts.

Canadian Cannery Curtail Pack.

Canadian vegetable canners advanced their prices this week in practically all lines and the Toronto Globe states that a further advance of 5c is expected. The stocks of last year's pack are diminishing fairly rapidly, since this is the season of heaviest consumption, especially on peas. The 1921 pack of vegetables will be relatively small. Independent canned goods men state they would be surprised if there is more than fifty per cent. pack of tomatoes, peas and corn. The pack of fruit is also being curtailed. The American situation affects the Canadian market to quite an extent. During the past year there has been a great deal of canned goods "dumped" in Canada, notwithstanding duty, exchange and high freights. Prices suffered in consequence, and losses were taken, especially on fruits.

Double Your Selling Power and Your Income.

"Reason-why" type of copy and selling arguments was developed in Chicago about fifteen years ago. The object was to supply all the arguments needed for selling merchandise to the conservative or the skeptical customer—the man who has to be shown why a certain article is the best one for him to buy. Such customers want to be shown three or four times more merchandise than the average customer. "Reason-why" sales can not be made in a hurry and they require the best information possible on the merchandise being sold. Four out of every ten men can be classified as "reason why" customers. They are type of men whose daily work has accustomed them to demand reasons backed up with facts for everything they do. Such men never make quick decisions, but they are the most valuable customers any store can have, because even though they do not buy expensive or so-called high style merchandise they are almost always steady customers. Six out of ten men belong to the emotional type of buyers. They are the opposite of the "reason why" customers and believe in quick decisions. Whether they are right or wrong, "reason why" arguments do not impress them. They become impatient with the salesman who is slow or who wants to argue the value of certain merchandise, which does not interest them. This type is usually active socially and is

therefore one of the best walking and talking advertisements the store can have. Frank E. Fehlman.

Bucking Catalogue House Competition.

The retailers in smaller cities know that catalogue houses constitute their greatest problem. The present time is advantageous for fighting this menace because the mail order houses are only recovering slowly from the effect of recent market conditions. There is a fascination for many farmers and their families in shopping from a catalogue. They can do it at convenient times, and they have a habit of believing that mail order prices are lower than other prices. The merchant can easily do more toward making the rural citizen comfortable when he spends a day in town. This would stimulate the spirit of fellowship between urban and rural dwellers.

Why shouldn't a group of retailers get together and issue a catalogue? Each merchant could use an allotted number of pages for picturing his leaders for farm trade; he could point out the similarity of prices and values offered with those of out of town competitors and could stress the obvious advantages to be gained by patronizing dealers in the home community.

If along the business highway you keep as close a lookout for warning signs as you do on the motor highway you will avoid some unfortunate wrecks.

Two Stores For Sale At Bargain Prices

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

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.

These stocks will be sold at a big sacrifice immediately. Purchaser can step right into a going business.

We have three sets of fine hardware fixtures for sale—one at Cassopolis, one at Adrian and one at Leslie. These fixtures cost \$1,600 apiece and can be purchased at one-half the cost of new.

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

Special Sale Goes Over With a Bang.

Every detail of the sixty-eighth anniversary sale, held by the Rike-Kumler Co., of Dayton, Ohio, was carefully planned in advance. Through preliminary meetings and entertainments and an explanation of the aims of the firm, the enthusiasm and co-operation of every member of the organization was roused; each was made to feel himself an essential part of the undertaking. The third detail of the plan, making for success, was that the merchandising programme provided for at least one new item from each department for each day of the sale. No merchandise was displayed or sold until the day it was scheduled. The programme for arousing enthusiasm among employes included a morning meeting at which Frederick H. Rike, president of the company, addressed the entire force, and an employes' banquet held the next evening. The main feature of the banquet programme was a pageant, "Big Business," which was written and presented by members of the store's force.

Big Business was seated upon the stage and about him was built a shrine; figures representing Honesty, Service, Satisfaction, Loyalty, Golden Rule, Faith, Education and Progress entering and putting in place sections of Ionic pillars bearing the name of the principle they represented. The joining of the pillars by an arch marked "co-operation" caused much enthusiasm.

