

MICHIGAN TRADESMAN

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Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 3, 1921

Number 1976

The Gods

When we were young, the gods, I think,
Were passing brave and tall;
We only saw them through the chink
In heaven's jewelled wall.
And gladly did the poets sing,
And hearts were bold, I ween,
When every boy was like a king,
And every girl a queen.

But now that we are old and wise,
The world is older too;
No more we seek to bridge the skies,
As once we vowed to do.
Unread, the songs of Arcady
Encumber dusty shelves,
For we have climbed the hills, you see,
And we are gods ourselves.

I Would Be

I would be true,
For there are those who trust me;
I would be pure,
For there are those who care;
I would be strong,
For there is much to suffer;
I would be brave,
For there is much to dare;
I would be friend
For all—the foe, the friendless;
I would be giving,
And forget the gift;
I would be humble,
For I know my weakness;
I would look up
And laugh and love and lift.

YEAST—A SURE SELLER

If someone told you of an excellent product, easily handled, quick turnover, splendid profits, and for which there was a big demand—

Wouldn't you straightway decide to carry it regularly?

FLEISCHMANN'S YEAST

fills this bill exactly. The Fleischmann Company's campaign to tell the world about the food-value and curative properties of Yeast has won millions of new customers.

Push Yeast sales and link up your cash register with this demand.

Yeast is perishable. Keep it cool—keep it dry.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service

Now Is the Time to Increase Your Advertising

WHEN your car hits the up-grade, do you throttle down? Not if you want to make the grade! You step on the throttle and coax and jockey until you're over the crest. To-day, selling is on the up-grade and in sandy going. The public is muffling its ears against persuasive argument. If you cut down your sales effort, what chance have you to maintain your sales?

Now is the time to increase your advertising, when the faint-hearted and the weak are leaving the field to the courageous and far-sighted. Wise and seasoned advertisers who know what advertising is and can do, are now spending more to take advantage of their opportunity. Experience has shown them that advertising is not only the most efficient method of sales promotion, but the greatest insurance against future competition.

We should be glad to discuss with you your sales problem, and how advertising can aid you.

Michigan Tradesman

Grand Rapids

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

LEWELLYN and COMPANY
WHOLESALE GROCERS
GRAND RAPIDS MICHIGAN



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



Protect Your Profits

To succeed against real competition you must make a real profit on everything you sell. If you confine your Sugar business to

Franklin Package Sugars

you earn the profit you lose on bulk sugar, through the saving in

Overweight

Bags and Twine

Labor and Breakage

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



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MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY.

Grand Rapids.
E. A. STOWE, Editor.

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Rapids under Act of March 3, 1879.

BASIC CONDITIONS BETTER.

Basic conditions all over the country are improving, although the progress made appears at times provokingly slow. The farmers, despite the pleas for aid made in their behalf, are not in as bad a plight as certain of their spokesmen make them out to be. Their losses were on last year's crops. Those they are raising this year are being produced at lower cost and will net a profit at the prices which are forecast. In the worst fix are the tenant farmers who raise cotton, and the experiences they have been having may result in an abolition of the system under which they have been accustomed to act. When cotton growing is made a business proposition in all its details from planting to marketing, there will be an end of the appeals for aid from public funds whenever prices take a drop. Even as it is, the indications all are that the cotton planters have passed through the worst of their experiences in deflation and that they will make a fair showing this year. The larger of the manufacturing industries are showing gradual improvement and this is true, in the main, of the transportation interests. While wages have been reduced in a number of occupations, some of the loss to the workers has been made up by declines in the cost of various necessities. There still exists a margin of purchasing power which can be invoked by merchants who make the proper kind of appeals. Retailers are now engaged in testing out their respective communities to ascertain what will commend itself and they will continue to do so until the fall season is under way. Their buying will be dependent in great measure on what is disclosed from time to time.

To what extent and in what commodities deflation has run its course for the time being is one of the matters of serious concern to business men. Every once in a while, after it seems as though certain prices had become stable, something happens to disturb them, usually in the form of a decline. In some lines of foodstuffs

the tendency has been toward advances, although there appeared to be nothing in the conditions shown to warrant these. In the textiles, there has been a decided lack of uniformity. A liking for some particular fabric has given it a price strength when other less desired cloths have shown weakness. Dress gingham is an instance of this kind. In linens the great feature has been the lack of demand, which was in the nature of a revolt against the high prices it was sought to maintain. Such concessions as have been made have not been sufficient to change the public attitude. With silks the situation is rather curious. The drastic slump in the prices of the raw material was checked somewhat by the operations of the Japanese syndicate, which is withholding a large stock from the market. But even this has been only partially effective. The decline in the prices of silk fabrics has not yet been as pronounced as that in the raw material, and still less is that decline reflected in the retail prices. While much silk has been consumed in recent months, a large proportion of it went into the manufacture of hosiery, for which there has been a great demand. There is yet some doubt as to how silk fabrics will go this fall. In woollens, the outlook is better than in any of the other textiles, and there has been less hesitancy in placing prices for next spring.

CANNED FOODS CONDITIONS.

Enough has been said in the Tradesman about crop conditions, short acreage and advancing prices, and no more will be said for the present. Every prediction herein made has proven reliable, and if readers have not taken advantage of them it is their misfortune. The canned foods situation has never been in a legitimately stronger position than now, and buyers cannot go wrong. It is a safe market to buy on, as the food is needed, and people must and will have it, and the demand is going to exceed the supply. Attention will herein be given to matters of a diversity of interest, letting conditions follow their course to a higher plane of prices. It is to be hoped that unintelligent speculation will not take the place of legitimate buying, for it would be unfortunate for the canning industry if prices were to rise beyond the receding purchasing ability of the people in this time of pay reductions and unemployment.

The weather bureau reports that rains have been general from Nebraska on the West to Buffalo on the East. Iowa had a two-inch rainfall August 1 and 2, all over the State. Illinois has had a two-inch rainfall extending south of Springfield; Indiana has had a five rainfall extending south of Indianapolis; Wisconsin has

had a heavy rain extending as far North as Manitowoc, and Michigan has had good general rains.

These rains will be helpful to the late tomato crop and late corn crop, but have arrived too late to benefit the early planting.

It is evident that the pack of California canned fruits is going to be much smaller than usual. There has been difficulty in financing large packs by firms of small capital on the Pacific coast because they had no definitely contracted outlet for the goods and for that reason the banks would not advance the money with which to produce the goods, and the canned foods have not been and will not be produced.

This fact has become known among canners and they are advancing the prices on goods already produced or to be produced. Consequently advances of 10 and 15 cents a dozen on California fruits have recently been made, and this has caused some uneasiness among belated buyers.

JEFFERSONIAN SIMPLICITY.

Satirists of Jefferson—and he had them a-plenty in his day—declared that in planning his house he forgot the stairs. In point of fact, the stairways were least of all an afterthought. They were deliberately hidden behind wall and door when Jefferson began building in 1769, a youth of 26, and so they remained in 1801, when Monticello was completed to house the New President of the United States. Furthermore, the spacious lawns, spreading on all sides, are uncluttered by bake house or workshop. All the industries of the vast estate are housed at a distance, and when Jefferson's slaves came to serve him they came through a subterranean passage. The work was done quietly, unobtrusively; the Sage of Monticello was served as if by the rubbing of Aladdin's lamp. Great nobles and kings unnumbered have been more open to the human touch, more accessible to their familiars. In all this there was probably no intentional doubling of standards. Jefferson seems to have been as self-convinced in his democratic "philosophy" as he was steadfast in the practice of its opposite.

The ancient legend of his riding from Monticello in homespun breeches on the occasion of his first inauguration has been disproved by Henry Adams in his incomparably documented history; in point of fact, he walked to the capitol from his lodgings in the city. But the effect on the minds of a public accustomed to Washington's coach and four must have been much the same. The story of his receiving the British Ambassador in carpet slippers is authentic. Both acts were doubtless calculated for political effect. Yet it has never been seriously questioned that we owe much to the

Jeffersonian tradition. Our democracy has a warmth, a richness and an intensity that would have been impossible if the Federalist tradition had prevailed. But Monticello stands to us as a warning, all the more eloquent because so persuasively beautiful, against accepting in a quite literal sense the doctrine of equality. Only the Socialists have ever done that, and they have been more illogical in its practice than Jefferson, a thousand times.

Adulterated Butter Ruling Again Put Off.

Washington, Aug. 1.—Again the Treasury Department ruling of June 28 on adulterated butter has been suspended by Secretary of Treasury Mellon, with the announcement that an order covering the question would be issued "when conclusions are reached in the matter."

This ruling was a declaration that all butter made from neutralized cream is adulterated and should pay a tax of 10 cents per pound. Former Attorney-General Palmer made this ruling before he went out of office, and it has been held as a menace to the centralizing factories for some time. This last order indicates that the ruling will never be enforced. If it were, it would destroy millions of dollars of property, and be a hardship to the dairy industry of the country.

Wholesale Grocery Costs.

The Harvard university bureau of business research has published its investigations of operating costs in the wholesale grocery business for the year 1920 based on returns from 320 wholesalers who have submitted records. These firms are located in forty-five states and Canada, and their aggregate sales were in 1920, \$643,949,000. The lowest cost is 5 per cent.; highest, 17.4; common, 9. It is not true, as commonly supposed, that costs of doing business are less in larger cities by reason of the larger transactions. The facts appear to be that costs are greater in the larger cities.

Fresh Milk In Cubes.

In Holland milk is now put up and sold in solid form, being made into little cubes which are readily dissolved in tea, coffee or other fluids.

The milk, after removal of the cream, is reduced by heat to dryness, then powdered and mixed with the cream, the material being pressed into blocks.

These milk cubes have the advantage of preserving their freshness for a long time. They are recommended for use in regions where milk is not easily to be had, and travelers may find it convenient to carry a supply of them.

The improvements you plan to make in your store some day will not help your business until they are made.

Condition of the Bean Crop in Michigan.

Lansing, Aug. 2.—The writer was in Washington from July 13 to July 21 in an effort to secure certain amendments to the tariff bill before the House, especially in the schedules covering beans, flour, millfeeds and the section regulating "milling in bond."

After a number of interviews with Mr. Fordney, the Ways and Means Committee submitted amendments increasing the duty on beans from \$1.25 to \$1.75 per hundred and increasing the duty on millfeeds from \$1.50 per ton to 15 per cent. ad valorem; also substituted for the "milling in bond" clause, as printed, the same provisions as in the Payne-Aldrich bill, all of which amendments were passed by the House.

While we did not secure all that was desired, we believe from conversations with a number of members that the duty on beans should be satisfactory and afford needed protection against the importation of foreign beans.

In response to bulletins numbers 122 and 123, reports were received covering 180 elevators. Those members reporting will find enclosed herewith summary of reports.

We are convinced that our former estimate of 450 to 500 cars shipped during the month of June was too low and that the number would approximate 600 cars.

Receipts from farmers are reported as being very light and there is absolutely no pressure on the part of country elevators to move stocks.

There has been quite an advance since the first of the month, sales being reported to jobbers within the past two or three days, at \$3.90@4. Some of the jobbers are offering elevators \$4 to-day and report purchases at this figure, indicating that the country elevators were not willing to part with their stock at a lower price.

Reports as to crop conditions in various parts of the State vary considerably. Late beans in the district around Saginaw and the Thumb are reported looking fine. In the Southern and Western part of the State, conditions are not so promising. Early beans which were apparently almost ready to pull are found to be very poorly podded and in some cases not worth pulling.

A farmer living near Lansing having fifteen acres of early beans, reports they are not worth harvesting. Similar reports are coming from sections further South. If this is generally true with early beans, the stocks in Michigan will be entirely out of the hands of the elevators before the new crop. All over the State, we understand, the crop is sadly in need of soaking rains.

Crop Conditions By Counties.

Arenac—Beans looking good. Acreage about 75 per cent. of last year.

Clinton—Acreage normal. Condition first class.

Eaton—Fair acreage but not doing well on account of dry weather.

Genesee—Weather very hot and dry. No rain for three weeks. Crop looking sick. Turning yellow. Not very good stand. Acreage very little more than last season.

Genesee—Acreage of beans are more this year and conditions fairly good.

Genesee—Small acreage. Good prospect.

Gladwin—Acreage 75 per cent. normal. Growing crop good.

Gratiot—Acreage about 75 per cent. normal. Crop looks good at present but if hot weather continues very long, look for poor yield.

Huron—We judge about 75 per cent. of last years crop. Suffered considerable from excessive moisture, that is in our immediate vicinity last week.

Huron—Acreage about same as year ago. Condition of crop about normal.

Huron—Acreage small and dry weather has made beans look bad.

Isabella—Very large acreage out and growing crop looking good except an occasional thin stand where all out did not come up on account of dry weather.

Isabella—Acreage large and crop looking fine.

Ingham—Bigger acreage than in 1920.

Jackson—Acreage 20 per cent. of normal crop. Condition good.

Kent—Acreage 50 per cent. Condition good.

Kent—Acreage very small. Condition of crop very good.

Kent—About half the normal acreage in this vicinity this year. More kidneys planted here this year than ever before. Plants are up about four inches and have good healthy start.

Lapeer—Acreage small. Condition fair.

Livingston—Acreage a little less than last year. Condition of crop good.

Mason—Bean crop looks to be good.

Macomb—Acreage here smallest in years and condition only fair.

Shiawassee—Acreage normal. Condition good.

Tuscola—Good acreage and fair stand.

Tuscola—Acreage 80 per cent. of last year. Condition of crop fair.

Since the date when these reports were mailed Michigan has experienced more than two weeks of extremely hot dry weather with the exception of an occasional thunder storm in several localities.

Frank B. Drees,
Sec'y Mich. Bean Jobbers Ass'n.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 2.—Charles C. Perkins, who represents the pharmaceutical department of Armour & Co. in the Minneapolis market, paid a flying visit to Grand Rapids one day last week. He was so hurried that he did not find time to call on some of his best and oldest friends.

Frank E. Leonard (H. Leonard & Sons) is spending a week or ten days among the Northern resorts. He is accompanied by Mrs. Leonard.

The Grand Rapids Dry Goods Com-

THE MAN THE WORLD WANTS.

The man who does his best to place mankind
Upon a higher plane,
And does it without a thought of gain
Is the man the world wants.

The man who divides his surplus store,
In a way that carves a name
On the hearts of men, the hall of fame,
Is the man the world wants.

The man who squarely stands for right,
Though gold makes its appeal,
And who in conscience barter will not deal
Is the man the world wants.

The man who keeps the garden of his soul
Cared for from every view
Because he loves for its own sake things true
Is the man the world wants.

The man who does not think to save his soul
In the least resistance way,
But by the grace that keeps him square each day
Is the man the world wants.

The man who finds in friendships true the way
That onward, upward trends,
And for whose weal his energies he bends
Is the man the world wants.

The man, in fine, that you know where to find
In place the whole year round,
Because he's right down with you on the ground
Is the man the world wants.

L. B. Mitchell.

Hart, Mich.

Mecosta—Acreage very small only seen few small fields growing and they are small plants in size.

Mecosta—Acreage is about 60 per cent. Dry hot weather has damaged the crop somewhat. We would estimate the crop at about 50 per cent.

Montcalm—An average acreage and they look good at present. A little dry in some sections.

Ogemaw—Acreage small. Condition at this time good.

Saginaw—Acreage 90 per cent. of last year. Condition good.

Saginaw—Acreage about normal and condition of crop good at present.

Sanilac—Acreage as large as last year. Conditions good.

Sanilac—Crop looks extra good. Not so many acres as last. Stand is better than last year at this time.

Sanilac—Acreage normal. Condition good.

Sanilac—Acreage and condition of crop are about the same as last year unless it would be that the recent rains have advanced the crop further than other years at this time. Amount in hands of farmers in this vicinity very light and do not think will run over 1,000 bags.

Shiawassee—Acreage 115 per cent. Condition fair.

pany will be closed all day Saturday, Aug. 6, to enable the officers and employees to enjoy their annual picnic, which will be held at Lake Michigan Park. The trip will be undertaken in automobiles, which will start from the store at 8 a. m. A fierce and furious ball game will be played by the house team and the traveling salesmen. There will be sports and contests for both men and women, with rare and valuable prizes for the victors. A picnic dinner will be served at noon, after which both land and water contests will be in order.

L. M. Wolf, the Hudsonville banker and agriculturist, who was so ill for many months that his life was despaired of, has entirely recovered his health. A medical expert detected the existence of pus sacks under his teeth and the removal of the molars given him by nature started him immediately on the road to recovery.

There are twenty-seven drug stores in Kalamazoo and the Hazeltine & Perkins Drug Co. sells goods to all of them. Five of them are covered by W. O. Gladding and twenty-two by Cornelius Crawford. On the occasion of his last trip to Kalamazoo Mr. Crawford turned in only twenty-one orders. The twenty-second drug-gist was out of town.

Guy W. Rouse, President of the

Worden Grocer Company, left Sunday for New York. He is expected home the latter part of the week.

Out where it gets hot and stays hot until the corn has formed on the ear and humanity lives in tropical attire through June, July and August; and all over Nebraska and Kansas the heat shimmers and undulates under the intense rays of blistering suns; and people begin to hate the very name of summer, and seek a place of refuge, they find Iowa, Illinois, Missouri, Indiana and Ohio just as hot, and wonder if the cave men did not, after all, have something on modern sufferers.

Conversation may be a fine art, but you could never prove it upon American trains. A group of Frenchmen or Italians in a carriage compartment commence to argue as soon as the train leaves the station and keep it up until they reach their destination. Englishmen begin a journey by snubbing each other and growling, but usually wind up in a political discussion that is worth listening to. Put, however, two stranger Americans on a seat together and unless they have papers to read they are fondered. Not that they are uncommunicative. Americans are the most approachable of men and will talk with any one—for a few minutes. They will discover an interest in the same make of automobile, or the same summer hotel, or the time table, and run that through, and then stop like a wet watch. They guard their emotions and their private thoughts like their pocketbooks. They guard them so well in public that foreigners doubt whether they have any. Indeed, the native American, in spite of his surface geniality, is far more reticent than the supposedly phlegmatic Briton. He is afraid to let his temper go; he hates to say aloud what he really thinks; he fears eccentricity worse than disease.

Monsieur Eiffel, builder of the famous Tower of Paris, is still living at 89, and thinks his structure will last 1,000 years, with proper care. He lives on its highest platform, where he has pure air all the time, and expects to reach 100 years of life. The Eiffel Tower and the Ferris Wheel have been, by all odds, the most spectacular and popular of modern steel structures. The roof garden of the Philistines, under which Samson was crushed, was not a circumstance compared with them.

The Hardness of Woods.

A student of woods gives a table showing their comparative hardness that is of general interest. His list follows:

Hardest—ebony. Very heavy and tough. Hard as stone.

Hard as bone—barbary shrub, lilac. Very hard—almond, hawthorn.

Hard—maple, yolk-elm, wild cherry, yew.

Fairly hard—ash, plane, plum, elm.

Somewhat hard—beech, oak, walnut, pear, apple, chestnut.

Soft—pine, fir, larch, alder, birch, horse-chestnut.

Very soft—linden, poplar, willow.

Lignum-vitae, a general name for very hard tropical woods, is popularly regarded as the hardest and heaviest of woods, but evidently ebony ranks above it.

The growth of the cities and leveling of the forests have resulted in a great diminution of knowledge in both woodcraft and the identification of trees. With the sycamore, oak, maple, elm, locust, willow, beech and common fruit trees out of consideration, comparatively few men can name the trees in the woods. They are just trees to the majority,

Revival of Trade Demand and Stability of Prices.

Just suppose you'd been on pins and needles of uncertainty and war-time nerves and super regulation for several years—long, lean years of trouble and strange environments—and then suppose there came along a fat year and you made a lot of money on the happy turn of events; and then suppose Uncle Sam came along and took away half your big profits in excess profits taxes and next along came a record-breaking slump that took away the other half (plus) and left you gasping for breath.

And then suppose, after squeezing all the water out of inflated commodity values, things took a sharp turn for the better and slowly—ever so slowly perhaps, but plainly and surely on the way—things commenced to feel as though you had your feet on solid rock at last and things were getting cheerful—say, "ain't it a great and glorious feelin'?"

Well, that is just about the way a good many long headed grocers are feeling right now. At last it looks as though the grocery trade is on the way to prosperity and perhaps, if one happens to have a little courage left and don't weaken, there is a bully good year at hand. It may not yet be very strong in trend, but at last it looks as though the stagnation is over.

Buying is in progress with a snap that has been lacking for months and everyone seems to feel a lot safer about values. Plainly rock bottom has been touched; at least it has gotten to a level where a consumer is ready to buy and the retailer's liquidation has progressed to the point where he is ready to buy stock again; not speculatively but for genuine and even imperative needs. And those big surpluses, which had everyone scared blue a few weeks and month ago, are not to be easily found nowadays—in fact in some things there is a wish that they did exist.

And when one comes to canned foods, the bulls are in clover. Acreage is short, weather conditions have raised hobs with the prospective yield, canneries are not opening to even half capacity, Government surplus sales are largely matters of memory and every can of stuff to be had is in demand. Besides, the consumer has been getting friendly toward canned foods of late. And, let it be said cautiously, there are distinct speculative tendencies reappearing in the food lines owing to low prices, short crop and general restoration of optimism.

The grocer has ceased to mourn his departed sugar losses—gone but not forgotten is his motto—and the June quarter showed in a surprisingly large proportion of instances a small but sure enough balance on the right side of the ledger. All in all wise grocers are looking ahead instead of behind. They are not fooling themselves with over-rosy prospects, but they have ceased to find the skies filled with murky gloom.

It looks like a good time ahead. Of course it is the "dull season" just now, especially in the cities, while the vacationizing public is in the country, but the character of buying quite as much as its volume is distinctly encouraging of steady improvement. Wherefore cheer up.

High Up on the Mountain Slopes in the Coffee Growing Countries Comes the Finest Coffees

Rich, thoroughly matured, sound, solid beans, which have slowly absorbed the best that Nature can give from soil, with sunlight and atmosphere, produces a green coffee, which, when roasted, gives off a most delightful, fragrant aroma, and when drank affords all that could possibly be asked of Nature in producing coffee.

Quaker coffee is blended from the best mountain-grown coffees in all their richness and we are careful to not ship out any but fresh roasted Quaker, which means much to a grocer, who wishes to build a coffee business and please the consumers. If you have never handled Quaker coffee, drop us a postal card, telling us that you are interested in Quaker coffee and we will be pleased to send you, without charge, a large trial sample of this splendid coffee to use on your own table, so you can then be the judge whether or not Quaker will be the brand for you to use and sell your customers and take the place of the many slow sellers that you now have on your shelves.

Coffee to-day is Nature's natural stimulant, with a harmless kick, but it must be sound, well matured, mountain grown, such as is found in Quaker or in other brands of good coffee, put out by first-class, responsible coffee merchants.

Write immediately for trial sample and stock a case of Quaker. Remember your coffee sales go backward in place of forward in selling other than the best coffee.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

Movement of Merchants.

Royal Oak—Jas. F. Graves has engaged in the retail lumber business.

Jackson—Patrick J. Doyle, boots and shoes; reported petition in bankruptcy.

Amasa—The Hematite Mercantile Co. has increased its capital stock from \$25,000 to \$50,000.

Detroit—Benjamin J. Hack, boots and shoes; reported offering to compromise at 40 per cent.

Detroit—The Bamlet-Alden Co., autos, accessories, etc., has changed its name to the Bamlet-Galvin Co.

Greenville—Floyd Peacock has sold his interest in the clothing stock of W. S. Feldt & Co. to his partners.

Owosso—The Farmers' Co-Operative Elevator Co. has been incorporated and opened its plant for business August 1.