The advertising campaign was launched a week in advance. Sixty-three thousand four-page circulars were distributed in Dayton and thirty surrounding towns. The daily papers carried a full page story of the sale and also news stories giving the sale programme and the announcement of the anniversary essay contest. Beginning a week before the sale all correspondence was written on special letterheads designed especially for the anniversary sale. Stickers, carrying the anniversary sale design were placed on all packages sent out. In order to keep the sales organization in close touch with the progress of the sale, "Pep" sheets were printed and distributed each day. A feature of the window decoration which attracted crowds was a window representing the period of 1853. News stories in the papers, telling who had lent the various articles in the display, and bits of history concerning them, added much to the interest.

Happy Family Idea Works Out Profitably.

Kaufman's Underselling Store at Harrisburg, Pa., is an interesting example of how business volume and profits may be increased through a plan of welfare and educational work designed to foster the "big, happy family" idea. A large third-floor rest room has been established for employes, with piano and talking machine, abundant reading matter, and an electric cooking stove for those who wish to prepare their lunches. There are classes in singing every Tuesday morning and dancing classes

every Tuesday evening. There is a mutual aid society which pays sick and death benefit. There are bowling teams, a baseball club and a dramatic club. The store has a "flying squadron" system designed by the economy service, which is said to work wonderfully well. During a recent ten-day bargain sale in the basement, eighteen of the regular saleswomen from various departments, who had been trained as members of the flying squadron, were sent to the basement and handled the event without having to spend a cent for extra help. Through the plan of welfare and educational work, there is a spirit of interest displayed by every employe which helps sell more merchandise and keep customers well served and well pleased.

Their Stores May Be Small But—

While many small merchants are apprehensive of the big department stores that stretch out into the country as well as the outlying districts of the city, there are many small merchants who with no capital but with big brains and hard work are fighting the big stores successfully. Neither nearness nor distance make any difference; it is only sheer skill in merchandising that adapts the newest ideas to fit the local needs. The Loren Miller store in the North Shore district in Chicago employes girls of the section, whose breeding, intelligence and friendliness appeals to the women who buy. This and the stores in stockyard district deliver to the same sections as does the big Marshall Field store. Plain country stores, in little rural towns, do a \$1,000,000 business against odds even greater than the small store in the big city. St. Louis, for instance, is a trading center that has made a success of the refund plan. This brings purchasers all the way from Louisiana and Texas. Yet the Dye Bros. in Vandalia have the St. Louis merchants beaten. Among other things the Dye Store runs a full newspaper with a page of chatty gossip. It also has an insert with coining press and accessories. The aluminum money coined is used to buy the produce the farmers being in and can be exchanged for store merchandise.

New Confection—The California Raisin Association has put out a new 5 cent seller which is meeting with a cordial reception. Select raisins are put up in twenty-four 5 cent packages, tastily decorated with display cards, six cartons in a shipping case, at \$5.10 per case or 85 cents per carton. Two cars were shipped to New York and two to St. Louis as a test. With the natural tendency of the people to eat raisins it is believed a fixed product is now going on to the market.

Deals—The advertising allowance on Karo syrup, Argo starch and Mazola oil, excepting the five gallon cans, will be withdrawn July 2. Invoices showing later shipping date will not be redeemed. Invoices are to be sent to the Corn Products Sales Co. not later than July 15. Manufacturers of Jello guarantee against price decline this year.

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.

Money Getting. Good WILL HOLDING. COLLECTION LETTERS. That's what you want. That's what our's do. Set of five, live pulsating, letters post paid for \$5.

A. C. SATHER

8th Floor
20 E. Jackson Blvd., Chicago, Ill.

Wanted—To hear from owner of good general merchandise store for sale. State price, description. D. F. Bush, Minneapolis, Minn. 390

WANTED — EXPERIENCED DRY GOODS salesman. Must have retail experience. Man who knows how to buy, sell and manage. In applying by letter, give full particulars in own handwriting. Address Charles B. Sax Company, South Bend, Ind. 408

For Sale—Royal GAS coffee roaster twenty-five pound capacity, practically new; complete, \$275. Costs \$500 new. Evansville Tea & Coffee Co., 1220 East Oregon St., Evansville, Ind. 409

SASH AND DOOR FACTORY FOR SALE OR LEASE—Buildings and machinery for manufacturing millwork. Cheap power, growing city; can be leased complete three to ten years. Address Box No. 1421, Tulsa, Okla. 410