Wayland—Burglars entered the hardware store of W. B. Hooker, July 29 and carried away the contents of the cash register.

Wayland—Fred Wallace has engaged in business in the Reams building, carrying groceries, new and used furniture and second-hand goods.

Cadillac—Bert L. Curtis has purchased the grocery stock of A. Lundstrom and will continue the business in connection with his meat market.

Detroit—Holden Boot Shop (Howard J. Wines, proprietor, Holden avenue), boots and shoes; reported offering to compromise at 35 per cent.

Columbus—Thieves entered the general store of M. W. Bourke recently and carried away the contents of the cash register and a small safe.

Jackson—The DeLaHunt Oil Co. has been incorporated with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Highland Park—The R. & S. Grocery has been incorporated with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

Lansing—Thieves entered the clothing store of Abbey & Walters, 321 South Washington avenue, July 28, and carried away the contents of the cash register, \$60.

Laingsburg—The Farmers' Elevator Co. has been incorporated with an authorized capital stock of \$40,000, \$25,800 of which has been subscribed and paid in in cash.

Marquette—Jacob Isadore and Frank Lamora have formed a co-partnership and engaged in the cigar manufacturing business at the corner of Front and Spring streets.

New Buffalo—The New Buffalo Lumber & Coal Co. has been incorporated with an authorized capital stock of \$15,000, \$1,910 of which has been subscribed and paid in in cash.

Bax Axe—James F. Graham has purchased the interest of his partner, G. W. Littleton, in the department store of Littleton & Graham and will continue the business under his own name.

Owosso—The Central Plumbers Supply Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$1,725 paid in in cash and \$12,275 in property.

Coral—George Newall, 70 years of age, veteran merchant of this place, leaped beneath the wheels of a Pere Marquette passenger train at Ionia Aug. 2 and was crushed to death. He had been in ill health many years.

Detroit—The Western Tire Mold Co. has been incorporated to deal in tires, rubber goods, auto accessories, etc., with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in property.

Ludington—John Magnusson, who has conducted a drug store here for the past twenty-four years, has sold his stock to Joseph Sahlmark and Maurice Bolin. The business will be continued under the style of the Bolin Drug Co.

Detroit—The Community Drug Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$1,000 in cash and \$14,000 in property.

Bellaire—Abraham E. Frank, longtime dry goods and clothing merchant of this place, died at a hospital in Rochester, Minn., where he went for treatment a few days ago. He formerly was a partner of P. Medalie, of Mancelona.

Detroit—The Wayne Dairy has been incorporated to deal in milk, cream and all dairy products at wholesale and retail, with an authorized capital stock of \$30,000, \$16,000 of which has been subscribed and paid in in property.

Grand Rapids—The Speelman-Boer Electric Co. has been incorporated to conduct a wholesale and retail business, with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,500 paid in in cash and \$5,000 in property.

Belleville—Ives & Stone, dealers in autos, accessories and parts, have merged their business into a stock company under the style of Albert Ives, Inc., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Elsie—The Western Oil & Gas Distributing Corporation has been organized to deal in petroleum products, auto accessories, etc., with an authorized capital stock of \$25,000, of which amount \$19,950 has been subscribed and paid in, 19,450 in cash and \$500 in property.

Detroit—The W. H. Bartlett Co. has been incorporated to deal at wholesale and retail in women's children and misses ready-to-wear clothing with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$7,250 in cash and \$42,750 in property.

Kalamazoo—F. W. Beatie has sold his drug stock at 1717 East avenue to Johnson & Trichman, who will continue the business under the style of City Drug Store No. 2. Mr. Trichman owns City Drug Store No. 1 and Mr. Johnson has been chief clerk in No. 1 for several years.

Detroit—A. I. Blanc has merged his auto accessories and parts business into a stock company under the style of Blanc's Auto Service Corporation, with an authorized capital stock of \$4,000, \$2,000 of which has

been subscribed and paid in, \$1,000 in cash and \$1,000 in property.

Detroit—The Chisholm Bilt-Well Boot Shops have opened a brand new store in the heart of Detroit's best shopping center, at 1424 Woodward avenue. This gives the Bilt-Well three Detroit stores—37 State street, 315 Gratiot avenue and 1424 Woodward avenue. The newest store calls for a rental of over \$30,000 per annum for a long period of years.

Detroit—Thomas J. Jackson, who conducts a high-grade retail shoe store on East Adams avenue, has leased a store in the new building at Grand River and Washington boulevard and will open a high-grade store for men shortly. It will be a branch store and will cater to men exclusively. His main store will continue to handle both women's and men's shoes. When the new Jackson Boot Shop opens on Washington boulevard, it will give that new shopping thoroughfare four high-grade shoe stores—Alfred J. Ruby, Ben Berke, Thomas J. Jackson and Thayer McNeil Co.

Manufacturing Matters.

Detroit—The Willis Piston Co. has increased its capital stock from \$40,000 to \$75,000.

Fraser—The White Eagle Furniture Co. has increased its capital stock from \$25,000 to \$100,000.

Grand Rapids—The Wolverine Casket Works has increased its capital stock from \$2,000 to \$7,500.

Battle Creek—The United States Register Co. has increased its capital stock from \$100,000 to \$1,000,000.

Kalamazoo—The Western Paper Maker's Chemical Co. has increased its capital stock from \$200,000 to \$1,000,000.

Mancelona—Fire destroyed the bakery of George Ring, entailing a loss of about \$5,000, partially covered by insurance.

St. Johns—The A. H. Stokes Manufacturing Co. will remove its sheet metal plant to Owosso, where it will erect a modern plant which it will occupy.

Flint—The Famous Sausage Works has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$9,000 paid in in cash.

Midland—The H. P. Co., manufacturer of toy guns, pistols, etc., has gone into the hands of a receiver. The company has been in business about two years.

Coopersville—The Charles R. Parish Co. has overhauled the plant of Coopersville Roller Mills, which it purchased last winter and installed modern machinery throughout.

Muskegon—The Amazon Knitting Co. has orders on hand that will keep the plant busy until next April. The company has opened a plant at Muskegon Heights and is operating its Grand Haven plant with an increased force.

Owosso—Samuel Voight and George Fulmer have purchased the sheet metal business of Walter G. Hadsall, 126 West Comstock street, and will continue the business under the style of the Fulmer-Voight Sheet Metal Co.

Howell—The Howell Washing Machine Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$60,000, \$30,500 of which has been subscribed and paid in, \$500 in cash and \$30,000 in property.

Wayland—The Business Men's Paper Press Co. has been incorporated to manufacture and sell baling machines, flower boxes, porch furniture, etc., with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—Ralph J. Handy, Inc., has been incorporated to manufacture, sell and deal in auto trucks, accessories and parts, with an authorized capital stock of \$100,000, of which amount \$91,070 has been subscribed, \$5,000 paid in in cash and \$81,070 in property.

Lansing—The Rickenbacker Motor Co., of Detroit, has been authorized by the Michigan Securities Commission to sell \$4,000,000 of stock. The total capitalization of this new manufacturing company will be \$5,000,000, the remaining \$1,000,000 to be held in escrow.

Detroit—The Forth-Resilience Manufacturing Co. has been incorporated to assemble and deal in autos, auto parts and accessories, with an authorized capital stock of \$100,000, \$55,000 of which has been subscribed and paid in, \$5,000 in cash and \$50,000 in property.

Muskegon Heights—The Morton Manufacturing Co., machine tools, farm machinery, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$100,000 common and \$50,000 preferred, \$130,000 of which has been subscribed and paid in in cash.

Sears-Roebuck Sales in July 36.24 Per Cent. Under 1920.

Sales of Sears, Roebuck & Co. for July were the smallest of any month this year, amounting to \$10,676,283, against \$16,743,264 for July, 1920. This is a decrease of \$6,066,981, or 36.24 per cent., between corresponding months, the largest percentage decrease since February. The decrease for that month amounted to \$14,198,768, or 50 per cent. of February sales of 1920.

Figures for the seven months of 1921 totaled \$100,091,574, which compares with \$157,211,192 for the corresponding period of 1920, and shows a decline of \$57,119,618, or 36.33 per cent., for the average percentage loss.

Did Some Traveling.

On Monday of this week Paul Findlay, merchandising lecturer California Fruit Growers' Exchange for two and one-half years, quit the service. During that period he visited forty-seven states, covering a mileage of 108,000 miles and made 400 talks to trade conventions, retail grocers' associations and jobbers' salesmen in the leading cities of this country and Canada.

His educational trips were to better marketing conditions, and teach the trade the real value of margin computation and the application of correct margins to the sale of oranges and lemons.

Essential Features of the Grocery Staples.

During the war the Tradesman helped its friends of the grocery trade add many thousands of dollars to their profits by predicting market changes which had to take place on account of economical conditions. When we saw that brooms had to advance, we advised our readers to buy brooms. The same was true of soap, rice and many other staple articles in the grocery line. Later on the Tradesman advised its readers to buy sugar up to a certain point, which hundreds of them did to their great profit and satisfaction. The Tradesman has hundreds of letters on file, stating that the writers made from \$100 to \$5,000 extra profit by reason of their availing themselves of these suggestions. Now the Tradesman makes another prediction, largely in the interest of the consumer—buy canned fruits and vegetables and sell them at a reasonable profit. Do not take advantage of advances, to the end that the consumer may not be weaned from the habit of using canned foods generously. Unless grocers in general avail themselves of this advice, many of them will find their shelves bare of goods which they will be unable to replenish before another canning season comes around.

The market in canned foods in huncher and has more speculative tendency than before for two years, and canned food brokers are all as busy as a one-armed man trying to button his glove.

The wholesale grocers are beginning to realize that all the alleged big surplus in canned corn, peas and tomatoes has disappeared, not for speculative storage, but into the making of blood, brain and muscle for consumers who have eaten it.

The market was searched for canned standard corn for a country jobber and not a case could be bought, there not being a house that would sell.

An order was given for 3,000 cases of No. 2 standard tomatoes, which could not be found in Indiana or Ohio.

Another order was given for several hundred cases of standard corn to be placed in Illinois or Indiana and a seller could not be found among the canners.

Michigan canners have sold out clean on canned fruits and will not accept any orders for canned apples for late packing. The only localities which have been heard from which have a good apple crop is Oregon and Maine.

Prices of canned tomatoes for future delivery are sharply advanced and will be higher. Canned corn is for standard up to a dollar for future delivery at cannery and will go higher.

California canned fruits have advanced from the opening about 10 per cent. with indications of further advances.

Generally the whole situation in foods is excited and advancing. It is to be hoped that speculation will not begin because the consumers desperately need a continued era of at

least reasonable prices on canned foods and no very heavy advances.

Belated buyers of canned foods are trying hard to buy at former prices but find that their offers are uniformly declined and that canners came back in reply with further advances.

Edward D. Smith, President of the Great Western Canning Co. at Delphi, Indiana, former President of the Indiana Canners' Association, made the following statement yesterday:

"Buyers and dealers do not realize the disastrous conditions of the canning crop," he said, "The tomato vines in my section are all shriveled up and there are only a few small green tomatoes on them. The corn for canning purposes is only about half normal height and is tasseling out, which means that it has stopped growing and will yield only small nubbin ears of corn. Rain might help the corn some but it is too late for it to help the tomatoes.

"Some other canners talking to me said that they had many fields of sweet corn that would not yield more than fifteen bushels of corn to the acre.

"The farmers and people in the country towns know these conditions and they are buying canned foods by the case to lay them up for winter. My retail grocer told me a few days ago that he had sold more canned foods in the past two weeks than he had sold before for six months.

"There was a similar condition to this in 1903. Canned corn sold for future delivery at 65 cents the dozen and advanced before January to \$1.25 the dozen. I figure that it will cost to-day \$1.10 to pack standard canned corn. What the price will advance to I cannot predict. I have no canned tomatoes or canned corn to sell at present at any price."

Sugar—The market has put in a firm week. There is no price for granulated now below 5.95 and most refiners are asking 6c. Raws are strong and show a fractional advance. The consumptive demand for refined sugar has been pretty good, but slowed up a little during the week. Local jobbers are asking 6.70c for cane and 6½c for beet granulated.

Tea—News has become confirmed during the week, that this year's supply of Japans is going to be quite short. As a matter of fact some authorities say that there will not be more than ten million pounds of second crop Japans shipped, against an average normal shipment of about forty million pounds. This has strengthened the market in these grades of tea during the week, but there is no big demand. The balance of the list is unchanged and moderately active.

Coffee—The market has shown some additional strength during the week owing to firm news from Brazil. Possibly all grades of Rio and Santos are just a shade firmer, but this has had practically no effect on the offerings of spot coffees. Mild grades are slightly firmer without particular change.

Dried Fruits—Several packers on the coast wire that they will accept no more business in future prunes at the

present prices and ask ¼c more. Some orders have been confirmed on the later basis. The undertone of the market on the coast is stronger and packers' ideas are firmer. Independent packers are reported as buying old crop prunes in the open market for their own needs, confirming the latest wires from California stating that 1,000,000 pounds of 1920 prunes were sold last week for export to England. Apricots remain firm at the latest advance on bulk basis prices and in several Santa Clara packing houses the cot's are completely sold out for future delivery. Raisins are stronger and are higher, due to the auction sales Friday. It is stated that some of the raisins are slightly sugary, which accounts for the lower prices received.

Canned Vegetables—Tomatoes are scarce and firm and No. 3s sold, in a large way, during the week at \$1.30. The corn crop is reported as being badly affected by the adverse weather and packers are unable to estimate the exact percentage of deliveries they will be able to make later on in the season, hence the stiffening of prices. Alaska and sweet peas are retaining their present lofty position in the new pack market, but buyers do not evidence much enthusiasm. Prices remain firm owing to the short pack and the canners are determined to make the most of the small stocks on hand.

Canned Fish—Following the clean-up of pink and red salmon in the New York market last week, chums came in for an unusual share of attention and prices on the coast were quoted Tuesday as being firm at 70c as against offers of 55c not two weeks ago. Stocks of salmon in New York are very light and the first arrivals in Seattle of red salmon were shipped immediately East, most of the new stock, however, being bought for Chicago. Reports of the new packs are still uncertain, but seem to agree that a small pack is expected. Many canners are using only enough fish to fill the surplus of cans and shoos left over from last year and eighty-six canneries are closed. California sardines are in a firm position owing to the usual summer demand for fancy fish. Canners expect to operate at a fairly normal rate this season as sales have been regular and the market firm. No further reports have been received about the prospective tuna pack. Stocks on hand are adequate to supply a basis for business next year and the canners of tuna are not willing to resume operations unless they can secure a reduction of prices for raw fish from the fishermen.

Syrups and Molasses—Glucose shows a fair every day demand without change in price. Compound syrup is quiet and unchanged. Sugar syrup in very light demand at unchanged prices. Molasses dull.

Cheese—The market is firm at prices ranging about the same as a week ago. The make is reported to be considerably lighter than it has been, owing to the weather conditions; but we do not look for much change from the present basis of prices within the coming week.

Rice—Light stocks of rice everywhere in the South at the end of the season are keeping up asking prices for all grades in the face of a sluggish market and small sales. Most of the rice sold went to exporters buying for German brewers manufacturing for the South American markets. The bulk of the shipments are made up of screenings and low grade varieties. Saturday's wires from New Orleans stated that asking prices were well kept up to the mark.

Provisions—Everything in the smoked meat line is firm with a fair consumptive demand at prices ranging about 1c per pound advance over a week ago. Pure lard remains steady at unchanged prices, with a fair consumptive demand. Lard substitutes are also unchanged, with a fair consumptive demand. Barreled pork, canned meats and dried beef are all in better request at slightly advanced prices.

Nuts—Brazil's are firm and holders anticipate no reduction immediately. Bearish reports are still received from one of the largest operators but so far these have had no effect on prices. Chile walnuts continued to go into consumption regularly and the fancy high grade nuts received a good deal of attention at prices varying from 20c to 25c.

Salt Fish—New summer Norway mackerel have reached this country and quotations are \$13 for 4s and \$15 for 3s. Demand for mackerel is fair.

Returning To Normal.

Ann Arbor, Aug. 2—The pendulum is swinging back. We are on the return journey. When we reached the place toward which for fifty years we have been rushing, we presently were very anxious to return. On the return journey we are now seeing the other side of things and are balancing our opinions. That which passed for wisdom may now be seen as folly. Folly then is now either crime or prudence. Pessimists were not all melancholy fools; some were prophets who should have been heeded, instead of treated with contempt. Optimists were men of keen insight and full of faith, or they were short-sighted, presumptuous fools.

The shortest day is not coldest. Wintry weather increases with increase of sunshine. The return movement of the pendulum is a promise but not an immediate forsaking of undesirable conditions. On our return journey we are seeking some things which we threw away. A part may be recovered, while others must be built anew. Minion.

Advice To Bachelors.

Grand Rapids, Aug. 2—Permit me to give my views on why so many men are unmarried. This generation of men is charged. Men are too fond of pleasure and sport to marry and settle down, and the very few men who would like to get married are so afraid. There is nothing to be afraid of. You are not deserving the name of man if you desire to get married and are too much of a coward to believe sufficiently well of yourself to believe that you can support a wife. Don't hesitate. Take the step. You will never regret it. You will be able to support your wife, for the self-assurance that your having married her gives you, helps you materially in getting an advancement in your position. Only cowards and slackers stay single. No matter how hard the times are, get married. There is always a way. H. W. Longworthy.

In the onion raisers' union there should be strength.

THE YOUTH OF TO-DAY.

Better Than Those of Forty Years Ago.

Boyne City, Aug. 2—"The Fathers have eaten sour grapes and the children's teeth are set on edge." Ezk. 18:2.

Ancient Palestine was a land of grapes and vineyards. You recall the story of how the spies who were sent ahead to see what the character of the country was brought back a most glowing report of the fertility of the land and as proof of their story brought back a sample of the grapes which they found. All the varieties were not so luscious as these, for there were the wild grapes—the kind probably that the proverb refers to in this verse. That kind which "set the teeth on edge." The kind that you and I used to gather in our boyhood days which grew so luxuriantly in the woods and that verily did set our teeth on edge when we ate them. We can almost feel the shivers running up our backs now as we recall how they tasted. Certainly folks who ate that sort of grapes can expect to "have their teeth set on edge."

The other day my little boy was sick and I sent for the doctor. He had the little fellow stick out his tongue, looked at his eyes, felt of his pulse, thumped about his stomach and asked, "Have you been eating green apples?" A most natural question, for all the symptoms of a green apple diet were there. We would hardly have expected the doctor, however, after examining the boy, to turn to me and ask me as his father, "What have you been eating? Have you been eating green apples?" But that is just what the doctor of morals and ethics and religion did in the time of which we write. After putting his hand upon the pulse beat of the life of the Nation and diagnosing its moral and religious life, he sought for its cause in the preceding generations, in the thought and deeds of the fathers. For what the present generation is is very largely a product of those that have gone before.

Two great forces are at work shaping and moulding the life of the individual—heredity and environment. Heredity is that which one receives as his heritage from his ancestors. Environment is that particular set of forces and influences which surround the child after he is born into this world. This thought which we are considering stresses the law of heredity. "The fathers have eaten sour grapes and the children's teeth are set on edge." The same truth is stated in various forms again and again in the Bible. Sometimes it seems to assume rather harsh terms. "Visiting the iniquities of the fathers unto the children of the third and fourth generation of them that hate me" has often seemed a very harsh statement to a great many. Why, we ask, do the innocent have to suffer for the guilty? Yet that is only putting into religious terms the great modern law of heredity. The innocent do suffer for the guilty. There is absolutely no escape from it. Each child born into the world is not a new and separate creation, but is the product of forces that have gone before him and over which he has absolutely no control. What the child will be when he reaches maturity can be stated in mathematical terms of A plus B equals C. Let A equal heredity and B environment. Then heredity, plus environment, will give the full developed character. Until the child comes to the age of maturity, where he can choose for himself, he has no control over either of these forces.

A great hue and cry is being raised recently about our young people, particularly of the high school age. Last winter the Parent-Teachers Association in a neighboring city created a heated discussion of the question, What is the matter with our young high school boys and girls? Sermons were preached, lectures given and

editorials were written. The habits of the teen age boys and girls were thoroughly discussed and criticized, but I am wondering if after finding, as they, no doubt, did, many things in the life of the boys and girls that were not up to the highest moral and ethical standards, if these same teachers and parents would not have come nearer the root of the evils if they had asked the question, What is the matter with the teachers and parents? For the youth of the land only exhibit in their moral and ethical life the tendencies and characteristics which they have either inherited from their ancestors or find in the environment in which they live. Let me repeat again, the young people are responsible for neither one. They did not choose their parents, nor are they to blame for being born in the age or place where they are born.

The operation of the principle is much easier to understand in the physical realm than in the moral and ethical, but it holds equally true in each. I have two blue eyed, white haired, fair skinned and rather slender boys at my home. They are not to blame for their fair skin and blue eyes and white hair. It was only a few years ago that their dady was the same sort of a boy. They get their physical traits from their father and their fiery temper, of course, they get from their mother.

A few years ago, when I was quite a small boy, there was a strong man who came to our village and gave a street exhibition of his powers. He was a remarkably strong man, handling with the greatest ease huge iron dumb bells that an ordinary man could hardly lift. We boys gathered about his wagon and with wide open eyes and ears drank in all that he said or did. He gave a short lecture on physical training and one thing that he said I remember to this day, "If you want to make a strong man, begin with his grandfather." Some of us will, perhaps, never be strong men because of the limitations that we have inherited from grandfathers or great grandfathers. We have had bequeathed to us certain physical and mental possibilities beyond whose limitations we cannot go. All we can do is to accept what we have and develop their fullest capacities. That is where most of us break down. For even the most meagerly equipped has possibilities far beyond what he usually attains. The full grown oak, with its deeply anchored roots, its great trunk, its outreaching branches is all wrapped up in the germ in the tiny acorn. It awaits only the action of the forces of environment, of soil and sunshine and rain to bring them to full maturity. I have a plot of corn in my garden which I have watched daily with interest and wonder. From the time the first sprout breaks through the ground until the coming of tassel and shoot and silk, it is an ever increasing source of marvel and admiration. But the kind of corn, whether yellow or red or white or black, whether sweet or pop corn or common field corn, has all been predetermined by the kind of seed I planted. It was all there in germ in the grain that I placed in the ground last spring. No amount of cultivation will change its essential shape or color or size or taste. The law of heredity works in producing the corn that I will harvest.

In criticising our young people let us bear in mind and begin when we ought to begin to remedy faults if such we find. Every single charge that has been brought against the youth of the land can be brought with equal truthfulness against their elders. I challenge any one to show me a single evil in the life of our youth that cannot be found in the fathers or mothers and grown ups of the community. Childhood and youth does not create new customs and habits but copy, often in an exaggerated form, it is true, those which they find existing.

Not long ago I heard a speaker speak at some length upon the irreverence of the age in which we live, bringing his illustrations largely from the younger generation. Perhaps there is an element of truth in what he said. There may be a spirit of irreverence in the air. At least we are breaking with many customs and forms that we have held as marks of a reverent spirit. The most common form of irreverence that we meet with is profanity. It is far too prevalent among all classes and especially are we shocked to find it among little children who use the most profane language, often not knowing its meaning. Yet the child learns the language of his elders and associates. I have a boy at my house that is just beginning to talk. He speaks a few of the common words, the words that he has heard from the lips of father and mother and brother and sister thousands of times. It is very doubtful if he would have any language at all if he did not hear it from the lips of others. He is a pure bred American for generations back, yet if he were brought up in a home where he heard only the German language, he would speak the German language as well as any native of Germany. If we want to improve the language of the children, let us begin with the fathers.

In religious gatherings we often ask the question, How can we get the young folks into the church? The young people come to their society and to the Sunday school and leave at the side door. Well, I know a lot of grown up folks who do the same thing. I have in my church dozens of young people who are the most faithful church attendants and helpers whose parents are seldom and some of them never found inside the church. During the hot, trying days of summer if I took the young people out of my church services it would be a lot more discouraging than it is. Young folks do go to church, in spite of the example often set by parents and Sunday school teachers.

The other day a man was quoting to me the number of high school and college girls who go wrong. Too many of them slip up on the pathway of life and go wrong. But the wonder is that more of them don't go the crooked way than do, when you consider the environment many of them have to live in and the example set by elders. One such girl did go wrong not long ago in our town and lies to-day in a grave, when she might have been living a happy, joyful life had it not been for her folly. The guilty man is not a young boy, but a man well past middle age, with a wife and family of his own. We all admit that the sexual problem is the problem of the teen age, but remembering the natures that the boy and girl inherit and the environment that they live in, let us have only sympathy counsel and helpful instruction for the youth who falls.

Then there is the dress question—bare legs and knees, the short skirt, the clinging garment which reveals the form and the thin dress which you can't look at without seeing through and the low cut dress that often reveals the whole show down to the waist line. Well some folks think there is a direct relation between this sort of thing and some of the grosser things I have mentioned above. But don't blame the young folks. They aren't the fashion makers. They are

not the only ones guilty of impropriety in dress. Chicago passed a curfew law providing that all children under seventeen must be off the street by a certain time at night. The police, in enforcing the law, arrested some old grandmothers. They could not tell the difference and were fooled by their dress. If we need dress reform, let it begin where style and custom originate—with the mothers and aunts and grown up folks.

"My children are no help to me in the home any more," says the parent. "I can't get any work out of them." They are selfish and lazy. They lie abed in the morning, while father and mother get up and hustle for the necessities of life which they enjoy but don't do much to help to get. But I am wondering if parents are not doing a lot to encourage idleness on the part of their children. There was a time when the teaching of a child to work with his hands was a necessary part of his education. Perhaps to-day we are not paying as much attention to finding some useful occupation for the boy as we are to provide some pleasure for him. Some one has said that man is a lazy animal. I presume the most grown ups work about as hard as necessity compels them. If youth is pleasure mad, so is old age. If youth engage in questionable amusements, so do grown ups. If youth is spendthrift, so are we as a Nation.

So we go through the list of counts commonly made against the young people and find that there is a background for every one of them in the adult life of the Nation and community and home. Let us change the focus

Keeping Pace With Business Growth

In a "History of Accounting and Accountants" published in Scotland, where "chartered" accountancy was born, one reads:

"Withal a good deal may be learned from our American cousins in matters of Accounting, more especially in the working of costing systems and in the devising of methods of book-keeping by which the results of the trading of huge concerns are shown with a frequency and a rapidity which would astonish accountants or bookkeepers of old-fashioned schools."

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of our thought to the elders and ask: What is the matter with the old folks? Young people do as they do because they are the legitimate sons and daughters of their parents, because they find grown up people doing that way and they want to be grown up, because they haven't anything better to do. Parents and communities fail to put into their hands the opportunity for doing better things and the child turns to the easiest thing to do. Then, too, let us never forget that the world changes. Of course, young people to-day don't do as we did when we were young. Neither did we do as our grandparents. All change of habit and custom is not necessarily evil. Who knows but that the young man or woman to-day is not the best that the world has ever produced, talking them as a whole? It would be hard to prove the contrary. I heard an authority once contend that the young man of to-day is physically the superior of the best man produced in the palmy days of Greece or Rome. He is a little taller, his chest a bit deeper and his muscles measure a trifle larger in every respect. Change may mean improvement. There can be no improvement without departing from the customs of the past. Let us not go into hysteria over some things that, after all, may be only superficial change. Let us speak sympathetically and understandingly of our young people. Let us stand for them and not against them, remembering that so long as parents and the fathers eat sour grapes that some children's teeth will be set on edge.

George W. White.

Henry Ford's Profits Now \$190 Per Car.

Henry Ford has now manipulated things so that where he formerly employed 60,000 men to produce an average of 4,000 cars a day, he now obtains an output of 4,500 cars daily with 45,000 men. The \$6 minimum wage has been retained, but foremen have been put to work and tasks doubled up. Under the former system, in which Ford's profits for a single year were nearly if not quite \$100,000,000, there were 60,000 men working to make 4,000 cars a day. That would mean fifteen men working a day to make each car. At the wage of \$6 a day it would cost \$90 for the labor on a car.

Under the new "speed up system," it requires 45,000 to make 4,500 cars, or ten men a day for each car. At the same wage of \$6 a day it would make \$60 for the labor on each car.

That means that ten men are now doing the work formerly done by fifteen men. That increased production must not all be charged to the extra efforts of labor, for Ford is a great genius on shop system and, no doubt, has put in some mechanical devices that have helped some in the production, but the men are having to work harder than ever.

Through the "new speed up system" Ford is saving \$30 on the labor on each car, and with a production running around 4,500 cars a day, it makes a net saving and profit to him on labor alone of \$135,000 a day.

The same publicity statement places Ford's actual profit at \$190 to the car or around \$20,000,000 a month.

If his profit is \$190 to the car, and that is probably correct for he made a profit of \$189.11 per car for May, then Ford is making more than three times as much on each car as is paid to the ten men who do the work of making the car.

New Officials of American Sugar Refining Co.

Niagara Falls, Aug. 1—This is to acknowledge receipt of and thank you for your thoughtful kindness in writing and congratulating me on my election as Vice-President of the American Sugar Refining Company of New York City.

I have resigned my position as President of the Shredded Wheat Company, effective Sept. 1, and by re-



Fred Mason, Vice-President.

quest have agreed to remain as a member of the Board of Directors and keep my stock in that company.

Of course, my duties as Vice-President of the American Sugar Refining Company will demand all of my time after Sept. 1, but Mr. Earl D. Babst, President of that company, has consented to my remaining on the board of the Shredded Wheat Company, and to attend directors' meetings. There



Walter H. Lipe, Vice-President.

are many ties that are hard to break. For eleven years I have given the best I had to give to that company, and there are many friendships I shall miss, but Mr. Babst really made the offer so attractive that I just could not refuse to accept and I know I will enjoy this larger field.

Fred Mason.

Eggs Must Be Packed Right.

New York, Aug. 2—Several carlot shipments of eggs from the Pacific Coast were recently rejected at New York because of the use of inferior fillers, which had absorbed moisture and become soft and weak. In some of the shipments the inferior fillers were scattered throughout the car. Of the fifteen cases of eggs inspected

in one car, one case contained one inferior filler, another two, a third five, and in a fifth all the fillers were inferior. The remaining ten cases contained high-grade fillers which were firm and sound.

The use of new No. 1 fillers and flats is a prime requisite in packing eggs for shipment even the shortest distance, say marketing experts of the Bureau of Markets, U. S. Department of Agriculture. In the instance in point, the quality of the eggs was not questioned because of any decline in the market while the shipments were in transit. The eggs were refused solely because the inferior fillers made it possible under a technical ruling to reject the eggs at the grade specified in the transaction.

The express companies are as particular about packing as are the railroads. Shippers who never had any trouble before are now finding that unless they comply absolutely with the rules concerning fillers and flats, their claims are rejected. The express companies keep inspectors constantly in the New York markets. If there is any trouble with eggs received these inspectors are called and sign for a certain amount of breakage. Without such a signature the express companies will not pay claims. It will pay shippers to use the best flats and fillers and pack their eggs according to the rules governing the railroads and express transportation.

Potato Growing Cost.

Washington, Aug. 1—Figures from which the potato grower can fairly calculate the cost of production have just been published. They are based on data gathered by U. S. agricultural experts on 461 farms in nine potato-growing districts of Wisconsin, Minnesota, Michigan, New York and Maine.

Man and horse labor, fertilizer and seed form 80 per cent. of the total cost of potato production. Thus the farmer, knowing his requirements, can easily appropriate the cost. Add to the 80 per cent. the overhead, taxes, etc., and the charge for the use of the land, and he gets the total.

On a Wisconsin farm yielding 123 bushel per acre, the cost was \$1.18 per bushel. Two New York counties showed 125 bushel per acre.

Aroostook County, Me., averaged 240 bushels in 1919 and 180 in 1920. A big meeting of growers was held there to determine the actual cost of production and it was found to be \$245 per acre, including expense of putting potatoes in storehouse or cellar. Cost of marketing was \$31.82 per acre; total \$276.82. It was divided as follows: land rent, \$30; fertilizer, one ton, \$78; seed, six barrels, \$18; spray materials, \$4; use of machinery, \$10; horses and men, \$85; supervision, \$10; interest on investment, taxes, \$4.

Play is the work a man does that isn't compulsory.



YOU are doing something more than making a sale every time you sell Carnation Milk; you are identifying your store as headquarters for high grade, nationally advertised goods. Your customers see Carnation advertising every month in The Saturday Evening Post and other national publications. They know that the high quality of Carnation Milk can always be depended on.

Link your store with Carnation national advertising even more closely than you have in the past. Doing so will not put you to any expense and is certain to increase both your sales and your prestige. Ask our representative or send for the Carnation advertising helps and store displays today.

CARNATION MILK PRODUCTS COMPANY

833 Consumers Building, Chicago
933 Stuart Building, Seattle

Remember, Your Jobber Can Supply You

TURNING THE CORNER.

Confident expressions are heard freely in high places to the effect that business has "turned the corner" of this particular depression. Certainly the sharpest pains are past and, at the least, the future holds out prospects for a moderate amount of business, to be conducted, for the most part, with prospects of modest profits. The dislocation suffered by business during the past two years has been tremendous, but the vitality of the country is too great and its resources are too vast to permit of more than a temporary paralysis of its industries.

The extreme severity of the present depression results principally from the fact that it represents not merely the liquidation of the declining period in the business cycle, but also the intenser pressure from the collapse of an unprecedented, world-wide war inflation. Following a brief post-armistice slump, speculation ran wild all over the world. Prices of material and labor were bid up until costs of production became oppressive and extinguished profits, while goods were hoarded for still higher prices. The result was an insatiable demand for credit, quite out of proportion to our banking resources; high money rates and, finally, the natural result—stagnation and liquidation.

This is, of course, but a repetition of the old story of the business cycle, carried, in the present instance, to unusual extremes. Looked at from this angle, substantial progress assuredly has been made towards the basis for a recovery. Speculative positions in the stock market have been thoroughly liquidated, these being the first to suffer in the general decline. Stocks of commodities in the hands of middlemen and retailers have also been pretty well moved, and the fall should see a great deal of selling of the grain held by farmers. Huge stocks of raw materials, such as cotton and copper, it is true, still overhang the market, but the price reductions in these cases have been so severe as to render further declines unlikely. Money is gradually growing cheaper, commodity prices are falling less abruptly and wages are slowly giving way. Costs of production, in other words, are falling, the new crops are coming on, and each day brings the country nearer the point where demand will revive and profits, which are the life of business, will grow.

During the decade before the war the period of liquidation in the business cycle—that is, the time elapsing between the culmination of credit strain and the beginning of a revival in business activity—amounted to about ten months. If the present readjustment were to follow this precedent, a recovery in business activity would be just about due. The unusual circumstances attending the world deflation, however, make for a prolongation of this interval. Foreign markets are still prostrate and show slight signs of reviving purchasing power. Extraordinary depreciation in the foreign exchanges, furthermore, tends to delay recovery and to shut us off from intercourse

with our impoverished neighbors. Reparation requirements are another unsettling factor, the immediate effect of which is to stimulate activity in Germany at the expense of other countries. In addition, political unsettlements, although responding to rational influences, still exist. Under such circumstances it is only reasonable to allow something more than the ordinary time for the restoration of a condition of active prosperity.

Practical persons will be inclined to enquire what can be done to hasten a revival. Ready acceptance by all of their share in the readjustment doubtless would help materially, but exhortations to this end savor of counsels of perfection. Two points are clear, however. One is that wrong-headed and unscientific tariffs, such as that embodied in the bill just passed by the House, will further injure our foreign trade prospects and so delay our progress. The other is that our interest lies in the rehabilitation of the distressed nations of the world. We must assume our share of this responsibility and so aid in restoring the fabric of international trade and prosperity. Meanwhile, with regard to our domestic situation, good grounds exist for assuming that the worst is past.

APPLE WASTE VINEGAR.

The grocery trade is considerably interested in the hearing to be held by the Secretary of Agriculture on August 17 on the general subject of how to correctly label vinegar made from dried apple chops, skins and cores.

Under Food Inspection Decision 140, covering the labeling of vinegar, the terms "apple vinegar" and "cider vinegar" are regarded as synonymous. Said decision requires that a vinegar made from dried apple products be labeled to show the material from which produced. The object of the hearing is to determine the proper designation to be applied to vinegar made wholly or partly from dried apple products, and also whether the terms "apple vinegar" and "cider vinegar" may be distinguished.

Pending the hearing, the department will not object to the labeling as "apple vinegar" of vinegar made from such waste materials. This is a tentative decision, however, and is without prejudice to any decision that may be reached as a result of the hearing.

Dried apple products used in the manufacture of this type of vinegar are ordinarily sulphured. Chemists have relied to a considerable extent upon the determination of sulphur compounds in the finished product to detect vinegars made from dried apple materials. This has led manufacturers, who try to conceal the nature of their product, to remove the sulphur compounds by the use of barium carbonate. Barium salts are known to be toxic, and vinegar which has been treated with barium carbonate does contain a certain amount of barium salts in solution.

The store where either clerks or boss are habitually grouchy becomes a store where all are grouchy.

SEVEN YEARS AFTER.

Seven years ago Monday Germany started the most expensive and disastrous war recounted in the pages of history. As the result of her perfidy, she suffered the loss of 1,792,368 killed and more than 4,000,000 wounded, many of the latter are crippled for life.

In many ways the Germans are forced to realize their frightful losses in the war. Their splendid merchant marine of 1914 has been almost entirely taken from them. Their foreign trade and banking connections were cut through, and must be painfully and little by little reknitted. The Germany of seven years ago, unsurpassed in many forms of science applied to industry, getting a larger and larger share in the world's commerce, pursuing in country after country a successful policy of economic penetration—that Germany has now sunk to a point where she must struggle for bare existence.

Clear-sighted Germans are not deluding themselves with the idea that they have the markets of the world at their mercy. This notion is held by alarmed but unreflecting people in England and the United States. The arguments for it are that the badly depreciated currency of Germany gives her an immense advantage in international trade and that the low wages and long hours of German workmen will enable German exporters to undersell all others. A little analysis, with a slight study of the facts, would show that there is almost no force in any part of this reasoning except it be the willingness of German laborers to work harder and longer. That would mean a certain lowering of the cost of production. But leave the economic features of this one side and look at the moral. Germans are to be compelled to work with redoubled energy for years. Why? Because Germany lost the war into which her mad rulers took her lightheartedly, and she must now toil and slave for a generation to pay for the damage she wrought, knowing all the time that, if the reparations are not forthcoming, her helpless land will be subject to invasion and all her wealth to seizure. Yet some wonder if Germany really knows that she is defeated!

One of the heaviest costs of the war to Germany cannot be reckoned in money or even in human life. She has had a dreadful fall in prestige, in standing with the world. This will make it necessary for her to strive mightily and for a long time to come to regain, not her industrial position, not ships and commerce, but her character. She has got to convince other nations that she has sincerely put away the dream of universal empire and of militarism triumphant. A few of her wiser sons, like Professor Foerster and Walter Rathenau, are exhorting her to take the right course—to admit that her government was wickedly and brutally wrong in 1914; that German leadership had long been of a sort to offend and alarm a peaceful world; and now to bring forth works meet for repentance. Such thoughts are not congenial to the German mind. Yet as Aug. 1 calls up again the sorrowful evidence of

the colossal disaster which has befallen Germany it may be that she will feel more contrition than before, and make better resolves for the future. In any case, if she takes anything like a full survey of the calamities that the needless war brought upon her, she cannot fail to be moved, merely out of self-interest if nothing else, to devote herself hereafter to the arts of peace.

THIRTY-EIGHT YEARS OLD.

The Tradesman is thirty-eight years old to-day. It is fitting that we review to-day the purposes of this publication.

Our first aim is to be trustworthy. We try to present the news without favor or prejudice, regardless even of its effect upon our editorial policies. To give the news thus is the instruction to every member of the Tradesman staff.

Our second aim is to select and present news in a way that will appeal to thinking people; those who value news of public import above news of passing crime or scandal.

Our third aim is to lead public thought in channels that make for progress. To this end we maintain a position of independence in politics, where we are unhampered in championing public interest by questions of political expediency. To this end, also, we maintain a liberal attitude in all public matters, defending what is good in the things that are, but recognizing that progress comes only through change.

We take just pride in the traditions of the Tradesman, but we look forward to a Tradesman more dependable, more constructive, more human and with a wider field of influence.

If you want a trade journal with these purposes and ambitions you will find it in the Tradesman.

Correspondents travelling with General Leonard Wood in the Philippines are airing the question of a "Colonial Department" for the United States, with a secretary of cabinet rank at the head, and suggest General Wood as the ideal first incumbent of such a portfolio. The Philippines, Guam, Porto Rico, the Virgin Islands, Hawaii and the Canal Zone are named as appropriate charges for such a wardenship. One of the unwritten political laws of the Harding administration is that General Wood is not in line for exalted honors under the present regime. The tactics of his 1920 pre-convention managers in invading the preserves of Ohio's favorite son, delegate hunting, never have been forgiven.

It will be at least August 7, and possibly two days later, before the President returns to Washington from his New England holiday. The Pilgrim tercentenary speech he delivered at Plymouth on "President's Day," August 1, was brief and was compiled during the cruise from the Potomac to the Rock. The house party at Mount Prospect, atop the White Mountains of New Hampshire, may become historic, for it is strongly intimated that the President may issue the proclamation declaring peace with the Central Powers from Secretary Weeks' country home.

California Fruit Grower's Exchange



What "Sunkist" Means

*It's a REAL Service to Growers
and Sellers of*

California Oranges and Lemons

THE C. F. G. E. keeps no profits—declares no dividends. Does business at actual cost.

Twenty-seven years ago it was formed by a sturdy group of California growers. In the face of early disaster, these pioneers saw the light of relief which uniform grading, co-operative packing and marketing could bring them. And their dreams came true!

Here's the C. F. G. E.

TODAY the Exchange is comprised of 206 separate associations or shippers handling the fruit of over 10,500 members and has its own representatives in 88 markets.

Shipments in a normal year are **ten** times as large as when the organization was formed and when growers believed a period of over-production was being faced. Its function in distributing the growers' crops is a national benefit.

The trade finds it much more satisfactory to deal with Exchange representatives **on the ground** than to negotiate personally with many individual shippers who are possibly 3,000 miles away.

The jobber and retail merchant find that the fruit keeps better, is more uniformly graded and more attractively packed—hence easier to sell—and that supplies are available with greater regularity.

"Sunkist" is a household word in America.

Thirteen years of faithful advertising to increase the consumption of California oranges and lemons, has brought **us**,—growers,—and **you**,—sellers,—better business; and we both have benefited.

—And What It Does

THE C. F. G. E. is a **co-operative** agency. It has placed the orange and lemon business on a sound merchandising basis. And now a fraction of a penny per dozen is given by our growers to establish a fund for advertising the many uses of oranges and lemons to the millions of housewives

and for helping merchants handle these fruits at a safe profit.

Wise business co-operation—nothing else.

We're ready to help the trade in many ways. For instance, we send men from town to town every month to help retailers make profit-winning fruit displays in their windows. Such displays are the **life** of a fruit business.

Write for our **free** sets of Sunkist cards, "strings" and banners for your counters and windows. They have been made, after careful study, to meet your needs.

Or maybe you are thinking of advertising in local papers or neighborhood movies. We'll gladly send you **free** "cuts"—for use on price lists and letterheads—or **free** Sunkist lantern-slides with your name in striking colors.

Write us your problems. Perhaps we can help solve them. We've an experienced retail man whose job is to give you the benefit of his thirty-six years behind the counter. His name is Paul Findlay. Hundreds of grocers welcome his brass-tacks talks.

An body who sells California oranges and lemons is **entitled** to our help. Last year more than 10,000 retailers asked for our services; and they profited. Were you one of them?

California Fruit Growers Exchange

A Co-operative, Non-profit Organization of 10,500 Growers

Dealer Service Department

Los Angeles, California

California Fruit Growers Exchange

Dealer Service Department, Los Angeles, Cal.

Send me your booklet on the C. F. G. E.; also your Dealer's List of Selling Helps, and your booklet on "Displays That Sell Fruit," absolutely free to me.



Name _____

Address _____

City _____ State _____



Michigan Retail Shoe Dealers' Association.

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

Solving the Problems of Retail Shoe Merchandising.

The most important thing in connection with retailing shoes is to have them properly bought. I do not mean by this the price you pay. Of course this is an item, but I mean well bought from every standpoint.

You who cannot visit the market frequently should take the time to look at every line of shoes you have the opportunity of seeing. You should cultivate the friendship and loyalty of every traveling salesman who shows you shoes. He can do you an untold amount of good if he is equipped for his business.

There is nothing which will do you so much good as to know what the other fellow is doing. The merchant who goes into the market often must see enough lines to keep himself properly posted in every detail from the raw hides to the finished shoes.

To-day's business is a style game, and the merchant who will keep himself well informed is the one who is going to win.

Any merchant who thinks he can buy twice a year and get away with any profit is going to wake up and find he is a "gonner." The successful merchant to-day is the one who buys and sells as quickly as possible. In other words one of the most important things to do in merchandising is to get a frequent turnover. Some of you may think this is a hard thing to do, but it is not. I know of many shoe merchants getting a turnover of from eight to ten times. He should be ashamed of himself who gets less than four turnovers a year. I do not believe there can be much money made by a large mark-up. It is net profit we are interested in. The way to get net profits out of your business is to run your business better.

What are net profits? When you get through with your year's business, or if you close your books twice a year, it is to have money over in the bank, not on the shelves.

I tell my men I am not interested in paper profits; I do not care to have them come and tell me that they made \$20,000 last year unless I have \$20,000 over in the bank. That is what interests me; in other words I don't want my money tied up in too many shoes.

I have a few suggestions to offer:

Keep records of every angle and phase of your business.

Know how many shoes you have in stock every day; what kinds they

are; are they fast selling lines or slow selling lines or are they not selling at all?

Keep a daily running inventory both in pairs and dollars.

Make a daily comparison of every item of your business with that of the previous year.

Keep yourself posted in the leather market.

Read your trade journals.

Read the style journals of other lines of merchandise.

Be sure you know how many kinds of shoes you have which are not making you money; and how many lines of odds and ends you have; and my advice in these odds and ends that you have is to sell them regardless of what they cost. We have a system which we call our jack-pot in our different departments, for instance in our men's department the shoes come in and they are sold until we have decided that we are not going to size this particular line, we are going to change the style perhaps, and that automatically goes towards the end of the store or to this section that we

call our jack-pot. We sell those shoes at a price. If they do not sell at one price they sell for another, but they must sell, and we clean up; we clean them absolutely, not partly; if it is necessary to have a junk man to come along and clean the balance out at 50 cents a pair out they go, if they cost us \$10 or \$12, out they go, and the money we get out of those we call net profits.

You must advertise, but be sure you do it inside the store as well as outside. Above everything else be honest. It gets you nothing to overstate. The best advertising I think is the service you give in your store and your window displays. I am sure we spend as much money on our show windows and the interior of our stores as we do in any other way except newspapers. How often do you dress your windows? We dress our windows sometimes every day, never less than three times each week.

Through careful merchandising we keep ourselves in shape so that we

Did you receive our latest price list for polishes, laces, and leather? If not, we will mail you one upon request.