MR. MERCHANT—Write at once for our new business BOOSTER PLANS. Will stimulate and increase your business wonderfully. Full particulars free, write today. Valley Manufacturing Co., Grafton, W. Va. 411

For Sale—Storestock and buildings. For description write Mrs. E. Peetz, Hawks, Mich. 412

FOR SALE OR EXCHANGE—HIGH GRADE Southern Minnesota farm for stock of dry goods or general merchandise. Address P. A. K., Box 103, Algona, Iowa. 413

FOR SALE—Fifty-five feet fronting on Bridge St., with two store buildings in good business section, apartments above. M. Nebel, Spring Lake, Mich. 402

For Sale—One brand new multigraph, run three times. Reason for selling, demands of our business not heavy enough for this machine. Carries full equipment, with exception of typewriter type. Has motor drive, printing ink attachment, type setters, automatic feed, etc. Original list approximately \$900. Address No. 406, c-o Michigan Tradesman. 406

For Sale—The lease on a good-sized, all-modern commercial room in new building, nicely located in a county seat, Western Iowa town. Suitable for any mercantile purpose and especially for shoe store, etc. Man Land Co., Denison, Iowa. 398

FOR SALE—One of the best drug stores in Muskegon. Steady, all-year-round business. Best of reasons for selling. Address No. 387, c-o Tradesman. 387

Greene Sales Co., Special Sales Conductors, 212 E. Main St., Jackson, Mich. 377

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 566

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

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

For Sale—Bakery equipment, including one Yankee Reel oven, Read mixer, steel proof box and wire rack, Dayton cash register, four-foot flour case, two eight-foot flour cases, wall cabinet, pans of all kinds, hot water heater, friedcake outfit pans of all kinds. The owner is going into other business. This can be moved, or can retain the building and start in business at once. All in first-class condition and must be sold. Address No. 407, care Michigan Tradesman. 407

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.

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

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

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.



**FIRE AND
BURGLAR
PROOF**

SAFES

Grand Rapids

Safe Co.

Tradesman Building



METEORIC SUGAR MARKET.

Up Like Rocks and Down Like Stick.

In the space of thirteen months the price of raw sugar in New York has dropped from 23.57 cents to 4 cents per pound, a decline from the highest price within the memory of the present generation to the lowest recorded price since 1916. This has taken place, too, in the face of the highest rate of consumption which this country has ever known. Behind these facts lies an interesting story which even has its ramifications into the field of diplomacy and of domestic politics.

The steps taken by the Government to regulate the price and distribution of sugar during the war are fairly familiar to some readers, but the chief proceedings must be briefly summarized here in order to facilitate an understanding of the more recent events in the sugar market. On August 15, 1917, five days after the Food Administration Act was signed by the President, the sugar division of the Food Administration was organized. This division established a liaison with the Allied governments through the creation of an International Sugar Committee, which purchased the entire Cuban crop of 1917-18 for 4.60 cents per pound f. o. b. Northern Cuban ports, and allocated it between the United States and the Allies.

In the meantime the Food Administration, by regulating the distribution of sugar and the margins to be added to its basic price by the various distributing agencies, maintained prices at a fairly stable level.

The Sugar Equalization Board, chartered July 11, 1918, fixed the wholesale price for granulated sugar at 9 cents, thus giving the consumer his sugar at 11 cents. It also purchased the Cuban crop of 1918-1919 at a price of 5.50 cents, and supervised the allocation of a portion of this to the Allied governments. The high margin over the price of Cuban raws was due to the necessity of purchasing other than Cuban sugars, such as Western beet and Louisiana cane, at higher prices on account of the greater costs of production. In order to equalize prices the board then sold its Cuban sugar at a slight profit—38 cents per hundred pounds—which was used to offset its losses in handling the more expensive sugars.

Soon after the armistice the demobilization of the various agencies for the war-time control of industry began. Although the Sugar Equalization Board continued as a corporate body, the machinery of the Food Administration, through which it had exercised most of its functions, was rapidly dismantled. In July of that year the Cuban government signified its willingness to sell the 1919-20 crop to the Sugar Equalization Board, the prevailing price then being 6.50 cents. The offer stood open until September 22, when it was formally withdrawn. The matter was

laid before the President in August, but no action was taken.