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 S. Division Ave. Grand Rapids

Home Ease

Strap Sandal
in Stock

Glazed Colt, Flexible McKay, Stock No. 500, \$1.90, Terms 3-10, Net 30 days. Write for pamphlet.

BRANDAU SHOE CO., Detroit, Mich.

The BERTSCH shoe is so honestly made and so sensible and practical in design and character that it insures the dealer against loss. IT IS A SELLER, and when sold its qualities so impress the wearer that he will want no other.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.



YOUR sale --

This year --

Must not only repay you -

For an unfavorable season -

But an unfavorable year.

What's more --

It must be the means --

To a very necessary end --

And that end is --

Bringing back --

The old buying confidence --

Of your public.

In other words --

Your sale must be --

The SALE of sales --

In your store.

Can't send a boy --

To do a man's work, and so --

With our quarter century's

Experience and record --

We're ready to lend --

A helping hand.

I want you --

By the return --

Of the coupon --

To know KELLY SERVICE --

As it is.

Kelly's Ad Man

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

Size of my stock _____

Name _____

City _____ State _____

can always buy if anything new shows in the market. We try to keep ahead of the procession. We like to be the first to show new styles, finding that it helps a very great deal to hold our customers and gain new ones. We also try to sell our customers more than one pair of shoes each time. We try to have shoes for every occasion. I will agree with you that this requires time and a great deal of hard work, but we are living in an age when it is difficult to get something for nothing.

A very important thing is to have your employees interested and there is no way in which you can do this so well as to pay them well. We have our employees almost entirely on a commission basis, but are careful to see that the commission is large enough so each will make good money. We like to have the feeling our employees can make more money in our store than anywhere else. Service rendered by well paid employees is usually efficient service.

I would like to tell you a little story on that commission basis of experience we have had. We have tried many ways of doing it; we have given drawing accounts; we have tried almost every way that has been thought of; we have gotten around to the point where a flat commission is the story, and it is not a set commission. For instance, we have one store in Cleveland where we sell men's shoes and pay the clerks 3½ per cent. commission. For selling those shoes on another street we are paying salespeople 5 per cent. The idea of it is that the store itself regulates that percentage; so that we want the clerks to make good money, but not be unfair to the clerks that are working in a store where they are not doing as much volume and cannot make as much, so we increase our percentage in those stores where we are not doing as big volume. On women's shoes, I think in every case except one we pay 6 per cent. flat to sell women's shoes; our clerks are now making about \$50 to \$60 per week, perhaps it might have gone down a little, but they are not very far from that, selling women's shoes, and it gives the clerk a feeling that he is in business for himself. He goes out among his friends and he positively is; he works for Chrisholm's Boot Shop, or at least that is his headquarters, but he gets his customers to come in there to buy shoes from him, and of course every pair of shoes he sells he makes money on. The flat salary is employed very, very little. I can add, we give them a drawing account each week, for instance I think they run from about \$25 to \$40 each week on drawing account, and we settle with them as often as they wish. We have no set time, we like to do it every three months, but any time they want it and the money is there we give it to them.

With reference to the chain store. The chain stores are here, and I believe they are here to stay, and I believe they are a good thing. We find it greatly to our advantage to locate our stores conveniently for buyers rather than in one central point. There is no question of a doubt but what the chain store can sell shoes, get

them to the consuming public for less money, and do it on a narrower margin than the ordinary merchant; and that is well within their province, because the other merchants can do the same as he is doing. In the smaller towns the merchants might say, "We have no chance at all with the chain store." They have every chance in the world. You can take two, four, six, eight or ten towns with ten live merchants, and cannot they have ten stores? Cannot they concentrate their buying? Cannot they get together in every way and economize and turn their shoes over and sell them on a close margin, the same as the chain store can do? I know of several instances in the United States—I am particularly thinking of one out in Iowa—where there are ten merchants in small towns of about 10,000 people, and they have associations of that kind, and believe me any chain stores that come out there do not have a "walkaway." We believe if merchants could get closer together they might sell shoes on a less mark-up and get more net profit, because you sell more pairs; there is no question about it. We have in Cleveland two distinct companies; one sells the better grades. It costs us in that store on Euclid avenue about pretty close to 40 per cent. to sell shoes, on account of the service that they exact from us, and that we have to render. We have three other stores there that are retailing shoes on a mark-up of 30 per cent. gross, and we make more money net where we have a 30 per cent. mark-up than where we have our 40 per cent mark-up.

C. K. Chrisholm.

Boonlets From Boyne City.

Boyne City, Aug. 2—The employees of the Michigan Tanning and Extract Co. recently took possession of the W. S. Shaw residence and made things interesting for Mr. Shaw. The occasion was his fifty-second birthday. The object of the meeting was for congratulations that he had survived the terrors of the tanning business in comparative good health, and the presentation of a valuable time piece as a memento of the occasion. Everybody had a good time and they do say that the victim was considerably upset—mentally, at least. We should have liked to see it. We never saw Mr. Shaw when he was not in full possession of his five senses, with the sixth standing guard. Mr. Shaw occupies a high place in the esteem of the townspeople and with his employees as well and it does no hurt to occasionally show the appreciation felt. Flowers for the funeral are appropriate, but bouquets to the living do more good.

None of our plants are now in operation except the Michigan Tanning and Extract Co., although employees are feeling more optimistic as to the probabilities for the coming fall and winter.

Summer tourist business is good, although the hotels are not crowded as they were last season. Not so many transients, but more all summer visitors. We are told that many who have been coming here in past years are going to "Yarrup" this summer. Our guess is that the pocket book of a good many is not so plenteous as in former years and that the spendthrift tourist has gone the way of the shoddy silk shirt. Maxy.

The man of one predominant idea should make sure that it is a good one, and he should not hesitate to call on others for any additional ideas he may need.

All there is to shoes is materials and workmanship. There is no better leather than that used in building **MORE MILEAGE SHOES**. Their workmanship—which gives them style and comfort—is as good as the best. Made right here in Michigan. Always in demand. All styles and sizes ready for quick shipment. Send us your orders.

HIRTH-KRAUSE

Tanners—Manufacturers of the
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

WOMEN'S Comfort Slippers IN STOCK



Big sellers every day in the year. No shoe stock is complete without them.

REMEMBER

Lost Sales are Lost Profits.

Size up with us To-day.

No. 2643—Dong. Plain Toe, Juliet, McKay, 4 to 8 -----\$2.20

No. 2644—Dong. Princess, Pat. Trim, McKay, 3½ to 8 \$2.20

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave., N. W.

GRAND RAPIDS, MICHIGAN

**Invest Now
While
You Are
Producing**

**Buy Consumers
Power Company
7% Preferred
Stock**

—Yielding

at \$95 Per Share and Dividends
Ask any of our employees for information.

28

7.37%

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?
Particulars mailed. Safe experts.

TRADESMAN BUILDING

GRAND RAPIDS, MICHIGAN



How People Generally Pick Their Banks.

How many bank customers are influenced largely by the manner of the man at the window? And just what does make a person select one bank rather than another?

Nearly everybody even the humblest of us, sooner or later has dealings with a bank. Many probably go to a particular bank without knowing why. But even when one doesn't know the reason, there nevertheless is a reason. It may be because a bank is so accessible that it represents the line of least resistance. The bank building may look so substantial and impressive that the innocent bystander feels a sense of security in dealing there. Or, without recalling where or how, a man may have in the back of his head the vague memory of favorable comments about a bank from certain of its customers.

This whole question of how a bank gets new customers was recently made the subject of an investigation by Mr. George M. Morris, attorney and director in one of the banks in Washington, D. C. Morris had listened to disputes about the value of different kinds of bank advertising. It occurred to him that before a person could judge intelligently which kind of advertising is most effective it might be well to know something tangible about the seeming total effect of all kinds. He was curious to know, also, how advertising compares with other influences in attracting customers. So he began to ask questions. First he asked his friends verbally:

Why, of all the banks you know, did you select the particular bank where you now deposit your funds?

Why do you continue to be a depositor in that bank?

Why did you sever your former banking connections?

Later he prepared a typewritten questionnaire containing the most common reasons he had heard given in answer to the questions. He sent copies of this questionnaire to a long list of business men in various parts of the country. Each man was asked to indicate which reasons applied to his own case. The questions were put up to men of a great variety of occupations—doctors, lawyers, bankers, farmers, architects, Army and Navy officers, retailers, advertising men, teachers and others. About the only limitation was that the occupation should require enough intelligence to make the replies worth while.

Among the replies were these from three different officers of the same bank:

"Depositors come here because of

the standing of our officers and directors in the community."

"Our chief sources of new depositors are the satisfied customers we already have."

"We get our depositors because they know this is one of the oldest banks in the city and is capable of meeting any crisis."

Now, here were three experienced bank officers who by virtue of their years of training would be expected to know how to get customers, and what bank customers want. And yet, judged by the information gleaned from depositors themselves, two out of the three bankers' replies were largely wrong. That is, the standing of officers and directors in the community, and the security of the bank, is not, in most instances, the primary influence that brings in new depositors.

People seem to assume that a well-located, prosperous-looking National bank is reasonably well-conducted. While the personnel of the officers and history of the bank indubitably have an important indirect influence, these do not appear to be the immediate, proximate attraction.

In a nutshell, the investigation proved that the biggest asset of a bank is its friendships. The banker who said that their chief source of new depositors was their list of satisfied customers, came very close to hitting the nail on the head. A man likes to deal with friends, whether in banking or any other business. And when he has no friends in a bank, he is greatly influenced in his choice by his friends who deal there. Between two banks, one of which is older and is conducted by financial pillars, none of whom we know personally, and a newer institution, conducted by friends in whom we have confidence, we are quite likely to go where our friends are. And when a trusted friend says: "I have been dealing with the First National people for years and found them safe and accommodating," the First National has a good chance then and there to gain a new depositor.

Of all who answered the enquiries in this investigation, 23 per cent., or nearly one-fourth, said that they were directed to their bank by friends. An Ohio bank in its circular goes much further and says that 60 per cent. of their new business last year originated directly or indirectly from its older depositors. New comers in a city are of course especially susceptible to the guidance of friends in making a bank selection.

In contrast with this importance of a bank's friendships, the investigation showed that an astonishingly small number of persons give much heed to the bank "statements" as printed in

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

Offices: 4th floor Michigan Trust Bldg.—Grand Rapids, Michigan
GREEN & MORRISON—Michigan State Agents

CADILLAC STATE BANK CADILLAC, MICH.

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

We pay **4%** on savings

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

RESERVE FOR STATE BANKS

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe
Grand Rapids, Mich.

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

Resources

13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

What We Can Do As Your Agent

Collect income from all sources and deposit, remit or invest as directed.

Keep safely stocks and bonds and sell, if directed—the proceeds to be deposited, remitted or re-invested.

Manage real estate, collect rents, pay taxes, make repairs.

Pay from funds as designated, life, fire, or burglary insurance premiums; dues, taxes or other debts.

Prepare and file Income Tax returns and pay tax.

Carry out existing contracts until fully discharged. Use power of Attorney, when given, for protection of business or personal interests.

Act as Executor and Trustee under Will in case of death.

One or more of the above services are available, if all are not required. Complete detailed record kept and statement rendered regularly. The charge is small—based upon the extent of service desired.

Full information given upon request.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

newspapers. Only four out of one hundred picked their bank primarily because of what they had seen in a published financial statement; and only ten out of the same hundred mentioned the bank statement as even secondary influence. Similarly, only thirteen out of one hundred persons mentioned financial security as of first importance. People want to deal at a bank where their funds are safe, of course, but, as already suggested, they have a tendency to assume that they will have such security in almost any good bank, and their real choice depends on more human elements.

Just as friends are of the greatest importance in getting business, they are of even more consequence in holding business once it is obtained. This is just as true in a bank as in a grocery, or a hotel. A man likes to deal where he may feel that he is known—where people speak to him when he comes in, and seem glad to see him.

Many a bank has an unfortunate selection of employees whose attitude toward new customers often seems to say: "Whatta you doin' in our bank?" And I recall the case of a man about to open a savings account, who changed his mind and went to another bank, because he thought the teller smiled a trifle at the modest size of the deposit.

Other banks make a point of having the officers' desks so placed that it is easy for depositors to get acquainted with them. And they lay great stress on trying to know every depositor by name. Human beings are a vain lot, business men no less than society women, and it is an exceptional person who doesn't feel flattered when his banker appears genuinely pleased to see him. This is perhaps even more true in a bank than in some other kind of business institution—for most people stand rather in awe of a bank.

To the ordinary layman, banking business is mysterious, a thing apart. I know that I always feel apologetic when I ask a banker to let me have some of my own money. And if when making a deposit I get a friendly nod from one of the men having access to the money bins, it helps to put me comparatively at ease.

This pleasure that a depositor gets from having his name remembered by a bank's officers and employees, and from being treated courteously, is a definite tangible asset to a bank. Indeed, 60 per cent. of the people asked gave these as their primary reasons for continuing to deal at their banks. As Mr. Morris remarks in his report on the findings from his investigation: "What a lesson this should be to bank officers! How it should be driven home to employees! If merely speaking to us by name and with a smile, appeals to our vanity, and natural desire for friendship, and is a major factor in holding valuable business, why do banking officers allow themselves ever to forget a face or a name?"

And it might be added: What a mistake it is for bank officers to have their desks off in little dog-trots, or walled cages where they have scant opportunity to come into daily contact with their customers. Think of

all the good will a bank may gain without one cent of cost!

It is significant that while friendship is a far more important item than the security of deposits in attracting new business—inasmuch as a person is inclined to assume that money in any well-regulated bank is reasonably secure—yet the slightest fear about the safety of one's deposit is certain to make a man forget friendship and all other considerations and seek, forthwith, a new banking connection. Discourtesy is another important cause of severing relations with one bank and going to another. The tabulations of the answers received show that nearly everybody keenly resents being refused what he regards as a reasonable loan. It is a serious blow, not only at one's purse, but what is often even more important, a blow at one's pride.

A surprising feature of the whole investigation was the small number of persons who had been attracted to a bank by its advertising. Only three out of one hundred gave "direct advertising" as a chief cause for making a bank selection. And two of these three while declaring that they regarded advertising as a primary influence, nevertheless said that it was not the thing that had attracted them. One of these men was himself in the advertising business, and the other was a salesman of investment securities. The third man, who was at the head of the new business department of a large bank in Chicago, gave the opinion that advertising and convenience of location were equally compelling reasons.

The explanation for this seemingly poor showing made by advertising is probably that many more persons are influenced by advertising than realize it. People gain information about a bank from an advertisement, or "statement," and remember this later

Be Sure You're Right—

Then go ahead. It pays to be right in the computation of your Federal Tax returns. You want to be fair. You want to be just, both to the Government and to your organization. This is where the advisory service of the Michigan Trust Company can be of great assistance to you.

Confidentially and without cost or obligation, our experienced Accountants will consult business men on their Federal Tax and Accounting problems.

"Oldest Trust Company in Michigan"

**THE
MICHIGAN TRUST
COMPANY**

Grand Rapids, Michigan

Grand Rapids National City Bank CITY TRUST & SAVINGS BANK

ASSOCIATED

The convenient banks for out of town people. Located at the very centers of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

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

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

Fenton Davis & Boyle

MICHIGAN TRUST BUILDING

Chicago

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephones { Main 656
Citizens 4212

Congress Building

Grand Rapids Merchants Mutual Fire Insurance Company

Economical Management
Careful Underwriting, Selected Risks

Affiliated with the
Michigan Retail Dry Goods Association,

OFFICE 320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

IMPORTERS AND EXPORTERS



ESTABLISHED 1853

OUR FOREIGN DEPARTMENT

is well equipped and always glad to assist any customer in the financing and development of Foreign Trade.

STEAMSHIP TICKETS to and from all foreign lands may be secured of the agent at our Foreign Department.

CLAY H. HOLLISTER
PRESIDENT

CARROLL F. SWEET
VICE-PRESIDENT

GEORGE F. MACKENZIE
V.-PRES. AND CASHIER

on, but they do not recall just where they acquired such knowledge. Doubtless much of the confidence in the safety of deposits in one particular bank is acquired through facts and figures one reads in advertisements. Likewise, it may be in formal advertisements that we learn of the conservative history of a bank. But we could not say afterward whether we got this knowledge from an advertisement or from conversation with friends.

All bank advertising is doubtless like advertising for pianos or any other article not of daily consumption. I never yet have bought a piano, but if I ever do, two or three names that have been flashed at me from electric signs, street car advertisements, newspapers, and magazines, will instantly occur to me. Likewise, I have never had occasion to become a depositor at any bank in New York City, but I can instantly think of the names of three or four, any of which would be satisfactory. These names have been brought to my attention in the public prints and elsewhere, from time to time, over a period of many years. Yet I could not definitely say that the advertisements of any one of these banks would be a primary influence in making me deal there. The chances are that I would ask some friend about three or four banks I had seen advertised and then make my selection. Thus the real influence would be a combination of advertising and friendship.

One of the most important single phases of bank advertising is the building in which the institution is located. When a man is obliged to pass one of the busiest corners in town every day of the week, and sees the corner occupied by the Second National Bank, he cannot well ignore the fact that there is a Second National Bank. Moreover, if the building is a great structure of granite or marble, with a lavish display of costly decorations, the daily passerby is also impressed with the fact that only a bank of consequence could own or occupy such a site. The bank might well get along with a cheaper building, of brick rather than granite, but if enough people are properly impressed by the more expensive type of structure, then the granite may well be charged to advertising and regarded as profitable.

Then, too, one who passes a bank every day must be impressed not only with the fact that there is such a bank, but that it is in an accessible location—a location convenient for him.

Hence, a bank on the busiest corner in town, passed by more people each day than any other bank in the city, has a big advantage on that score alone. All other influences being a stand-off, the well located bank should be able to gain more new business than any of its rivals.

Fred C. Kelly.

Would Be Destructive, Not Protective.

Grandville, Aug. 2—"If a tariff on other products that we can produce in this country is good for the public, why put lumber on the free list?" asks "A Subscriber" in the Tradesman in an effort to demolish my contention that lumber is in no need of tariff protection.

The answer is simple. We cannot produce lumber in this country in increasing and never ending quantities, as we can wheat, oats, rye, live stock and hundreds of other articles, both manufactured and raised from the soil.

If by shutting out foreign competition we could build up the lumber business at home, re-establish our timber lands so that forestry and lumber would increase, instead of diminish, a tariff would be the right thing to enact. Per contra, a tariff on a rapidly decreasing product of consumption would serve only to hasten the complete destruction of our forests, which would be contrary to public interest, no matter if a few mill owners benefitted for a brief period at the expense of the general public.

Protective tariffs have rejuvenated the country after a period of hard times brought about by free trade laws. These tariffs have been levied with a view to benefiting the greatest number of our people, not for the purpose of enriching a few at the expense of the many.

It is plain as day that a tariff on lumber, with conditions as they are to-day, would prove destructive rather than protective.

Old Timer.

The Rural Rod of Ridicule.

The farmer's cash and lightning rods for his barns and residence have long had an affinity for each other. With them have gone the ridicule of the world. Clever urban men travel over the expanses of our great agricultural states, see lightning rods galore, and smile. Time was when the town man had a few of them on his residence; but the ridicule of the times was too much. They have disappeared from the towns.

Now comes the U. S. Weather Bureau, with statistics from fire insurance companies, and finds that the lightning rod protects 90 per cent. of the buildings on which it is erected. Companies carrying policies on 20,000 buildings, half of which have lightning rods, find actual proof of their efficiency, when they are properly "grounded"—that is, set deep in wet earth.

So the laugh seems to be on the jokers, after all. The lightning rod is worth while. It is a genuine demonstrated protection when the lightnings flash and the thunders crash. But there is no protection against thunder. When you jump, it has done its worst!

There are plenty of people in the world who can do little things; but the world wants men and women who can do the little things superbly.



JOIN THE
GRAND RAPIDS
SAVINGS BANK
FAMILY!

44,000

Satisfied Customers

know that we
specialize in

accommodation
and service.

BRANCH OFFICES

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

Fourth National Bank

Grand Rapids, Mich.
United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President

J. CLINTON BISHOP, Cashier

HARRY C. LUNDBERG, Ass't Cashier

LAVANT Z. CAUKIN, Vice President

ALVA T. EDISON, Ass't Cashier

Petoskey Transportation Company

Petoskey, Michigan

If you have not investigated the investment opportunity connected with the above Company, it will be to your interest to make an immediate investigation.

This Company is being rapidly financed and shows an exceptionally strong earning right from the beginning. Unlike other Transportation Companies, it has to solicit no business and is guaranteed all the tonnage its boats will be able to carry.

It must be apparent to anyone that any Transportation Company under such conditions is in a position to show a remarkable earning. It must also be very evident that the guarantee of tonnage in itself puts back of an investment in this Company all the security that an individual could desire, not only as to the safety of principal, but as to the certainty of substantial earnings on the investment.

With every ten shares of preferred stock at \$10.00 per share can be purchased five shares of common stock at \$5.00 per share.

Write for full particulars.

F. A. SAWALL COMPANY

313-314-315 Murray Building

Grand Rapids, Michigan

STRAIGHT LINE METHODS

Survival of the Fittest

This law is just as immutable in Business as it is in Nature, and just as desirable. All progress is based upon it. In such times as the present it is THE ONE GREAT LAW.

That business enterprises may be fit, that waste may be eliminated and competent organization built up, that the executive may have at all times comprehensive and dependable facts and figures of his business—Ernst and Ernst offer their

Straight Line Methods

of System, Organization and Business Control

ERNST & ERNST

AUDITS - SYSTEMS

TAX SERVICE

OFFICES IN 23 OTHER CITIES

STRAIGHT LINE METHODS

Grand
Rapids
304 Nat'l City
Bank Bldg.

Detroit
Dime Bank
Bldg.

Advantages Mutual Companies Have Over Stock Companies.

Mutual fire insurance companies have two very decided advantages over stock companies, in going after competitive business, as follows:

1. The expense ratio of conducting a mutual business is from 15 to 20 per cent., while the stock company expense ratio is 40 per cent.

2. Selection. The stock companies, on account of the agency system, are obliged to take the business as it comes, with practically no selection. They can weed out those risks which are notoriously bad, but on the whole, must take things as they are. Mutual companies, on the other hand, have no agents to please and need take only the risks they want. This is the greatest advantage a mutual company has over the stock companies.

As a concrete illustration of what it will do to a company's loss ratio if it has its hands free to select or reject its risks, note the following statistics which, while not complete, are yet clearly indicative:

All the stock insurance companies reporting to the state of New York, combined, wrote in the year 1919, \$550,824,926 of premiums and suffered losses thereon of 38 per cent.—a remarkably fine year. All the mutual companies doing business on the "annual payment with dividend at the end" plan, reporting to the state of New York, during the same year wrote \$50,764,284 of premiums and suffered losses of 15 per cent., and they returned dividends of better than \$26,000,000.00 or 55 per cent.

The significant figure, however, is the difference between the 15 per cent. loss ratio in the mutual companies and the 38 per cent. loss ratio in the stock companies, showing an advantage of 23 per cent. on the loss ratio in favor of the mutual companies.

The Basement Fire Hazard.

Basement fires constitute a serious hazard which demands greater attention on the part of property owners. Most of them are due to waste paper, packing boxes, excelsior and rubbish which should not be allowed to accumulate. "Out of sight is out of mind," and many business men would be astounded if they realized the dangerous conditions they are permitting to exist in the portion of their premises usually most unguarded. Fires starting in basements frequently get such a start that they are a serious menace to the lives of those on the floors above. The remedy recommended by the fire prevention experts is better housekeeping in the basements, enforced by regular and frequent inspections by the owner or responsible employees.