One member of the Sugar Board is reported to have influenced the President in withholding his consent to the purchase of the Cuban crop at this time, although the other members favored the purchase. The President's subsequent illness prevented the matter from being pressed more urgently upon his attention. There was still a chance, however, to save the situation by having the refiners themselves take over the Cuban crop under the direction of the Sugar Equalization Board. This would probably have been done if Congress had not intervened with an investigation, which indicated that the legislative body might reverse the decision of the Executive and order the resumption of Government control.

With matters in such an uncertain stage the refiners naturally held back. Congress took no action until December 20, when it passed the McNary bill extending the life of the Sugar Equalization Board until December 31, 1920. The bill limited the control over domestic sugar to June 30, made no provision for the control of exports and imports, and prohibited the zone system of distribution. President Wilson signed the measure, but when the Sugar Equalization Board notified him that in its opinion the new law did not offer the means of securing a regular supply at a reasonable price, he announced the authority to purchase the Cuban crop would not be exercised.

The blame for what followed as a result of the Government's inaction lies partly with the Executive and partly with Congress. The President was responsible for the Board's failure to take over the crop at a reasonable price and Congress was responsible for creating the uncertainty that caused the refiners to refrain from making timely purchases. Meanwhile the contracts between the refiners and the Sugar Equalization Board kept the wholesale price on the 9 cent basis until sugar from the new crop began to arrive. During the period of uncertainty many manufacturers who required sugar for their products entered the Cuban market on their own responsibility and purchased raw sugars. Their competitive bidding caused an advance of more than 5 cents in the price of Cuban raws before the end of the year.

A further stimulus was given to the advance in sugar prices when Attorney-General Palmer, acting under the Lever law, undertook to determine what he called "fair prices" for all necessities, and announced that there would be no prosecutions where the prices charged did not exceed those named by his department. In November, 1919, he announced that 17 cents was a fair price for the clarified yellow cane sugar of Louisiana. While this was not wholly responsible for the great advance in sugar prices during the next few weeks, it undoubtedly contributed to hasten the rise.

There were other factors, however, that were more important. The beet sugar crop of Europe was only about half that of 1916, and barely a third of that of 1914. England, which had formerly obtained the bulk of its sugar from the Continent, as a result of the decontrol was now bidding in Cuba against American buyers. The Cuban crop itself fell off half a million tons from the earlier estimates, and the Louisiana crop was also very short. Furthermore, with the removal of war-time restrictions there was an enormous increase in consumption. To these various elements tending to force up prices must be added another—speculation.

The price of raw sugar in New York advanced from 7.28 cents in December 1, 1919, to 13.55 on December 16. By May 16, 1920, when it reached the peak, it stood at 23.57 cents. In this month the market became a runaway affair, and the trade began to look for 30-cent raws. Retail prices also mounted. In Kansas City, for example, during April the retail price jumped from 21 to 32 cents in ten days. Early in June it became evident that the crest of the wave of speculation and price inflation had passed. The market had begun to soften. By July prices were breaking sharply, and the rest of the period down to date is a story of steady recessions. By the end of 1920 the price of raw sugar stood virtually at the same level as in January, 1916.

The big slump in the price of raws that came early in July, 1920, was due to the large receipts of sugar from nearly every cane-producing region in the world. The prices prevailing in the United States for several preceding months and the known efforts of speculative buyers to force them still higher had served to draw sugar from Porto Rico, the British West Indies, South America, Java, Japan, and the Philippines. This sugar came

in a volume that simply overwhelmed the speculators. The definite signs of a breaking market caused a stampede of the holders to unload, and the days of soaring prices were at an end. Within the past fortnight raw sugar has been quoted in New York at 4 cents, duty paid, and granulated sugar has been as low as 5.20 cents. So far the market has shown no signs of recovery.

For Cuba the effects of this unprecedented price inflation and subsequent deflation have been disastrous. The experiences of the island since last fall with a moratorium requires no comment. In an effort to stabilize sugar prices, the Cuban government has sanctioned a Sugar Finance Committee. For a few weeks after the committee began operations the market was steadier and prices tended to advance. This proved, however, to be only a transient condition, and the committee has failed to achieve its objects. Conditions in Cuba are stated on reliable authority to be much more serious than is generally believed in this country. Business and credit are virtually paralyzed, and large groups of the laboring population are not far removed from starvation. Business there, as elsewhere, must adjust itself to a new scale of low prices, but for the Island Republic, after its orgy of speculation and extravagance, the process will be long and painful.