The danger is greatest in the base-

ments which are used only for storage. All sorts of rubbish accumulates, dries and becomes inflammable, and the hazard is increased by the frequent custom of keeping oils and other dangerous materials there. Many fires start from spontaneous combustion, from defective wiring or from the matches and stubs of careless smokers, and if excelsior, old boxes and waste paper are scattered about the blaze gets such a start that there is little chance of saving the property. The fire runs up elevator shafts and stairways, and in many cases serious loss of life has followed.

Owners of property should see that waste paper and packing material is taken care of and removed regularly, and that rubbish is not allowed to accumulate. They should make it their duty to see that this is done, and should also make certain that inflammables and explosives are properly safeguarded, that the wiring is standard, that smoking is not allowed, and that the general rules of good housekeeping are observed. By doing this they will protect life and property, keep insurance rates down, safeguard their neighbors and the community, and do their share in reducing the preventable fire waste of the country.

Fire's Weekly Toll, \$10,000,000.

Statistics say that the United States loses each week by fire:

- 1,600 dwellings.
- 3 theaters.
- 3 public buildings.
- 12 churches.
- 10 schools.
- 150 apartment buildings.
- 2 hospitals.
- 26 hotels.
- 2 colleges.
- 3 department stores.
- 2 asylums.
- 2 jails.

The weekly total value of this destruction averages almost \$10,000,000, but worse than that is the toll in human life. Each week more than 300 lives are sacrificed to the ravages of fire.

This enormous waste of life and property is due to carelessness and improper fire prevention and protection methods in a large majority of cases.

Accuracy As An Advertisement.

Twice a year a return postal should be sent to persons on a mailing list, reading somewhat as follows: "Your name and address appear on our mailing list as they are reproduced on the reverse side of this card. We are eager that initials, name and address should be correct. If there is any error, will you please make note of it on the return portion of this postal?" When errors are reported, they should be corrected at once. Such prompt regard for accuracy is bound to win respect.

WE ARE SPECIALISTS

Writing only Automobile Insurance.

Live Agents Wanted.

MICHIGAN AUTOMOBILE INSURANCE CO.

Grand Rapids, Mich.

A Stock Company.

Preferred Risks! Small Losses! Efficient Management!

enables us to declare a

30% Dividend For Year 1921

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

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

WM. N. SENF, Sec'y

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

When you want insurance you want the best, then place your insurance with

The Michigan Shoe Dealers Mutual Fire Insurance Co.

and

The Central Manufacturers' Mutual Insurance Co.

The only companies which have allowed

30% DIVIDENDS
for many years.

C. N. BRISTOL,

A. T. MONSON,

H. G. BUNDY,

D. J. SUTHERLAND, A. M. NUTTING.

FREMONT,

MICHIGAN

Pride in Company Reputation

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

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

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

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

One of the Oldest and Strongest Companies in Michigan.

Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y-Treas.

The Finnish Mutual Fire Insurance Co.

ORGANIZED 1889

This Company has returned

50% Dividends

For 26 Years

Good Mercantile, Dwelling, Hotel and Garage Risks Written

BRISTOL INSURANCE AGENCY

General Agents for Lower Peninsula

FREMONT, MICH.

THIRTY-EIGHT YEARS OLD.

Some Personal Sidelights on Career of the Tradesman.

With the issue of this week the Tradesman completes its thirty-eighth year of publication. The issue of August 10 will, therefore, mark the beginning of the thirty-ninth year.

It hardly seems possible that nearly two generations have elapsed since the first number of the Tradesman was sent out for the inspection and criticism of the merchants of Michigan.

It need hardly be remarked that those early days back in 1883 were anxious ones. I had only \$1,700 in cash—representing the savings of several years—with which to finance the proposition, but I had a vision of the future and a hope that my long-cherished dream would meet with the recognition and support which were out of proportion to the capital I had accumulated to devote to the enterprise. My original capital was soon absorbed and for some months I depended on the generosity of my friends. They were as poor in purse as I was, but they cheerfully—almost foolishly, it seems to me now—shared in the belief that I would eventually win out and contributed in the aggregate \$3,100 to what their friends advised them would be a "lost cause."

When I had exhausted the resources of my numerous friends—those friends who would loan me money without security except my own disposition to pay—I found I would have to have \$500 more to get over the turning point. In this extremity I approached William Widdicomb, who was then (1884) Cashier of the Grand Rapids National Bank. As the correspondent of various furniture journals, I had previously said many pleasant words about him and the Widdicomb Furniture Co., of which he was the founder, and I naturally assumed that such service would be considered by him in my present predicament. I said to him:

"Mr. Widdicomb, I have gotten my paper worked up to a point where I can see over the top, but I cannot get my feet over without an additional \$500. Will you lend me that amount for sixty days?"

"What collateral have you?" enquired Mr. Widdicomb, blandly.

"I have no collateral, Mr. Widdicomb, except my disposition to pay and my determination to succeed," I replied.

"I am sorry," replied Mr. Widdicomb, "but banks do not loan money on that kind of collateral."

"I suppose that is so," I responded, "but I am determined to find some one who will furnish me the last loan I will have to obtain to put the Tradesman on a paying basis."

I turned on my heel and headed for the door, when Mr. Widdicomb touched me on the shoulder with the remark, "I will let you have the money, Mr. Stowe."

The loan was liquidated the day the note fell due and from that day to this I have never found it necessary to ask any friend to endorse my paper.

I still retain in the innermost compartment of my most precious ar-

chives that little \$500 note with the name of "William Widdicomb" inscribed on the back. I would not part company with it for the face of the note, because it links the past with the present and brings up a chain of memories which I would not impair or blot out for all the success I have been permitted to achieve in this world. I had many dealings with Mr. Widdicomb in subsequent years and I always accorded him the benefit of the doubt in any controversy which came up between us, because I never could overlook or forget for one moment the favor he did me at a time when the success or failure of the Tradesman hung in the balance.

One of the things I have had to contend with all these years is the statement frequently made, even to this day, by an occasional friend, "You certainly struck it rich when you started the Tradesman." This remark used to cause me annoyance, but now I pass it up lightly with the retort, "Yes, I did strike it rich. I acquired a license to work eighteen hours a day for 365 days a year for twenty-seven years." Any one who is looking for that kind of a career can be accommodated by undertaking to put a new business on its feet. The success of the Tradesman represents the flesh and blood of a man who gave everything he had to give to his creation in unstinted measure. Has it been worth the effort? I believe it has and if I were set back thirty-eight years and faced the same conditions which confronted me in the fall of 1883 I would do the same thing over again, because I have never yet discovered a short cut to success and candidly believe that hard work, close application and honest endeavor are the only passports to a useful life and a contented spirit.

After twenty-seven years of continuous service with the Tradesman, I was confronted with a crisis which forced me to admit that I was not made of iron after all. I was taken to a hospital with the fever, which kept me confined to my bed and room for four months. While I was convalescent, my life-long friend, Heman Barlow, referring to the number of times my life was despaired of, remarked: "You had the city pretty well stirred up. One half of the people were afraid you would die and the other half were afraid you wouldn't." It required three months more to gain strength enough to return to my desk, since which time I have turned the management of the mechanical end of the business over to other hands and devoted my entire time and energy to the editorial department. This has enabled me to reduce my working schedule to ten hours per day, which I think is about the right arrangement for a healthy man who wants to do the fair thing by himself and the world. The man who whines or clamors for an opportunity to work eight hours or less has no place in my esteem and I am unable to do such a man justice with my limited vocabulary.

The past year has been a trying one for merchants because of the rapid and sometimes unexpected changes in prices. I have aimed to keep in close touch with the situation and have,

fortunately, been able to assist many of my readers to make or save many dollars by furnishing them advance information on the trend of the markets. It is by no means unusual for a merchant to write me that I have thus enabled him to make several hundred dollars additional in the course of a year.

There never was a time when so many cheats and frauds were abroad in the land, ready to pounce on the unsuspecting merchant, as now. The same is true of the unnumbered schemes originated by fakers of the Harrison Parker ilk to injure or destroy the retail merchant. The trade journal is about the only champion the retailer now has to defend his interest and prevent the invasion of his field by schemers who resort to clap trap, falsehood and prejudice to accomplish their ends. I devote fully two hours every day to the enquiries of merchants regarding the machinations of men who seek to overthrow existing conditions and place embargoes on the retail trade which would render a mercantile existence very burdensome.

As to the future of the Tradesman I have no promises to make because I am content to permit the past to be taken as a criterion of the future. The longer I live the more I am convinced that the trade journal has a distinct place in the everyday life of the business man and that the merchant who undertakes to get along without such a valuable adjunct to his career makes a most serious mistake. As stated one year ago, I hope to have a force so educated and imbued with the dignity and integrity of trade journalism by 1933 that I can permanently retire from the Tradesman, twelve years hence. In the meantime—Providence permitting—I will give my mercantile friends the best thought I can command and the most faithful and loyal service I am capable of rendering them.

Ernest A. Stowe.

Good Report From Little Traverse Bay.

Petoskey, Aug. 2.—Correspondence coming to the Chamber of Commerce here directly from persons desiring reservations and emanating from many states promises Petoskey a wonderful August business.

Visitors this summer are buying not only city residential property but as well many close lying orchard and garden properties are being purchased.

A new free city market has been instituted here and, when the usual period of publicity has become effective, both producers and consumers will appreciate the innovation.

Industrially, Petoskey is expanding splendidly. The Rassmussen Cabinet Works, the Natural Fruit Juice Co. and the Feather Concrete Block Co.

are three of the new additions to the local manufacturing colony.

A prospective textile plant will send representatives here to determine a location early in August. Retail merchants report business as far ahead of last year—and last year was "top hole."

The great volume of tourist automobile traffic has this season been handled with fine facility by Superintendent of Police Hoover and an excellent police force. That no serious accident has occurred may be credited not only to the excellent service but as well to the fact that drinking and reckless auto drivers are brought up with short ceremony and committed to jail.

Every courtesy is extended to visitors and let it be known that they have been fully appreciative and none have offended. When visiting automobilists call at police headquarters before leaving to compliment and thank the police force, service is surely recognized.

Marksmen from all points in Northern Michigan visited Petoskey July 30 and 31 for trap shooting contests. The local shooting ground is considered one of the finest in the Middle West.

If local men interested in the project are successful in their plans, there will be built here next spring a recreation pier which will add a wonderful attraction to the local entertainment list. J. Frank Quinn.

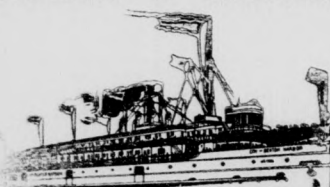
Liability For Debts of a Copartner-ship.

A debt contracted by a firm of two partners is the debt of the firm and of each partner. A creditor can recover from either partner, leaving him to adjust matters with the firm or other partner. This right can never be taken from the creditor without his consent. The partners may, between themselves, make any arrangement they wish as to which is liable for the debts of the firm. This arrangement is binding as between the partners, and the partner who is released from paying the debts may collect the whole amount of such debt as he may be compelled to pay from the other partner. This agreement is also binding on such creditors as may consent to the agreement to release one partner and look solely to the other for collection. However, no creditor is bound to enter into such an agreement, and his status is not changed unless he does enter into it. If A owes money to B, C may agree to pay it and A may compel C to keep his agreement. Nothing in this agreement affects B, who may still compel A to pay his debt, and then A may sue C.

The Dandelion.

The dandelion was a pest
That is, some years ago;
To see our lawns so billous like
Just filled our hearts with woe;
But now the golden dandelion,
We think extremely fine,
We pluck its blossoms with delight
And make them into wine!

Graham & Morton



City Ticket Office PANTLIND HOTEL
Tel. Citz. 61111; Bell, M 1429
Lv. Chicago Daily 10:45 p. m. & Sat.'s
1:30 p. m. Chicago time. Lv. Holland
Daily Except Sat.'s 9:30 p. m., Sat.'s
only 1:45 and 11:30 p. m. G. R. time.

CHICAGO

\$4.35 Plus
War Tax
DAILY

Michigan Railway Lines

BOAT TRAIN Daily Except Saturday's 9 p. m.
Sat.'s 1:00 & 10:20
p. m. G. R. time.
Tel. Citz., 4322; Bell, M 4470
FREIGHT TO AND FROM
CHICAGO AND ALL Points West
Daylight Trip Every Saturday.
Boat Train 1 p. m. G. R. Time

FIRE

TORNADO

BETTER INSURANCE

AT

LESS COST

For forty years the Michigan Millers Mutual Fire Insurance Company of Lansing has furnished to the flour mill and grain trade the highest grade of insurance at an average saving of 50 per cent. in cost.

We are now broadening the scope of our business and are offering our facilities to the merchants and manufacturers of Michigan.

We combine the low cost of mutual insurance with the financial strength of the old line stock companies. After saving our members approximately one-half the cost of their insurance, we have accumulated over \$2,500,000 of Cash Assets, and \$1,000,000 of Net Cash Surplus to Policy Holders.

Our risks are carefully divided into different classes, the mills and elevators being kept in one class, the general manufacturing risks in another, the retail stores and stocks in another and the wholesale stores and stocks in still another. While all our financial strength is back of each and every policy of insurance we write, yet under this system of "Class Insurance," the cost in each class is determined by the actual losses and expenses which properly belong to it, and the dividends paid at the end of the year are determined thereby.

We will use as our basis the present stock company rate and declare at the end of each year such dividend as the experience of the class warrants. It is impossible to tell you in advance what our dividends will be, but in our forty years of business, we have never paid less than 25 per cent and at the present time our dividends to our mill and elevators policy holders are 65 per cent.

Adjustment of all losses will be made by our own officers or employees, who have had long experience in work of this character and can be depended on to deal justly, fairly and promptly with our patrons.

We feel no hesitation in referring any merchants unfamiliar with our methods and record to the Michigan Tradesman.

We accept no business until after personal inspection.

We have associated with us eleven of the leading mutual fire insurance companies of the United States, all doing business under the name of

THE MILL MUTUALS

AGENCY

STRENGTH ECONOMY

	Organized	December 31, 1920	
		Surplus to Policy Holders	Assets
Michigan Millers Mutual Fire Insurance Co.	1881	\$1,167,004.57	\$2,816,166.98
Millers National Insurance Co. of Chicago	1865	2,119,238.49	4,395,718.11
Lumbermen's Mutual Insurance Co. of Ohio	1895	621,755.24	1,729,750.98
Mill Owners' Mutual Fire Insurance Co. of Iowa	1875	938,341.73	1,656,989.42
Millers Mutual Fire Insurance Co. of Texas	1898	444,912.71	837,024.73
Ohio Millers Mutual Fire Insurance Co.	1886	1,050,880.52	2,301,440.36
Northwestern Mutual Fire Association of Washington.....	1901	506,656.07	1,763,434.97
Merrimack Mutual Fire Insurance Co. of Massachusetts.....	1828	151,453.04	582,258.47
Fitchburg Mutual Fire Insurance Co. of Massachusetts.....	1847	154,048.77	532,669.87
Grain Dealers' National Mutual Fire Insurance Co. of Indiana.....	1902	1,195,110.40	1,739,484.76
The Central Manufacturers Mutual Insurance Co. of Ohio.....	1876	915,766.82	2,083,269.08
Pennsylvania Millers Mutual Fire Insurance Co.	1887	863,478.94	1,317,099.30
Total Financial Strength		\$10,128,647.30	\$21,755,307.03

We are offering you the service of these time tried and fire tested companies, all of whom have for many years made a substantial saving in cost to their members, and who have combined Cash Assets of more than \$20,000,000, and Cash Surplus of over \$10,000,000.

If you need only \$1,000.00 insurance on your store building or stock;

If you need \$500,000.00 or more insurance on your warehouse or factory, we can write your entire line of insurance if your property comes up to our standard of excellence.

We deal direct with our patrons, not through local agents. The local agency commission thus saved goes back to the policy holder in increased dividends.

If you wish to secure the benefits we can give you, write us, stating the earliest dates on which your present insurance expires. Our representative will then call on you with a view to making you the greatest immediate saving in your insurance cost, and may possibly be able to inform you how to improve your risk so as to secure still further rate reductions.

A. D. Baker, Sec'y.

120 W. Ottawa St.,

Lansing, Michigan



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

Cotton Statistics and Fabrics.

With the opening of the new cotton year to-morrow, the carry-over of the raw material looms up rather large, in fact, fully as great as was predicted several months ago. An estimate by the Bureau of Markets of the Department of Agriculture places the amount at 10,530,323 bales, of which 7,429,536 are in this country. Cotton consumption for the month just ending is put at 1,050,000 bales. This consumption may be put at an average of 50 per cent. greater and be continuous for the entire year to come and yet there will be enough cotton to meet the demand even though the domestic crop should fall below the lowest estimate. To-morrow will be published the estimate of the cotton crop as of July 25. No very material change is expected to be shown by it over the report of a month ago. But the next five or six weeks are really the crucial period. An assuring circumstance is the well-founded belief that the coming year will show a large expansion in the use of cotton. In the goods' market the most notable circumstance during the week just closed was the abrupt cut in price of standard denims from 15 to 12½ cents. This was done to meet an unexpected competition resulting in the placing on the market of "distress" goods. The new price is little over one-quarter of what the goods were selling for a year ago, and it seems hardly likely that the mark made is a permanent one. A better call for gray goods, including both printcloths and sheetings, made firmer the prices for such constructions. Yarns, also, are showing up much better than they have recently. Some enquiries for fall underwear are coming in, but the business is still dragging.

As To Wool Supplies and Woolens.

What public sales of wool have occurred in various foreign markets during the week just ended have been rather inconclusive as an index of conditions or prospects. The quantities disposed of have been too small to indicate anything except that there is a fairly constant demand from European countries. Prices have shown no material variance. More light on the situation is expected when the sales for this month, totaling about 300,000 bales, are had in Australia. In this country there will be offered at auction in Boston on Thursday about 5,000,000 pounds of low grade stock which forms part of the War Department's surplus.

This brings to mind anew the difference between the British and American methods in acquiring wool supplies while the war was in progress and their ways of disposing of the surplus obtained. In Great Britain the government bought the Australian clips up to June, 1920. The surplus over needs was large, but it was so handled that, at the beginning of this year, the profits on the sales had amounted to about \$120,000,000, and there were remaining 1,800,000 bales as an extra profit. This is now being disposed of, the profits to be divided between the British government and the Australian growers. In this country, the sales of surplus wool have shown a loss.

The American Woolen Company's opening of woolens, worsteds, sport cloths and dress goods was the event of the past week in the goods market. To the jobbers who still have stocks on hand it was gratifying that no reductions were made. The cutters-up hoped for some decline which might enable them to offer clothing and women's garments cheaper. But all were agreed on one thing, and that was that the opening so early was a good move and one calculated to help stabilize values. Buying in certain of the lines was so good that they are reported sold up and withdrawn. Openings of other goods are scheduled by the company for Aug. 8. Orders for fall clothing have been quite satisfactory, but more are expected before the season opens. In women's wear there is shown a disposition to hold off in the expectation of cheaper prices, but it is declared that this attitude cannot be long maintained and that a good volume of business will be forthcoming.

All They Can See Is the Price.

For the past several years the American consumer has been buying exclusively on the basis of the most superficial standard, the price on the ticket. During the war no article was expensive enough for a great many people. People who had never worn high-priced clothing before wanted the sensation of going about in something for which they had paid what was to them a fabulous sum; and that was sufficient. The actual worth of the article purchased didn't count. Today the situation is reversed. If there had been a concerted and well-organized movement to enlist the shopping public in the cause of refusing to buy anything but goods marked at the lowest price possible, it could not have succeeded better. Some merchants have goods which they bought from wholesalers for less than what the wholesalers paid for them. These merchants are now offering the goods

to the public for less than what they paid the wholesalers for them. But without effect. The common word is that the shopper will not buy until prices come down. He does not seem to be able to judge a bargain, or to estimate the worth of an article at all.

For this reason, one merchant is working harder than ever to develop real salesmanship among his force; and it is clear that, more and more, real salesmanship is going to mean the ability to sell the customer on the basis of what the merchant's offering is actually worth.

Millinery For Fall.

Blocked shapes with soft fabric treatments will lead for early fall selling in women's hats, the forthcoming issue of the bulletin of the Retail Millinery Association of America will say. Concerning them the bulletin will go on:

"Where the trimming note is luxurious, and expensive as well, many blocked shapes of unique and original design will be employed, with just the edges, a side, front or puff facing of velours fabric appearing. This, with little labor in the retail workroom, gives as equally smart an appeal as obtained in the days of hand sewing and facing fittings.

"Such an effect supplies the happy medium which must be attained after the deluge of soft, crushable shapes that have prevailed so strongly the last few seasons and the avalanche of angles that France has forwarded us. The time is not propitious just yet for the acceptance, in a broad sense, of these well-defined lines, but we

must have a respite from the face-framing individual molds that are losing caste through job-lot manufacture."

A leading dry goods store of New York gives a weekly courtesy prize of \$10. The prize also automatically makes the winner a member of the store's Courtesy Club, whose members come under observation for other executive qualities. Courtesy is thus made a stepping stone to advancement.

We are manufacturers of
Trimmed & Untrimmed HATS
 for Ladies, Misses and Children,
 especially adapted to the general
 store trade. Trial order solicited.
CORL-KNOTT COMPANY,
 Corner Commerce Ave. and
 Island St.
 Grand Rapids, Mich.

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.

SPECIALS THIS WEEK

Men's 176 needle seamless toe, ribbed top, half hose @ per doz.....	\$1.20
Beautiful Four-in-hand ties, @ per doz.	3.50
Narrow Knit silk ties, fancy and plain, @ per doz.	8.50
Fine Cotton Pongee, collar attached shirts. Latest style, white or tan, @ per doz.	17.50
Fine mercerized white oxford cloth, collar attached shirts, @ per dozen	19.50
Men's semi-dress 68-72 percale shirts, with collar, @ per doz.....	8.75

Daniel T. Patton & Company

GRAND RAPIDS
 59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

Slipova Middy Blouses

Misses', Sizes 6 to 12	\$ 9.00 Dozen
Ladies', Sizes 14 to 20	12.00 Dozen
Ladies', Sizes 38 to 44	13.50 Dozen

Shown in assorted colors and styles.

Slipova Middy Dresses, Sizes 6 to 14 @	\$15.00 Dozen
--	---------------

In plain blue and white only.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Some Pioneer Experiences in the Lumber Regions.

Grandville, Aug. 2—The pioneer lumbermen of Michigan were inured to hardships before they came West to grow up with the country. Many of them were from the pine woods of Maine and New Brunswick. Those from the latter province were designated "Bluenoses" to distinguish them from the Yankees. These were hardy sons of the settlements along the St. Croix and farther inland, those from Maine having cut their eye teeth along the Penobscot and Kennebec rivers, some less sophisticated hailing from the smaller yet more riotous Androscoggin.

These hardy pioneers, some of them young and ambitious, were the original stock that founded homes on the Muskegon, Manistee and Grand rivers. One of the Maine lumbermen set his stakes in the heart of the pine district some twenty miles from the mouth of the Muskegon, cut the first tree in that part of the State and erected a sawmill.

Most of the logging was done with ox teams driven by men who still clung to the ox-goad of the East. No man who understood driving oxen would show his greenness by using a whip. In later years this came into use, and as the old settlers from Maine and farther East passed on the ancient "goadstick" went with them.

One winter a certain lumberman used nearly a score of ox teams in the woods. That proved an unprofitable winter from the fact that many of the valuable oxen fell sick and died. After seven of these passed out from some mysterious disease, it was discovered that every one of the oxen was a victim of indigestion caused by over feeding on the part of the teamsters. These latter were imported from Canada, green in lumbering ways, and they overfed their cattle. The food was corn meal and some of the oxen had half a bushel of new meal to a feed.

Another lumberman lost two oxen from a mysterious trouble, nor was the real cause of their demise ascertained until after the second one died, when in removing the hide the animal was found to be covered with a mass of sores all having been caused from severe beating on the part of the driver. Cruelty to animals, yet all the punishment meted out to the cruel driver was dismissal, with loss of his last month's pay.

There were bears and wolves in plenty in the Michigan woods in those early days. As soon as possible after starting a clearing, building shanties and making ready for lumbering operations, these pioneers laid out a garden patch and raised vegetables, hogs and chickens. Sometimes bears invaded the pigpens, carrying off the inmates. A bear was bold enough to come in the day time and steal a squealing porker from Mr. Blank, who had lost the oxen. Wolves made night hideous at times with their howls. The writer can well remember sitting by the kitchen fire listening to the bay of the wolves in the nearby woods.

Many stories are told of adventures with wolves, of people being chased by them, some, perhaps, falling victims to their savagery. It is a matter of much doubt, however, if many of these stories are true. A long residence in the woods, right in the heart of the great Michigan wilderness seventy years ago, did not bring any such adventures to the writer. Bears are looked upon as the natural enemies of man, and yet I do not call to mind a single instance where a human being fell a prey to these animals.

Wolves did run down and destroy deer, and bears were fond of the settler's pigs, but they usually fought shy of making a meal off the human species. The early settlers often trapped wolves, sometimes destroying them with poisons, all of which was done to obtain the bounty, something

like \$12 per head, two-thirds from the State and the remainder from the county in which the animal was slaughtered.

Bears, too, were sometimes trapped and killed. The Indians were hunters of bear as well as deer. I well remember seeing the carcass of a huge black bear stretched on a sled drawn by a pair of Indian ponies. The bear had been killed with a hatchet in the hand of a burly redman. There were two cubs which had been captured alive, and they were quite like kittens in their ways of expression.

Mr. Blank built a log railroad into a mass of standing pine from which he procured logs for his mill. This was some three miles in length. The logs were cut and skidded out to the railway track and were loaded onto the cars from these skidways.

The motive power for hauling was real horse power. The cars were drawn after being loaded, down to the brow of a high bluff overlooking a pond made by damming a considerable stream. From the cars the logs were rolled into a slip down which they shot for more than a hundred feet into the water, after which the logs were floated to the dam next to which the sawmill was built.

A stout little span of ponies drew one of the logging cars. Shortly before reaching the place of landing at the head of the slip was a small hill at the top of which the team was unhooked and turned aside leaving the loaded car to run down grade to place of unloading. The descent was sufficient to give the car great momentum.

On one occasion the driver waited too long before releasing the ponies and they dashed down the hill with the heavy load of logs at their heels. It was a sprint for life, the driver standing open-mouthed expecting to see both animals killed. They were not, however, since on arriving at the dumping ground the ponies shied the track, the chain unhooked mechanically, and the car swept on clipping the hair from the tails of the frightened animals. Old Timer.

Give a Thought To Stout Wear.

Statistics show that 40 per cent. of the women to-day are extra sized. Manufacturers have developed three general styles for stout people—the straight line stout, the full stout and the odd sizes. The saleswoman must know which style best suits her customer.

In some department stores there are separate departments for stout women in which the saleswomen are also stout and understand the customers' problems. Other stores argue that women are sensitive about going to such a department, whereas if the stout garments are in the regular department, designated by special tags, the customer will be better suited and better fitted, not realizing that she is wearing a stout.

Handling stouts is a paying proposition. The stout woman is so glad to find something that really fits that she buys without shopping around.

Walk and Be Happy.

Mankind has long been divided into two classes—those who ride and those who walk—and those who walk live the longest. The contrast in health and longevity was not so marked when much of man's riding was done on horseback, which kept his abdominal and back muscles busy; but with the automobile waiting for him at home, office and railroad station, he fades into eternity too soon.

The medical sharps all tell us that every mile one walks after he is fifty

appreciably lengthens his life. We do not doubt the statement. Walking is good for a man, and for one yet in vigor should not be less than ten miles a day, habitually.

But who is going to waste three hours of daylight which might be spent reclining on a comfortable lounge with newspapers, magazines or books, to add a few years to his life? Absurd! It isn't the time one exists. It is the living he does. But yet, one might alight from his car three or four miles from home.

American Railway Express Makes Much Needed Reform.

New York, Aug. 2—The American Railway Express Co., has just made a new rule, long desired by shippers, changing the time limit for filing claims from four and one-half to six months. An order was also issued removing some of the irksome restrictions on tracing shipments. One is that the company will no longer require the shipper to present the consignee's letter of complaint but will accept the shipper's word that a package was lost or damaged.

In return, the company will insist that sufficient time be allowed for tracing shipments and investigating claims and that shippers must stop using the Loss and Damage Dept. of the company as a collection agency.

The change in time for filing claims makes the express classifications uniform with the freight bill of lading. It is of advantage to the shipper as it gives him ample time to attempt collection of his account before filing a claim.

The express company claims to have given greatly improved service the past few months, eliminating much worry and trouble to shippers, and promises still further improvement.

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.



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

Telephone Talk

The quick personal service of the telephone in the transaction of business affairs has given it first place in modern commercial practice.

It is impossible for any one to conceive of the elimination of the telephone from daily use.

Investment, therefore, in the **First Mortgage Bonds** of the Citizens Telephone Company can only be considered as the use of the best business judgment in obtaining a safe underlying security of an established institution with a long and uninterrupted earnings record.

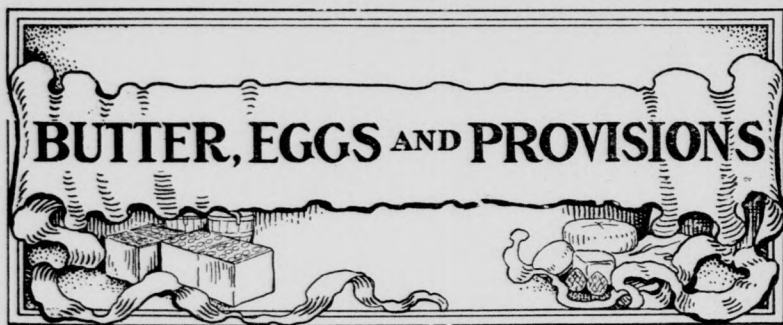
Citizens Telephone Company's

First Mortgage 7% Bonds

Can Be Purchased at 98 and Interest

To Yield 7.20%

Telephone or write to the Secretary of the Company for particulars



Michigan Poultry, Butter and Egg Association.

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

Opinions On Egg Packing.

There has been more or less publicity recently with reference to the saving of breakage in eggs in transit, and particularly concerning the character of filler which should be used for packing eggs for shipment. People especially interested in this matter recently sent out 300 questionnaires to representative carload shippers of eggs. They received 201 replies thereto, which are summarized in the report given below.

Commenting on this matter, a filler man says: "Please note the large number of shippers using excelsior pads this year. Those using six pads to a case in connection with 3½ pound Government standard fillers report practically no damage—in fact, we find the shippers very enthusiastic about the use of excelsior pads in connection with the 3½ pound fillers.

"Records show a very material reduction in damage claims this year, compared with previous years, and the Government standard 3½ pound filler with six excelsior pads seems to make an ideal package.

"We feel that both the shippers and receivers are looking for information of this kind."

Summarized, the result of the questionnaire is as follows:

One hundred seventy-five shippers use excelsior pads and 25 shippers use no pads. Of those using pads, 126 use six pads to the case, 38 use four pads to the case, eight use eight pads to the case, while 26 did not reply as to the number used.

In reply to the question as to the amount of claims for damages this year per car of eggs, 66 reported no damage, 50 reported slight damage, 69 did not report at all and six reported damage heavier than 10 cases.

This loss, compared with the same time last year, 102 reported as less than last year's loss, three reported as being heavier and 66 did not answer the question.

Twenty-four reported using two nails to attach the top to the center of the case, 158 replied that they did not use nails and 19 did not answer.

One hundred forty-nine shippers reported using the standard weight 3½ pound filler with excelsior pads and expressed it as their belief that this makes a better style package than the packing formerly used. Six did not think so, and 46 did not answer the question.

One hundred sixty-three shippers

had no recommendation to make for improving the present package, eight thought there should be a heavier filler, and nine, that the railroads should handle eggs more carefully.

Did You Get One?

"Handling Eggs for Profit" is the title of a little mimeographed circular issued by the Food Research Laboratory of the Bureau of Chemistry, United States Department of Agriculture, which gives directions and drawings for the construction of egg cases, and outlines methods for packing the eggs so as to reduce loss from breakage while in transit from the producers to consuming centers.

The specialists of the Food Research Laboratory have made a study of methods for packing and shipping eggs in order to reduce the great losses from breakage that have occurred in the past. This work has been done in all parts of the country in co-operation with railroads and with egg shippers. Experimental shipments in different kinds of shipping cases and with the different methods of packing the eggs in the cases have been made and the results compared. An instrument has been devised for measuring and recording the shocks to which cars containing eggs were subjected while in transit.

As a result of these experiments the specialists have recommended methods of packing eggs which reduce breakage to a minimum. These methods have been tried practically under a great variety of conditions, and have been incorporated as requirements in the railroad and express classifications for the transportation of eggs.

Copies of the mimeographed circular may be obtained upon application to the department's Food Research Laboratory, 22 Jackson Place, Indianapolis, Ind.

Cheese Producers Form Bi-State Pool.

Milwaukee, Wis., Aug. 2—A combination for the purpose of handling cheese has been effected between the Wisconsin and the Minneapolis Cheese Producers' Associations.

The federation will handle more than 20,000,000 pounds annually, and it is hoped to make it a nucleus for a National enterprise. Wisconsin federation directors voted to admit the Minnesotans on the same terms as factories in Wisconsin. Thirty-two factories were added to the Wisconsin federation. It was revealed that three counties in Northern Wisconsin, producing about 40,000,000 pounds annually, are considering joining the federation also.

It is none of the boss's business what you do outside of business hours as long as your actions do not interfere with your effectiveness inside business hours. Note that exception.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Grand Rapids Distributor

Blue Grass Butter

Good Luck Oleomargarine

Procter & Gamble Full Line of
Soaps, Chips, Etc.

Flake White and Crisco

Southern Cotton Oil Trading Co.'s Scoco and
Snowdrift

Oxford Brand Oranges

KENT STORAGE CO.

GRAND RAPIDS

MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

For Dependable Quality

DEPEND ON

Piowaty

Merchants Should Learn Law Before Selling Seeds.

Springfield, Ill., Aug. 2—Many dealers in all parts of the country handle more or less extensively garden and field seeds. Their supply is generally purchased from the wholesaler, whom they have considered reliable as to the quality of seeds they handle, therefore they depend upon these wholesalers to supply good seed.

In some localities dealers buy from the producer and either in a recleaned state or as "country run" seed. If in the latter condition it is, perhaps, recleaned for local demands or perhaps shipped to the wholesaler, who has better facilities for recleaning.

The dealer who is handling seed should endeavor to handle only the best, because his customers cannot make any profit from the production of weeds; in fact, weedy seed is a detriment to him, because it reduces his yields per acre and causes him extra labor and sometimes loss of crop to get rid of these weeds. The dealers in the rural districts are very closely in touch with the farmers and as much interested in his welfare as he is himself, therefore they will be very anxious to supply a quality of seed which will give him the greatest return for his investment of money and labor.

To assist the purchaser of seed in getting a good quality, seed laws are now in force in thirty-six states and all require a label or tag on each lot sold. This label or tag gives information as to purity and germination, also states whether noxious weed seeds are present by giving the names of such on the label or tag.

Violations of these laws are punishable by a fine varying from \$5 to \$100. As ignorance of a law is no excuse for the violation of same, each dealer in seeds should be familiar with the seed laws of the state in which he is doing business.

The enforcement of the law in most of the states is under the direction of the States Department of Agriculture, but in a few the work is being done through the experiment station. Each state maintains a laboratory for the analyzing of seeds, and through its inspection service collects samples from dealers, from time to time, to check up on the quality of seed being sold. By this checking is determined who are violating the law.

All dealers may be at the present time fully posted on the requirements of the seed laws of their state, but in case any have overlooked it, this will serve as their cue to get the necessary information in conformity with the law and thus avoid any violations with subsequent prosecutions.

Knowledge is power. Use it!

Albert C. Wilson,
Chief Seed Analyst.

As To Color of Yolks.

Eggs in the winter time are likely to have pale yolks. A popular impression prevails that this indicates poor feeding of the hens. This is denied by the Government bureau of animal husbandry, which declares that lack of green feed is the cause.

Most people think that eggs with pale yolks have less flavor than eggs with richly colored yolks. This is probably true; but the housewife's notion that they impart less richness to cakes and custards is contradicted by the experts—although, of course, such eggs do contribute less color.

Egg whites are often slightly yellowish or greenish. But high-class restaurants and hotels demand eggs whose albumen shall be when cooked as pure white as possible. Furthermore, it is particularly important that two or more eggs served with an order shall match in color. Inasmuch as such eggs command an extra high

price, it is good business for the poultry raiser who caters to the fancy market to meet these requirements.

Boiled eggs should match in color of shell. No first-class restaurant or fashionable club would think of serving a brown egg and a white one together. Even in shade they should match. In New York only pure white eggs bring the highest price. In Boston, on the other hand, brown eggs bring more than white ones do.

Many people are firmly convinced that brown eggs have a richer flavor than white ones, and nobody can persuade them that they are mistaken; but the experts say that the notion has no basis whatever in fact.

Moonshine Egg.

The moonshine egg has made its appearance in Madison, Wis., so the newspapers say. It has baffled both the police and the prohibition enforcement agents. The bootlegger concocting the deception told his secret only after going out of business. He blew out the contents of hens' eggs, he said, and then filled the shells with liquor. Sealing wax was applied to repair the broken portion of the shells and make them liquor tight. The shells were placed in a large market basket and kept in plain view.

Evidence came to the authorities that the Madison man was selling liquor by the drink at his home and a series of raids was ordered. Eight times within six weeks officers visited the home, each time making a thorough search. Liquor was never found even though spotters had reported to the officials that they had purchased moonshine there.

An egg shell holds about three fingers of liquor, the bootlegger said. The eggs were never broken in view of the customers and no one but the seller and his family knew that the large basket of eggs contained liquor.

Grubs in Hides.

Grubs or warbles in hides are the result of the operations of a species of fly common in the United States. This insect attaches its eggs to the hair of the flanks and heels of the cattle by means of a sticky substance. The cattle lick the eggs off and many of them are swallowed, being hatched by the natural heat of the animal's body. The grub which results works its way through the animal tissues slowly, usually breaking through the weasand. By early winter the grub is underneath the hide in the middle of the back and ready to emerge in the spring. These flies infest the pastures in dry, warm weather, and damp, cool weather is fatal to them.

Long-headed clergymen preach short sermons.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

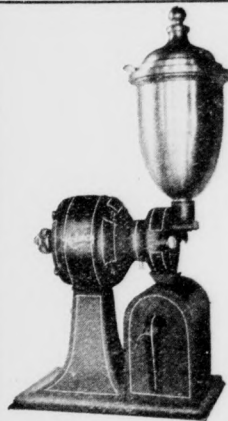
Made only by

FOOTE & JENKS
Jackson, Mich.



*The Best
Obtainable*

Sold only by
Vinkemulder Company
Grand Rapids, Mich.



HOLWICK ELECTRIC COFFEE MILLS have put new life in the coffee department of retail stores in 47 states.

No finer, better, or more handsomely finished mills were ever built at any price and if this is true you ought to know it.

It's not simply steel and copper, it's brains—thought—research and experience.

The one Electric Mill in America that you can buy **Worth The Money.**

Send for my literature and learn the reason why.

SALESMAN WANTED.

B. C. Holwick, Canton, Ohio, Dept. F
Electric Coffee Mills and Meat Choppers.

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

**"If you must gamble, don't
gamble on quality"**

No man or group of men have found the secret of determining the precise movements of future wheat prices. There is always then the element of chance in the price of every flour purchase.

But—

There need be no gamble as to the quality of the flour. Buy your flour from the company that has the reputation for giving full value and maintaining standards, the company that puts quality first. Mark your orders

JUDSON GROCER CO.

Wholesale Distributor

GRAND RAPIDS

MICHIGAN

Conservative Investors Patronize Tradesman Advertisers



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.

Clearing Out the Remnants of the Summer Stock.

Written for the Tradesman.

Many eminently successful hardware dealers credit the growth of their business to their policy of keeping the stock clean of goods that were not selling sufficiently fast to make the line worth handling at certain seasons.

"If a line isn't selling well, I take steps to hustle it along," is the dictum of one successful merchant. "I hold a special sale, offer a discount, or do something calculated to sell those goods, even if I have to move them out at a smaller margin of profit than I usually calculate. It is better to do that than to allow the goods to become shopworn. If I am not able to sell the goods that way, I get out of that line as soon as possible."

Keeping the stock clean is especially essential right now; and this is particularly worth remembering in connection with the possible carrying over of seasonable hot weather goods for another year.

To follow out the policy laid down it is necessary to provide against carrying stock which is purely seasonable all the year around. No dealer, for instance, cares to carry a large stock of ice skates through the summer; or, vice versa, to carry a lot of refrigerators and hammocks through the winter. Timely goods out of season take up a lot of space that is needed for other lines; and, more than that, there is the chance that they will have lost their new look by the time the next season brings them once more into demand.

To avoid this contingency, many dealers make it a practice to hold clearing out sales before the fall season opens, in order to get rid of surplus summer lines, and to reduce stock to the minimum before it is too late.

It is a good rule to clear out seasonable goods before the demand for them dies out entirely. The August clearing sale has, consequently, become a fairly regular event in many well-conducted stores. This present August, it is a feature which should not be overlooked.

Despite efforts to keep stock clean, most hardware stores right now have considerable left-overs in the way of timely goods—hot weather lines such as refrigerators, ice cream freezers, screen doors and window screens, hammocks, lawn mowers, garden hose, etc. It is pretty certain that by the end of August the calls for these lines will be few and far between. On the

other hand, the goods take up a lot of space. The season is, however, not so far gone that it will not be possible to clear out the larger part of this surplus stock.

An additional reason for closing out strictly summer goods is to make room for the stove stock. "Stove time" is creeping closer, and an adjunct to a successful stove campaign is a proper display of the stock. For this, adequate floor space is necessary.

The best methods to adopt in pushing the August clearing sale are newspaper advertising and a suitable display of the goods. Live methods, adapted from those of the dry goods merchants who make price a feature, can be used to make such a sale effective and a good business-getter.

A little ingenuity in thinking up new advertising stunts will help materially to make the sale a success. It is simply a question of appealing to the desire inherent in everyone, and particularly strong right now, to take advantage of a real bargain. In reality, many bargain-hunters carry their passion so far, as to buy things they have no use for, simply because the price has been cut.

Of course, in a bargain sale, as in any other effort to attract trade, it is necessary to advertise in such a way as to carry conviction. Sound the note of sincerity. Try by all means to convince your prospective customer that you are offering, not sham bargains, but real bargains.

Some dealers seem to be rather ashamed about the bargain idea. They fancy that the community will suspect the store is losing trade and that thus more harm than good will be done. So, having decided to put on a bargain sale, such a dealer puts a few lines on an inconspicuous table in the back of the store, price-marks them at a few cents off; and—naturally, nobody sees the goods, and the sale is a failure.

Now, this sort of bargain sale is so much wasted effort. If you decide to hold an August clearance sale, make it an affair worthy of the name.

The sale should, to be successful, accomplish three things for you. First, it should turn into cash a lot of goods that otherwise will linger on the shelves and become shopworn. Second, it should advertise as an aggressive, wide-awake business institution and attract a lot of new customers. Third, it should help you to sell regular—as distinguished from bargain—lines at standard prices.

So, do not figure your prices up in order that, when you are cutting them down again, they will come to about the same figure as you are quoting now. That sort of bargain

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS,

MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware

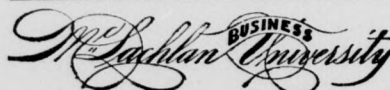


157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

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

A. B. KNOWLSON CO.
 Grand Rapids Michigan



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



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.

sale has been exploded long ago. Instead, take the lines you want to get rid of; and price them at a figure that will attract attention, even in the hot weather, and be pretty sure to move out the goods.

If a bargain sale is decided upon, make a big thing of it. Run it pretty well through the month of August, if necessary; and by featuring different lines at different times, keep the public interested from day to day. Use your window displays to show that something unusual is going on inside. If possible, give practical demonstrations of different articles—not necessarily bargain articles—while the sale is going on. Your advertising ought to bring a lot of new customers and prospects to your store; and you should make the most of the opportunity to interest them in your regular lines.

A bargain sale to be a success means more than merely cutting down the prices of a few articles and placing them upon the table and letting it go at that. It means a lot of careful thinking, of devising new advertising stunts, and of playing upon the popular imagination, so that the whole community will be stirred up, and people will not merely visit the store but will talk the sale up among their friends.

In pricing goods for the sale, get away from the mistake of advertising "10 per cent. off" or "20 per cent. off". That is all right enough as a starter, but go into details, and quote specific prices. Say, a big dishpan, (describe it) regular \$1.25, special 89c—and so on. There is nothing like specific price quotations to carry conviction to the economical buyer. So keep away from glittering generalities, and get down to specific dollars and cents.

All sorts of stunts can be adopted during the sale to stimulate interest. It is good to plan for a two-weeks' sale; and, if found desirable, to run for a third week. Features can be picked to advertise for each day; the lines featured in your newspaper advertising and window display should, in any event, be changed frequently. Thus you will interest a far greater number of customers. Some dry goods stores make a feature of hour sales; advertising some one special bargain for each hour of the day. Then, articles can sometimes be sold in combinations; as, say, lawn hose and hose reel, etc.

While the sale is on you should get into touch with a lot of stove, paint, washing machine and other prospects. Make a note of their names and addresses; also of newcomers who may become regular customers of your store. All this information will be helpful in your future selling campaigns, and represents one of the valuable by-products of the August clearance sale.

Victor Lauriston.

Try It.

Get out and push.
Get out and shove.
Get out and work to beat the band,
Get out and plug.
Get out and dig.
To get results requires sand.
Forget to kick.
Forget to growl.
Forget that you're, not always right,
Get out and hunt,
And find success
And, golly; you'll feel out of sight.

Germany Up To Her Old Tricks.

Grandville, Aug. 2.—The Germans are at their old brutality again.

They seem to think it befits the German nature to be everlastingly maltreating somebody. Now it is the harmless, home-loving people of Silesia they are attacking, burning homes, murdering the inhabitants, making that country another slaughterhouse for the gratification of Hun brutality.

The allies have a problem in solving the Silesian riddle. Once a part of the German empire, although held there by force, the inhabitants have, seemingly, jumped from the frying pan into the fire because of the outcome of the kaiser's war.

German brutality has become known wherever civilized people reside, and the fires of another hell are seething in that part of Europe where once the nation of Poland held sway. It was hoped by all good people outside of the territory interested that the war in which Germany was supposed to have lost would release from her jaws the helpless people whom she had exploited during generations of despotic rule.

Once upon a time, as the writer remembers from early reading, there was a fine upstanding people, in fact a nation of Poland whose men were as brave as any on earth and whose women were said to be the most beautiful in the world.

These prosperous people were the envy of greedy monarchies on either side. Polish territory bordered on three larger nations, and through the machinations of the Prussian, Austrian and Russian premiers a plot was hatched for the destruction of a smaller nation whose territory these moral lepers coveted for themselves. That is how it came about that Poland was made the victim of a crime the blackest in the history of the world.