What She Hadn't Learned.

"There is one thing you haven't learned," said the head book-keeper disgustedly as he sent the new assistant away from the machine and began looking over the sheets of figures himself.

"What's that?" was the sullen query.

"That these adding machines are just as accurate with inaccurately given figures as with the accurately given ones. They can't take the place of a mind."

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

AXLE GREASE



25 lb. pails, per doz. 22 60

BLUING
Jennings Condensed Pearl C-P-B "Seal Cap"
3 doz. Case (15c) ---- 3 75

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

Oakland Vinegar & Pickle Co.'s Brands.
Oakland Apple Cider -- 26
Blue Ribbon Corn ---- 22
Oakland White Pickling 20
Packages no charge.

FLAVORING EXTRACTS

Jennings Pure Vanilla Turpeneless Pure Lemon

Per Doz.
7 Dram 20 Cent ----- 1 65
1 1/2 Ounce, 25 Cent ---- 2 00
2 Ounce, 37 Cent ---- 3 00
2 1/2 Ounce, 40 Cent ---- 3 20
2 3/4 Ounce, 45 Cent ---- 3 40
4 Ounce, 65 Cent ---- 5 50
8 Ounce, \$1.00 ----- 9 00
7 Dram, 20 Assorted ---- 1 65
1 1/2 Ounce, 25 Assorted 2 00

Van Duzer
Vanilla, Lemon, Almond, Strawberry, Raspberry, Pineapple, Peach, Coffee, Peppermint & Wintergreen
1 ounce in cartons -- 2 00
2 ounce in cartons -- 3 50
4 ounce in cartons -- 6 75
8 ounce ----- 13 20
Pints ----- 24 40
Quarts ----- 51 00
Gallons, each ----- 16 00



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

KITCHEN KLENZER



80 can cases, \$4.80 per case



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 -----

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—

RED CROWN

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

\$300,000

First Mortgage Gold Bonds

of the

Citizens Telephone Company

to net 7.20%

Dated December 1, 1916

Tax Exempt in Michigan

Due December 1, 1936

Interest payable June 1 and December 1 at

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS TRUST COMPANY

TRUSTEES

Denominations—\$100, \$500, \$1,000.

Bonds are secured by absolute First Mortgage on property and rights of the Company now owned or hereafter acquired.

Proceeds of this issue are to be used exclusively for new development.

Total bonds now outstanding and including present offering	\$1,245,000.00
Capital stock outstanding, all sold at par	3,851,735.00
Total assets as of Dec. 31, 1920	\$6,115,022.81
Grand Rapids exchange investment alone, exclusive of other property	\$2,067,403.12
Telephones in system June 1, 1921	42,576
Gain in telephones since June 1, 1918—3 years	3,716
Exchanges operated (not including toll stations)	58

For 24 years the Company has paid regular consecutive quarterly cash dividends on its outstanding capital stock.

Net earnings of the Company are more than three times interest charges on funded debt including this issue.

The Company is under the control of the Michigan Public Utilities Commission as to rates, practices, etc.

Legal details have been handled by the firm of Travis, Merrick, Warner & Johnson, and the issue has the approval and authorization of the Michigan Public Utilities Commission.

The Citizens Telephone Company was organized under the laws of Michigan in 1895 and has always been recognized as one of the most substantial companies in the United States.

Directors of the Citizens Telephone Company

ROBERT D. GRAHAM
CHARLES E. TARTE
ROBERT W. IRWIN
WILLARD K. SPENCER (Ionia)

THERON H. GOODSPEED
JOHN B. MARTIN
CLAY H. HOLLISTER
WM. H. ANDERSON

VICTOR M. TUTHILL
CLAUDE T. HAMILTON
HEBER W. CURTIS
FRANK E. CHURCH (Lansing)

PRICE 98 and Interest, to net 7.20%

These bonds are offered subject to prior sale, and can be purchased from—

CITIZENS TELEPHONE COMPANY

or

J. A. CARROLL & CO.
CORRIGAN COMPANY
FENTON, DAVIS & BOYLE
GRAND RAPIDS TRUST COMPANY
HILLIKER, PERKINS, EVERETT & GEISTERT

HOWE, SNOW, CORRIGAN & BERTLES
C. M. HURD & CO.
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