The partition of Poland between Austria, Russia and Prussia was a piece of scoundrelism worthy the anathemas of mankind. The little nation fought bravely, but it was simply overwhelmed by force of numbers, and the crime of the ages consummated. Despite the passage of time the Poles never became reconciled to their masters, and when German greed forced the worldwide war upon humanity it was expected that with the downfall of kaiserism, there would come liberty and nationalism once more to Poland.

How is that expectation being gratified?

By simply permitting matters to drift the allies have encouraged German hostilities to continue. France and England are less in accord now than at any time since the close of the big war. Not of one mind in so many things that go to make up cordiality and unity in smiting wrong and carrying out the just decrees of a liberalized Europe.

Silesian Poland is suffering in property and lives because of this indifference on the part of England, and there is coming a new clash of interests where there should be harmony and prompt decision.

London and Paris are again in complete disagreement on many points. Among the disagreements are mentioned the question of Upper Silesia, as well as the Greco-Turk war. Germany has ample knowledge of this drawing apart of the French and English. She is in the field for plunder and rapine of the old order and many innocent people must necessarily suffer.

German bands attacked a Silesian town, drove the inhabitants into the woods after shooting many of them. After this they plundered homes, putting the buildings to the torch. This is old style devilishness which smacks of the days when the iron brutes of the Hun ravaged the towns and fields of Belgium, murdering women and children to make for the overlords a holiday.

Marquis Curzon has informed Premier Briand that even if Germany

should consent to the passage of French reinforcements to Upper Silesia, England would not consent. This from a French paper, and we may well conceive with what delight the brave (?) German people accept these disagreements among their late antagonists in war.

Polish liberty should be the aim of allied Europe. Without this no stable peace can come to Europe. These people are entitled to the nationality torn from them generations ago by the combined villainy of three of the great powers of Europe, and unless this is conceded and maintained the results of the great struggle will not have been garnered as they should be.

The German monster still rears its head. The hiss of the old serpent is still there. Every liberty-loving American should give sympathy if nothing more to the cause of down trodden Poland. Germany has no right to one foot of the territory she tore from that gallant little nation in the long ago. Old Timer.

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

WRITE

THE

Dudley Paper Co.

Lansing, Mich.

For

Anything

in the

Paper or Stationery Line

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

Singers Who Can Sing

You will be delighted with the
Musical farce

Three Twins

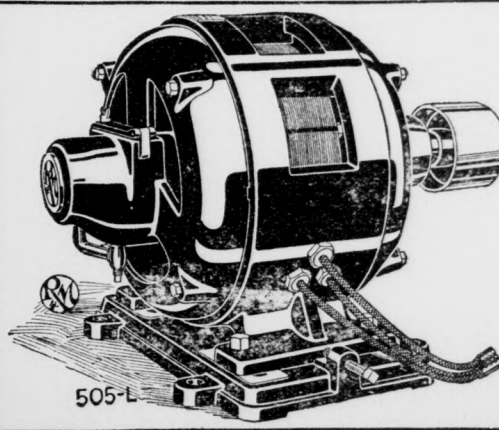
which is being presented at

RAMONA

this week by

The Dunbar Opera Co.

All the old favorites appear to advantage
in this presentation.



Motor Rewinding and Repairing

We carry a complete stock of
Robbins-Myers Motors
for which we are sole agents
for Michigan.

We have a fair stock of
second hand motors.

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



Big Difference Between Education and Training.

Circuses are a constant source of attraction to me. Perhaps, at my age, I ought not to confess that such frivolity as a circus draws me from my desk, but the fact remains that I see all the circus parades and all the circus performances that take place in this town.

And when I go to a circus I want to go clean through it—from "Hot Dogs" to the "Grand Concert."

I start in at the corner of the lot, with a long glass of red lemonade—passing quickly to the popcorn man, and the taffy man, and with my pockets well filled with peanuts to feed the elephants, I make my way to the side show.

It is the last circus that I attended that furnishes me with the subject for my letter to you to-day:

When I arrived at the sideshow I made a careful examination of every banner because in no other way can one fully understand and appreciate the wonders inside the tent.

This particular sideshow advertised an "Educated Horse" that could all but talk—an "Educated Pig" that was supposed to have a better education than some people—an "Educated Monkey" that was guaranteed to be the missing link.

Armed with the "trimmings" that go to make one's trip to a circus successful, I paid for my ticket and entered the tent.

The show man was just preparing to exhibit the "Educated Horse."

Tapping the leg of the horse, he asked the animal how old he was. The horse stamped eight times with one of his right feet, which told us that he was eight years old. Next the horse was asked what date of the month it was, and he went over to some blocks and picked up one upon which was painted the date of the month.

Next the educated pig was exhibited. He rolled a barrel about, on the platform.

Now it was the monkey's turn and the trainer handed him a plug of tobacco. The monkey bit off a good generous chunk—rolled it about in his mouth and spit at a box of sawdust and hit it squarely the first pop—did it better than I have seen some men do it.

Then that show was over.

Now, were those animals educated? No! They were only trained.

Animals cannot be educated. They can be trained to do certain things when their surroundings are just as they were when they first learned to do the trick.

Change the surroundings—change the location of that block and the

horse could not find it. Change the location of that box of sawdust and the monkey would not spit in it.

So it is with some men. They can be trained to do and to say certain things, but they cannot be "educated."

The difference between a trained salesman and an educated salesman is right here: A trained salesman can go out and get orders, provided he finds a buyer in a certain place, in a certain state of mind and in dire need of the goods. He can be trained to say certain things in a certain way. He has no initiative. He does no planning of his own. If he does not sell goods, it is the house's fault, or the merchant's fault. It is some one's fault other than his.

If he has a bum day's business, it is the rotten territory he is on and he looks for a new pasture. His "training" does not admit of his discovering business. It must be on the surface or he can not get it. If the block that the educated horse is supposed to pick up, is covered with paper, he cannot find it. He was not "trained" to do that. Likewise, if the orders on a territory are under cover (and they usually are) the "trained" salesman cannot find them. He was not told to look under the cover.

The "educated" salesman—the man who is self-developed, does not want a sales manager to put the words in his mouth that he is to use in soliciting business. He frames his own approach talk. If it doesn't "get over" he has the ability to frame another and better one.

He does not ask how much was sold on a territory last year, expecting that same volume of business to come to him as a heritage. He wants only to know the number of dealers and their credit standing and the amount of business they do a year, and with that information the educated salesman is competent to enter a territory and produce results.

The trained salesman, having been given the name or names of the old customers in a town, calls upon them and them only. The educated salesman calls on all the dealers whose

PARK-AMERICAN HOTEL

Near G. R. & I. Depot
Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

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.

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

Commercial Men taken care of the entire year. Special Dinner Dances and other entertainment During the Resort Season. Wire for Reservations.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

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

GOODRICH BOATS

TO CHICAGO

DAILY

7:30 P. M. Railroad Time.

8:30 P. M. Grand Rapids Time.

FROM CHICAGO

DAILY

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.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

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

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



business shows that they are prospects.

The trained salesman sells the merchants that have been sold before.

The educated salesman opens new accounts and takes on new towns.

The trained salesman does not travel or work Friday afternoon or Saturday.

The educated salesman works six full days a week and never has an idle moment. No man needs to be a "trained salesman" if he is one, he prefers to have it that way.

All salesmen can be educated salesmen and all salesmen who make good in 1921 must be "educated" salesmen. You can train animals to do certain things in a certain way, and once trained, they cannot do the trick in any other way.

An educated salesman is a self-educated man. He is flexible. He is yielding. His powers of perception are so delicate that he senses out a business situation before a trained salesman knows that the situation is before him.

If you have had the slightest tendency to be a "trained salesman" get out of the habit at once. It is a dangerous place to be. Be, instead, an educated salesman.

George M. Evenson.

Creasey's Latest Crooked Scheme.

L. L. Creasey has a new scheme. He is organizing grocers into an association, to be known as the United Retail Merchants of America. He sends his agents into a town, gets the grocers to put up so much for a membership, and organizes a local branch of the "order."

The officers of the local branch are local men, but the idea is that all of these grocers will give their business to the Creasey wholesale houses, located in various places under various names.

According to the Fort Wayne, Ind. Journal-Gazette, about twenty-five local grocers in that town have formed a local chapter of the order, and expect to buy at a great saving and sell to the consumers at prices which will enable them to compete with any chain store which has been or may be started.

A man named L. J. Heeger, who seems to have had some connection with Creasey in the past, as he is listed as formerly connected with the L. C. Mercantile Co., will be superintendent of the warehouse of the new "local" and will have charge of the buying operations.

It is proposed that the stores in the United Retail Stores of America will pool their advertising, as well as their buying. They will try to imitate the chain store system.

In speaking of the new organization, the Indiana Grocer, published by the Indianapolis Grocers Association, says:

"As a word of explanation it can be said as a warning to other retailers that a proposition with the name Creasey in any way connected has many sides, and sides which appear not to be any too bright. L. L. Creasey and associates have been responsible for the establishing of many consumer's stores throughout the

Middle West and Southwest portion of the country and is also responsible for organizing of co-operative buying associations among the retail grocers in the same community with the consumer's stores.

In Illinois and Indiana the Creasey consumer's stores were known as the B. M. Ways Stores Company. They were organized on Aug. 13, 1918, by selling stock to the innocent consumer for \$25 a share. The consumers are told by glib tongued stock salesman that the neighborhood grocer is a robber, with the result—the usual result—they bit. These stores—many in number—were recently sold in a bankruptcy sale which took place June 1 in the courtroom of Federal Judge G. A. Carpenter in Chicago. Two of these stores, one at Rochester and one at Amboy, Ind., were among those that went under the hammer.

"The Ohio Herald reports that in Ohio, Ill., the stockholders, who are mostly farmers, are up in arms at the closing of these stores.

Records show further that the self-same organization, L. L. Creasey and associates, come into the same community and enlist the retail grocers in their "national buying club," the United Retail Merchants of America, for the sole purpose, they claim of getting the food products to the retail trade so much cheaper by eliminating the middlemen and therefore effecting a means of competing with the chain stores."

Proceedings of Local Bankruptcy Court.

Grand Rapids, July 26—On this day was held the special meeting of creditors in the matter of Charles F. Bartlett Co. The meeting was held for the purpose of selling the property of the estate located at Augusta. Several bidders were present and the personal property was finally struck off to the Henderson Milling Co., of Grand Rapids, for \$1,000. An order approving the sale was entered by the court. Several claims were allowed against the estate and the meeting was then adjourned without date.

On this day was also held the special examination of the bankrupt in the matter of William T. Moore, bankrupt No. 1939. The bankrupt was present in person. Several creditors were represented by attorneys, Travis, Merrick, Warner & Johnson. A copy of the financial statement of the bankrupt was offered in evidence. Additional claims were proved against the estate. A first dividend of 10 per cent. was declared and ordered paid to all creditors whose claims have been proved and allowed and also administration expenses to date were paid. The meeting was then adjourned without date.

In the matter of Boyes & Blandford, whose schedules have not yet been received, the date of the first meeting has been fixed by the court at August 12. Schedules in this matter are expected to be filed within the near future.

On this day were received the adjudication in bankruptcy and order of reference in bankruptcy in the matter of William H. Spears, bankrupt No. 1964. Mr. Spears has operated under the name of the Hanford Lumber Co., located on Russell avenue, in the city of Grand Rapids, Michigan. This being an involuntary case, the schedules have not been filed as yet. The court has ordered that they be filed on or before August 5. The adjudication took place upon the petition of the Commercial Savings Bank, Batjes Fuel & Building Co. and M. Braudy & Sons. A custodian has taken charge of the property and appraisers are at work appraising its value.

On this day were also received the adjudication and order of reference in the matter of Allen H. Gittleson, bankrupt No. 1963. The bankrupt has conducted the Allen Style Shop in the city of Muskegon Heights. A custodian has been appointed by the referee and also appraisers have been chosen and are at present taking the inventory and appraisal of the bankrupt's property. The matter has been referred to Benn M. Corwin as referee, who has also been appointed as receiver of the estate. An offer has been received for the property of the bankrupt estate, except the motor car, listed therein, in the sum of \$1,250 from Eli Nimz & Co., of Chicago. The date of the sale of the property, as well as that of the first meeting of creditors,

has been set at August 12. All interested either in the capacity of creditor or of prospective buyer should be present at that time. Both sale of assets and first meeting of creditors will be held at the office of the referee, at 315 Houseman building, in the city of Grand Rapids. A list of the creditors of the bankrupt is as follows:

First State Savings Bank, Muskegon	\$1,000.00
Charles A. Witt & Son, Muskegon	450.00
M. L. Oberndorf, Chicago	131.00
Wilson Bros., Chicago	687.46
Carson, Pirie, Scott & Co., Chicago	134.00
Kemper-Thomas Co., Cincinnati	45.00
Middleton Mfg. Co., Milwaukee	58.00
Rosenthal & Goldberg, New York City	367.00
Schoenfeld & Schoenfeld, Detroit	525.00
Carter & Holmes, Chicago	239.83
Elbro Knitting Mills, Milwaukee	520.75
F. & G. Mfg. Co., Cleveland	193.00
U. S. Rubber Co., Chicago	82.50
Wilson Shirt Co., Chicago	80.00
Hork Bros., Chicago	56.16
Billstein-Klopper Co., Cleveland	41.44
Fromm & Mandelbaum, New York City	182.00
Morris & Ricker Mfg. Co., Grinnell, Ia.	187.50
Robinson Bros., Toledo	315.69
G. R. Dry Goods Co., Grand Rapids	398.26
Earl & Wilson, Chicago	94.65
Cluett-Peabody Co., Chicago	375.18
Fried Bros., Chicago	127.10
Rex Cap Co., Chicago	111.00
Cohon Bros., Milwaukee	834.27
Rabner Bros., Chicago	105.75
W. M. Fink & Co., Detroit	130.20
Daniel T. Patton & Co., Grand Rapids	99.91
Fear & White, Cloversville, N. Y.	88.50
Dr. Geo. Garber, Muskegon	17.00
Muskegon Heights Furniture Co., Muskegon	171.00
Ada Gordon, Chicago	300.00
C. J. Gordon, Chicago	500.00

Flour a Very Safe Purchase at This Time.

Written for the Tradesman.

Crop Expert Snow's private report the past week proved to be the feature of market news. He estimates the Winter wheat crop at 564,000,000, Spring wheat crop at 198,000,000 or a total of 762,000,000. The Government report for July showed the Winter wheat 235,000,000 or 37,000,000 more, or a total of 809,000,000 bushels of Winter and Spring wheat. This shows a loss of 47,000,000 bushels and the market is feeling the effects of it. Furthermore, if Snow is right and such a loss has really been sustained, we certainly will not have any cheaper prices but, of course, there is always more or less exaggeration and only threshing returns can actually give us an accurate statement.

Exports of wheat and flour last year exceeded expectations. The total for the crop year ending July 30, 1921, was the largest on record, or 366,000,000 bushels, approximately 100,000,000 bushels more than were estimated by experts at the beginning of the season.

Large importations by Europe were made necessary because of the failure of Russia to supply any wheat and the light crop last year in Argentina.

Russia will be out of the market again this year, so far as selling is concerned. She is in a highly disorganized state and is going to have a

hard time to produce enough to keep her own people from starving; in fact, may be obliged to purchase some wheat.

Snow's figures on the crop this year will return 762,000,000, and these estimates run up by others as high as 790,000,000 which, with a carry over of 54,000,000 bushels, gives us a supply of 844,000,000 bushels.

We require, roughly speaking, between 625,000,000 and 640,000,000 bushels for food and seed, leaving approximately 200,000,000 bushels for export or 166,000,000 less than we exported last year.

The world's wheat acreage this year is placed at 151,000,000 acres, against 155,000,000 acres last year, so the world's crop, in all probability, will be short, particularly in view of the fact that severe droughts have visited practically every country on the globe.

The estimated production of wheat taken in connection with the low stocks of flour throughout the United States produces a very bullish picture and were times normal, considerably higher prices could be looked for. As a matter of fact, if the above figures prove to be correct, higher prices on wheat and flour will result anyway.

Another feature of the situation is the mill feed market. Mill feed is returning less than 65c per barrel on flour this year, against \$2.10 last year, a difference of \$1.45 per barrel. In other words, a barrel of flour would be \$1.45 per barrel cheaper to-day if the mill feed market was as high as it was last year.

Flour buying is of a larger volume than it has been for a year and a half, although the trade as a whole are buying rather conservatively, but everybody is buying some, is forced to do so on account of low stocks.

We do not advise speculation and yet it appears at this time that flour purchased for thirty day shipment would prove to be a good investment. However, we are not a market prophet; merely expressing an opinion which the flour buyer must not take as a fact, but merely consider it and the figures given in connection with other information he may obtain, in arriving at his own decision. In a nutshell, flour to us appears to be a very safe purchase at this time.

Lloyd E. Smith.

The Right Kind.

Attorney: Explain to the jury what you understand to be a lawful fence.

Farmer: A lawful fence is bull strong, horse high and pig tight.

Every line in your store will sell better if displayed so as to make it appear attractive. Many lines will sell themselves if given proper display.

Western Hotel

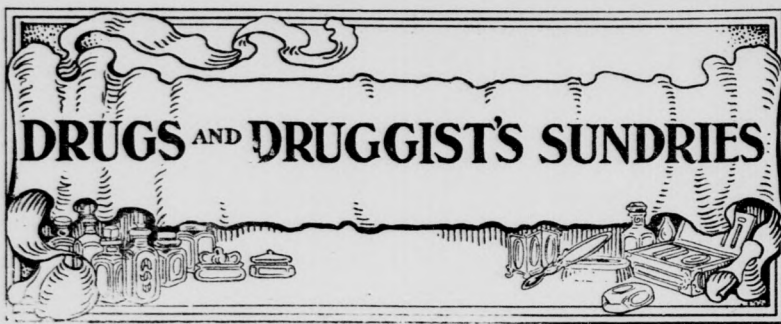
BIG RAPIDS, MICH.

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.



DRUGS AND DRUGGIST'S SUNDRIES

United Drug Head Assigns Personally.

New York, July 30.—The report that Louis K. Liggett, President of the United Drug Company, had made an assignment of his personal assets to three trustees in Boston, came as a shock to the financial community. The virtual collapse in the market for the shares of the company, which had resulted in a decline of 60 points had prepared Wall street for some bad tidings. Few persons had a hint of the real situation and these few kept their secret well.

At the offices of Kidder, Peabody & Co. it was said that the bond issue of \$15,000,000 sold last month, had provided the money needed by the United Drug Company and further than that they had no information to divulge. It is impossible to make an estimate of the value of the property. The three trustees named in Boston are Frederick C. Dumaine, vice-president and treasurer of the Amoskeag Manufacturing Company; Frank W. Remick, connected with Kidder, Peabody & Co., bankers, and Neal Rantoul, a member of the firm of F. S. Moseley & Co., bankers.

United Drug stock declined 10 points on the New York Stock Exchange Tuesday under the pressure of forced sales, closing at 74½. With the opening of the market yesterday morning offerings appeared in considerable volume. One firm with a Boston wire started the violent decline with the sale of 2,000 shares. Other firms with connections to that city had large selling orders and before these were executed the price had fallen to 54, with declines of two to six points between sales. When the announcement of the assignment was received a rally to 60 resulted, but the price later sagged to 56. Sales totaled 11,600 shares.

The United Drug Company was incorporated in Boston, March 29, 1916, as a consolidation of a company of the same name and the Riker-Hege-man Corporation of this city, long familiar to New Yorkers of another generation. In well informed circles it was generally understood that certain Standard Oil interests were active participants in the merger. There are few persons who realized then or realize now, the size of the corporation.

It controls through stock ownership such varied interests as the Absorbent Cotton Company of America; Ballardvale Springs Company; Black & White Cigarette Company; Chocolate Regners, Inc.; Guth Chocolate Company; Louis K. Liggett Company; Louis K. Liggett Company, Ltd.; Marcus Ward, Inc.; National Cigar Stands Company; Schuhle's Pure Grape Juice Company, Inc.; Seamless Rubber Company, Inc.; United Drug Building Company; United Drug Company, Inc.; United Drug Company, Ltd.; and the United Writing Paper Company, Inc. Other interests are the Eastern Tablet Company and the American Papeterie Company, manufacturing writing tablets, etc., and the Ballardvale Pure Food Company, formed to manufacture and distribute food products of every description.

The organization of Liggett's International, Ltd., last year was the result of the acquisition of all the ordinary shares of Boot's Purge Drug

Company, Ltd., of London. This latter company owns and operates 632 drug stores in England and Scotland, and total sales approximate \$35,000,000 annually. The wide publicity which attended this transaction resulted in statisticians studying the figures of what now was growing into one of the world's greatest distributive agencies. It was at this time, too, it is reported, that certain banking interests became alarmed.

It is understood that while the war boom for drugs was at its height, the interests affiliated with the Standard Oil Company sold their holdings and retired from the corporation. During the period of this development, it is said that certain tobacco interests realized the possibilities of the chain drug store. Whether or not the interests connected with the Standard Oil Company also perceived the opportunity for re-entering the business is not known definitely, but certain it is that a year ago aggressive competition began to make itself felt. This competition has continued, new stores following new stores and the undertaking apparently has an unlimited supply of cash.

It was reported in the drug trade just before the first of the year, that the United Drug Company, like many other manufacturers in other lines, found itself with an unwieldy inventory. The demand for drugs had turned downward and sales were steadily declining. Operators in the stock market, who had investigated the situation, began to sell the stock. It broke sharply from 106 to the lower 80s and then a premium for borrowing the shares was put in force and the price rallied back to 97 where it held. Many of these who had sold the stock short became tired of paying the premium and their commitments were covered.

When the bond issue was announced last month, traders again took the short side, but again the premium made it expensive. Again their commitments were covered and the violent crash in the price this week demonstrated the utter lack of buying power when forced selling came into the market.

Wall street is firm in its belief that the present dividend rate of 8 per cent. cannot be maintained.

Panama Hat Cleaner.

The following is a two-liquid cleaner which ought to produce the result desired:

- | | |
|-------------------------|--------------|
| 1. Sodium sulphite..... | 1 ounce, av. |
| Glycerine | 4 drachms |
| Alcohol | 1 drachm |
| Water | 7½ drachms |
| Mix and dissolve. | |
| 2. Citric acid | 1½ drachms |
| Alcohol | 1 ounce |
| Water | 9 ounces |
| Mix and dissolve. | |

First sponge the hat with No. 1; then lay it aside in a moist place, preferably a cellar; then apply No. 2, and put away again for twenty-four hours. Finally, iron with a flatiron, which should not be too hot.

Sodium hyposulphite may be used in place of sulphite.

Stopping Drug Store Leaks.

Drug store losses can be traced all along the line, and they follow each other somewhat in rotation; purchasing, shipping, receiving, storing, handling and selling. Intelligent buying is impossible without thorough knowledge of the needs of the business. The lure of "quantity" has resulted disastrously for many a merchant. On the other hand, underbuying has its evil result. Little attention is given to the important matter of shipping. Many a dollar is sacrificed by purchasing in distant markets when equal advantages are offered nearby. In the matter of receiving, careless checking results in losses. Condition of merchandise when received should be noted. The transportation company or supplier may be responsible, and redress obtainable. The storage of merchandise is an important matter, and should receive due attention. Practically all merchandise deteriorates, with age under normal conditions, and abnormal conditions hasten this deterioration, and the right conditions for the various types of goods should be ascertained and furnished. Loss from handling is great, and much is preventable. Failure to provide awnings may spoil a large stock of rubber goods or candy in a single afternoon. Waste must be watched and guarded, especially in the soda and prescription departments. In the matter of selling: Turning merchandise into money at a profit is a science, and not a hit or miss affair. Cost finding is important, and selling prices must be made to cover actual cost of merchandise, plus overhead, plus the profit the business is to yield. Prices must be investigated frequently and changed either upward or downward to meet new conditions.

Sewing Machine Oil.

1. A mixture of olive oil, 3 parts; almond oil, 2 parts; rape oil, 1 part, is treated with alcohol. This mixed lubricant is fairly fluid, and is therefore admirably suited for oiling very fine machine parts.

2. Best—Pale oil of almonds, 9 oz.; rectified bonzoline, 3 oz.; foreign oil of lavender, 1 oz. Mix and filter.

3. Common—Petroleum, 3 oz.; pale nut oil, 9 oz.; essential oil of almonds, 40 to 50 drops. Mix and filter.

4. The writer was given a simple recipe of 2 parts of sperm oil and 1 part petroleum. He made a quart of

this for domestic use, and it answered excellently. Through not having a great use for it, the quantity made was not finished for about twelve years, and at the expiration of this time the oil was as good as at first, although a little darker in color.

5. Sperm oil, to which a little kerosene oil has been added, makes a very satisfactory lubricant for sewing machines and other light machinery.

6. Soft paraffine, 1 part; paraffine oil, 7 parts. Melt the soft paraffine and add the oil. Allow to stand for some hours, and then pour off the liquid.

School Store Is Key To Real Job.

Eighteen students in the advanced sales classes who have been buying and selling goods in the model store, Omaha's High School of commerce laboratory, in connection with its course in retail salesmanship, took positions in downtown stores during April. The model store has attracted the attention of other cities, according to Mrs. Rae Williams, in charge of this course. Two boys are just completing their three months of service with local men's furnishings shops. Henceforth they will receive 25 cents an hour. The proprietors are so pleased with the experiment that they propose to keep the boys throughout the summer months. The work in the stores is supplementary to their school work.

Nine-tenths of the modern books of fiction can be read with the brain half asleep.

Fieglers

Chocolates

**Package Goods of
Paramount Quality
and
Artistic Design**

HOT WEATHER CANDY

We have a large line made especially for the hot summer months.

Also everything needed for the resort trade including

LOWNEY'S CHOCOLATES

5c and 10c bars.

SODA FOUNTAIN SUPPLIES

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

Editors and Citizens.

"Once in the newspaper game, you'll never break away from it," is the warning counsel of the old-timer to the prospective cub. There is a lure about the stalking of life's comedies and tragedies that holds a man in the game and keeps him with his fellow-knights of the pencil and typewriter, in spirit at least, long after age and the vicissitudes and changes of life may have withdrawn him from active participation.

Thursday afternoon seventeen "old time editors" met in reunion at the home of Mr. and Mrs. E. A. Stowe on College avenue as they have done for a number of years. Together they recounted the days when the Democrat and Eagle, Grand Rapids' old personal, hand-set dailies, were recording the early progress of the city; wove tales of the beginnings of the city's present publications; and laughed together over the reprint of an 1880 news report in the Eagle, telling how "the peerless young orator William Alden Smith," speaking to a hall crowded to suffocation in Edgerton, so held his audience spellbound by the magic of his eloquence that "the few Democrats who dropped in to scoff went home to pray."

The newspaper man gets used to seeing the right and wrong of things. He learns instinctively to take the public's part. He is always afterward, no matter what his business, a better citizen because of the fraternity in which he was once a brother. As the veteran Charles S. Hathaway wrote to the reunion with regard to two old members of "the guild" who had later gone into other work, ex-newspaper men are always sure to be "perpetually interested workers employed in promoting the general welfare to its best and highest station and efficiency."

The journalistic "old-timer" in

point of years is always a cub and a youngster in his energetic devotion to the public interest.—Grand Rapids Press.

Honey Cargo Half a Bee's Weight.

Recent experiments at the Ames (Iowa) Agricultural Experiment Station have yielded some interesting information in respect to bees.

It appears that about 5500 honeybees weigh one pound. A worker bee ordinarily carries half its own weight of nectar gathered from flowers, and sometimes carries as much as 80 per cent. of its own weight.

A worker bee, under ideal conditions, should require about one hour for a round trip to and from the hive while gathering honey. Thus it is estimated that two pounds of bees may carry one pound of nectar per hour during a period of abundant honey flow. This would mean about six pounds of honey per day under favorable conditions for that many bees.

A strong colony would comprise at least four pounds of field bees, with a maximum gathering power of twelve pounds of honey per day. Reckoning that one-fourth of this weight would be lost by evaporation and to meet the food requirements of the colony, there would be a net gain of nine pounds.

It is found that a bee gathers honey from only one kind of plant at a time. Dandelions give their maximum honey flow the second week in May, basswood during the first half of July and heartsease becomes a producer in the latter half of August. This, however, should be understood to apply to the particular region in which the experiments were conducted.

Opposition, adverse circumstances, do not put brains into men, but they draw out what is in them.

Ice Cold Bottled Drinks Are in Universal Demand To-day

Every Fountain, Large or Small, should carry a limited and well-assorted line of bottled goods. There is a tremendous sale for "Near-Beers" such as Peterson's "Nu Bru." Your discriminating trade will call for

White Rock Water

C. & C. Ginger Ale

White Rock Ginger Ale

Clickquot Club Ginger Ale

White Rock Root Beer

Vernor's Ginger Ale

Apollinaris Water

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17 1/2 @ 25	Amber, crude	2 00 @ 25	Aconite	21 85
Boric (Xtal)	17 1/2 @ 25	Amber, rectified	2 25 @ 25	Aloes	21 85
Carbolic	31 @ 36	Anise	1 25 @ 1 50	Arnica	21 50
Citric	65 @ 70	Bergamont	8 00 @ 8 25	Asafoetida	23 90
Muriatic	4 @ 6	Cajeput	1 50 @ 1 75	Belladonna	21 25
Nitric	10 @ 15	Cassia	2 50 @ 2 75	Benzoin	22 40
Oxalic	27 1/2 @ 35	Castor	1 28 @ 1 52	Benzoin Comp'd	23 15
Sulphuric	4 @ 6	Cedar Leaf	1 50 @ 1 75	Buchu	23 15
Tartaric	58 @ 65	Citronella	65 @ 1 00	Cantharides	23 00
Ammonia		Cloves	2 25 @ 2 60	Capicum	21 50
Water, 26 deg.	10 1/2 @ 20	Cocanut	30 @ 40	Catechu	21 30
Water, 18 deg.	9 @ 15	Cod Liver	85 @ 1 00	Cinchona	22 10
Water, 14 deg.	8 @ 13	Croton	2 25 @ 2 50	Colchicum	22 00
Carbonate	22 @ 26	Cotton Seed	1 00 @ 1 10	Cubebs	23 00
Chloride (Gran)	11 @ 17	Cubeba	11 00 @ 11 25	Digitalis	21 80
Balsams		Eigerson	6 00 @ 6 25	Gentian	21 40
Copaiba	70 @ 1 00	Eucalyptus	1 00 @ 1 25	Ginger, D. S.	22 00
Fir (Canada)	2 50 @ 2 75	Hemlock, pure	2 00 @ 2 25	Gualac	22 30
Fir (Oregon)	60 @ 80	Juniper Berries	3 50 @ 3 75	Gualac, Ammon.	22 50
Peru	2 50 @ 3 00	Juniper Wood	1 50 @ 1 75	Iodine	21 20
Tolu	1 00 @ 1 20	Lard, extra	1 25 @ 1 45	Iodine, Colorless	22 00
Barks		Lard, No. 1	1 10 @ 1 20	Iron, clo.	21 50
Cassia (ordinary)	25 @ 30	Lavender Flow	9 00 @ 9 25	Kino	21 40
Cassia (Saigon)	50 @ 60	Lavender Gar'n	1 75 @ 2 00	Myrrh	22 50
Sassafras (pw. 55c)	2 @ 50	Lemon	1 50 @ 1 75	Nux Vomica	21 50
Soap Cut (powd.)	40c @ 20 @ 25	Linseed Boiled bbl.	99 @ 92	Opium	23 50
Berries		Linseed bld less	99 @ 97	Opium, Camp.	21 30
Cubeb	1 50 @ 1 75	Linseed raw, bbl.	99 @ 90	Opium, Deodor'd	23 50
Fish	40 @ 50	Linseed raw, less	97 @ 91 05	Rhubarb	22 00
Juniper	8 @ 15	Mustard, true oz.	2 @ 75	Paints	
Prickly Ash	4 @ 30	Mustard, artifl. oz.	2 @ 50	Lead, red dry	12 1/4 @ 12 3/4
Extracts		Neatsfoot	1 10 @ 1 30	Lead, white dry	12 1/4 @ 12 3/4
Licorice	60 @ 65	Olive, pure	4 75 @ 5 50	Lead, white oil	12 1/4 @ 12 3/4
Licorice powd.	21 @ 1 00	Olive, Malaga,	2 75 @ 3 00	Ochre, yellow bbl.	2 @ 2
Flowers		Olive, Malaga,	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 3
Arnica	75 @ 80	green	2 75 @ 3 00	Putty	5 @ 8
Chamomile (Ger.)	50 @ 60	Orange, Sweet	5 00 @ 5 25	Red Venet'n Am.	3 1/2 @ 7
Chamomile Rom	40 @ 45	Origanum, pure	2 @ 50	Red Venet'n Eng.	4 @ 8
Gums		Origanum, com'l	1 25 @ 1 50	Whitening, bbl.	4 @ 4 1/2
Acacia, 1st	50 @ 55	Pennyroyal	2 50 @ 2 75	Whitening	5 1/2 @ 10
Acacia, 2nd	45 @ 50	Peppermint	4 00 @ 4 25	L. H. P. Prep.	3 00 @ 3 25
Acacia, Sorts	20 @ 25	Rose, pure	15 00 @ 20 00	Rogers Prep.	3 00 @ 3 25
Acacia, powdered	30 @ 35	Rosemary Flows	1 50 @ 1 75	Miscellaneous	
Aloes (Barb Pow)	30 @ 40	Sandalwood, E.	10 50 @ 10 75	Acetanalid	55 @ 75
Aloes (Cape Pow)	30 @ 35	Sassafras, true	2 50 @ 2 75	Alum	10 @ 13
Aloes (Soc Pow)	90 @ 1 00	Sassafras, artifl	1 00 @ 1 25	Alum, powd. and	11 @ 20
Asafoetida	1 00 @ 1 25	Spearment	8 00 @ 8 25	ground	11 @ 20
Pow.	1 25 @ 1 50	Sperm	2 75 @ 3 00	Bismuth, Subli-	2 76 @ 2 93
Camphor	97 @ 1 00	Tansy	11 50 @ 11 75	trate	2 76 @ 2 93
Guaic	21 @ 25	Tar, USP	50 @ 65	Borax xtal or	7 1/2 @ 13
Guaic, powd'd	1 25 @ 1 50	Turpentine, bbl.	64 @ 64 1/2	powdered	7 1/2 @ 13
Kino	8 @ 85	Turpentine, less	72 @ 80	Cantharides, po	1 50 @ 5 50
Kino, powdered	1 @ 100	Wintergreen,	9 00 @ 9 25	Calomel	1 36 @ 1 45
Myrrh	9 @ 90	tr.	9 00 @ 9 25	Capicum	40 @ 45
Myrrh, powdered	1 @ 100	Wintergreen, sweet	5 00 @ 5 25	Carmine	6 50 @ 7 00
Opium	9 00 @ 9 40	Wintergreen art	75 @ 1 00	Cassia Buds	30 @ 40
Opium, powd.	10 00 @ 10 40	Wormseed	5 00 @ 5 25	Cloves	35 @ 45
Opium, gran.	10 00 @ 10 40	Wormwood	22 50 @ 22 75	Chalk Prepared	16 @ 18
Shellac	85 @ 95	Potassium		Chloroform	83 @ 72
Shellac Bleached	90 @ 1 00	Bicarbonate	50 @ 60	Chloral Hydrate	1 55 @ 1 85
Tragacanth	4 50 @ 5 50	Bichromate	20 @ 30	Cocaine	12 85 @ 13 65
Tragacanth, pw.	3 50 @ 4 00	Bromide	65 @ 75	Cocoa Butter	50 @ 60
Turpentine	25 @ 30	Carbonate	45 @ 50	Corks, list, less	35 @ 45
Insecticides		Chlorate, gran'r	35 @ 40	Copperas	30 @ 10
Arsenic	12 @ 25	Chlorate, xtal or	25 @ 30	Copperas, Powd.	4 @ 12
Blue Vitriol, bbl.	9 @ 08	powd.	25 @ 30	Corrosive Sublim	1 17 @ 1 25
Blue Vitriol, less	9 @ 15	Cyanide	35 @ 50	Cream Tartar	50 @ 55
Bordeaux Mix Dry	17 @ 30	Iodine	3 75 @ 3 80	Cuttle bone	50 @ 55
Hellebore, White	25 @ 35	Permanganate	85 @ 1 00	Dextrine	06 @ 15
powdered	25 @ 35	Prussiate, yellow	60 @ 65	Dover's Powder	5 75 @ 6 00
Insect Powder	40 @ 65	Prussiate, red.	1 00 @ 1 10	Emery, All Nos.	10 @ 15
Lead Arsenate Po.	22 @ 42	Sulphate	60 @ 65	Emery, Powdered	8 @ 10
Lime and Sulphur	11 @ 23	Roots		Epsom Salts, bbls.	4 @ 3 1/2
Dry	31 @ 43	Alkanet	75 @ 85	Epsom Salts, less	4 1/2 @ 09
Paris Green	31 @ 43	Blood, powdered	40 @ 50	Ergot, powdered	1 75 @ 2 00
Ice Cream		Calamus	35 @ 75	Flake White	15 @ 20
Piper Ice Cream Co.		Elecampane, pwd	30 @ 35	Formaldehyde, lb.	17 1/2 @ 25
Bulk, Vanilla	1 10	Gentian, powd.	20 @ 30	Gelatine	1 70 @ 2 00
Bulk, Vanilla Special	1 20	Ginger, African,	23 @ 30	Glassware, less 50%	
Bulk, Chocolate	1 20	powdered	23 @ 30	Glassware, full case 50.10%	
Bulk, Caramel	1 20	Ginger, Jamaica	40 @ 45	Glauber Salts, bbl.	00 1/2
Bulk, Grape-Nut	1 20	powdered	42 1/2 @ 50	Glauber Salts less 04%	10
Bulk, Strawberry	1 25	Goldenseal, pow.	6 00 @ 6 60	Glue, Brown	21 @ 30
Bulk, Tutti Frutti	1 25	Ipecac, powd.	3 75 @ 4 00	Glue, Brown Grd.	17 @ 25
Brick, Vanilla	1 40	Licorice	40 @ 45	Glue, White	35 @ 40
Brick, Fancy	1 60	Licorice, powd.	25 @ 30	Glue, White Grd.	30 @ 35
Ices	1 10	Orris, powdered	30 @ 40	Glycerine	23 @ 27
Sherbets	1 10	Poke, powdered	40 @ 45	Hops	1 00 @ 1 25
Leaves		Rhubarb	21 @ 00	Iodine	6 26 @ 6 72
Buchu	21 @ 50	Rhubarb, powd.	7 @ 75	Iodoform	6 69 @ 7 09
Buchu, powdered	21 @ 75	Rosinwood, powd.	30 @ 35	Lead Acetate	18 @ 25
Sage, bulk	67 @ 70	Sarsaparilla, Hond.	1 25 @ 1 40	Lycopodium	4 75 @ 5 00
Sage, 1/2 loose	72 @ 75	ground	1 25 @ 1 40	Mace	75 @ 80
Sage, powdered	55 @ 60	Sarsaparilla Mexican,	30 @ 30	Mace, powdered	95 @ 1 00
Senna, Alex.	1 40 @ 1 50	ground	30 @ 30	Menthol	5 75 @ 6 00
Senna, Tinn.	30 @ 35	Squills	35 @ 40	Morphine	8 33 @ 9 00
Senna, Tinn. pow	35 @ 40	Squills, powdered	60 @ 70	Nux Vomica	3 @ 30
Uva Ursi	30 @ 35	Tumeric, powd.	15 @ 20	Nux Vomica, pow.	30 @ 40
Oils		Valerian, powd.	7 @ 75	Pepper black pow.	32 @ 35
Almonds, Bitter,	16 00 @ 16 25	Seeds		Pepper, white	40 @ 45
Almonds, Bitter,	1 50 @ 2 75	Anise	33 @ 35	Pitch, Burgundy	10 @ 15
Artificial	1 50 @ 2 75	Anise, powdered	33 @ 40	Quassia	12 @ 15
Almonds, Sweet,	1 00 @ 1 25	Bird, Is	13 @ 19	Quinine	96 @ 1 69
true	1 00 @ 1 25	Canary	8 @ 15	Rochelle Salts	35 @ 40
		Caraway, Po.	25 @ 20	Saccharine	30 @ 30
		Cardamon	21 @ 25	Salt Peter	14 1/2 @ 25
		Celery, powd.	45 @ 50	Selditz Mixture	30 @ 40
		Coriander pow.	25 @ 120	Soap, green	15 @ 20
		Dill	10 @ 20	Soap mott castle	22 1/2 @ 25
		Fennell	20 @ 40	Soap, white castle	12 1/2 @ 50
		Flax, ground	06 1/2 @ 12	less, per bar	21 @ 40
		Flax, ground	06 1/2 @ 12	Soda Ash	05 @ 10
		Foenugreek pow.	8 @ 15	Soda Bicarbonate	3 1/2 @ 10
		Hemp	8 @ 15	Soda, Sal	2 1/2 @ 5
		Lobelia, Powd.	1 @ 15	Spirits Camphor	1 @ 25
		Mustard, yellow	15 @ 20	Sulphur, roll	4 @ 10
		Mustard, black	18 @ 25	Sulphur, Subl.	04 @ 10
		Poppy	30 @ 40	Tamarinds	25 @ 30
		Quince	1 25 @ 1 50	Tartar Emetic	1 03 @ 1 10
		Rape	15 @ 20	Turpentine, Ven.	50 @ 2 25
		Sabadilla	30 @ 40	Vanilla Ex. pure	1 50 @ 2 00
		Sunflower	7 1/2 @ 15	Witch Hazel	1 80 @ 2 15
		Worm American	30 @ 40	Zinc Sulphate	06 @ 15
		Worm Levant	2 00 @ 2 25		

COCOA		Fancy Chocolates.		FISHING TACKLE	
Baker's 1/8s	52	5 lb. Boxes		Cotton Lines	
Baker's 1/4s	48	Bittersweets, Ass'ted	2 00	No. 2, 15 feet	1 45
Bunte, 15c size	55	Choc. Marshallows Dps	2 00	No. 3, 15 feet	1 70
Bunte, 1/2 lb.	50	Milk Chocolate A A	2 25	No. 4, 15 feet	1 85
Bunte, 1 lb.	48	Nibble Sticks	2 25	No. 5, 15 feet	2 15
Cleveland	41	Primrose Choc., Plain	1 45	No. 6, 15 feet	2 47
Colonial, 1/8s	35	Dipped		Linen Lines	
Colonial, 1/4s	33	No. 12 Choc., Plain	2 00	Small, per 100 yards	6 65
Droste's Dutch, 1 lb.	9 00	Dipped	2 00	Medium, per 100 yards	7 25
Droste's Dutch, 1/2 lb.	4 75	Chocolate Nut Rolls	2 00	Large, per 100 yards	9 00
Droste's Dutch, 1/4 lb.	2 00	Gum Drops.		Floats	
Epps	42	Anise	Pails 20	No. 1 1/2, per gross	1 50
Hersheys, 1/4s	40	Raspberry	20	No. 2, per gross	1 75
Herseys, 1/8s	40	Favorite	24	No. 2 1/2, per gross	2 24
Huyler	36	Orange Jellies	20	Hooks—Kirby	
Lowney, 1/8s	48	Butterscotch Jellies	21	Size 1-12, per 1,000	84
Lowney, 1/4s	47	Lozenges.		Size 1-0, per 1,000	96
Lowney, 1/2s	46	A. A. Pep. Lozenges	Pails 18	Size, 2-0, per 1,000	1 15
Lowney, 5 lb. cans	31	A. A. Pink Lozenges	18	Size, 3-0, per 1,000	1 32
Van Houten, 1/4s	12	A. A. Choc. Lozenges	18	Size 4-0, per 1,000	1 65
Van Houten, 1/2s	18	Motto Hearts	22	Size 5-0, per 1,000	1 95
Van Houten, 1s	36	Malted Milk Lozenges	22	Sinkers	
Wan-Eta	36	Hard Goods.		No. 1, per gross	55
Webb	33	Lemon Drops	Pails 19	No. 2, per gross	72
Wilbur, 1/4s	33	O. F. Horehound Dps	19	No. 3, per gross	85
Wilbur, 1/2s	33	Anise Squares	19	No. 4, per gross	1 10
Wilbur, 1/4s	33	Peanut Squares	18	No. 5, per gross	1 45
		Horehound Tablets	23	No. 6, per gross	1 85
		Pop Corn Goods.		No. 7, per gross	2 30
		Cracker Jack, Prize	Cases 100s	No. 8, per gross	3 35
		Checkers Prize	7 00	No. 9, per gross	4 65
		Cough Drops		FLAVORING EXTRACTS	
		Putnam Menthol Hore-	Boxes	Jennings	
		hound	1 30	Pure Vanilla	
		Smith Bros.	1 45	Turpeneless	
				Pure Lemon	
				Per Doz.	
				7 Dram	1 35
				1 1/4 Ounce	1 90
				2 Ounce	2 75
				2 1/4 Ounce	3 00
				2 1/2 Ounce	3 25
				4 Ounce	5 00
				8 Ounce	8 50
				7 Dram, Assorted	1 35
				1 1/4 Ounce, Assorted	1 90
				Van Duzer	
				Vanilla, Lemon, Almond,	
				Strawberry, Raspberry,	
				Pineapple, Peach, Orange,	
				Peppermint & Wintergreen	
				1 ounce in cartons	
				2 ounce in cartons	
				4 ounce in cartons	
				8 ounce	
				Pints	
				Quarts	
				Gallons, each	
				FLOUR AND FEED	
				Valley City Milling Co.	
				Lily White, 1/2 Paper	
				sack	
				Harvest Queen 2 1/2s	
				Light Loaf Spring	
				Wheat, 2 1/2s	
				Graham 25 lb. per cwt.	
				Golden Granulated Meal,	
				25 lbs. per cwt. N 2	
				Rowena Pancake Com-	
				pound, 5 lb. sack	
				Buckwheat Compound,	
				5 lb. sack	
				Watson Higgins Milling	
				Co.	
				New Perfection, 1/2s	
				Meal	
				Gr. Grain M. Co.	
				Bolted	
				Golden Granulated	
				Wheat	
				No. 1 Red	
				No. 1 White	
				Oats	
				Michigan Carlots	
				Less than Carlots	
				Corn	
				Carlots	
				Less than Carlots	
				Hay	
				Carlots	
				Less than Carlots	
				Feed	
				Street Car Feed	
				No. 1 Corn & Oat Fd	
				Cracked Corn	
				Coarse Corn Meal	
				FRUIT JARS	
				Mason, pts., per gross	
				Mason, qts., per gross	
				Mason, 1/2 gal., gross	
				Ideal Glass Top, pts.	
				Ideal Glass Top, qts.	
				Ideal Glass Top, 1/2	
				gallon	
				GELATINE	
				Cox's 1 doz. large	
				Cox's 1 doz. small	
				Jello-O, 3 doz.	
				Knox's Sparkling, doz.	
				Knox's Acidu'd, doz.	
				Minute, 3 doz.	
				Nelson's	
				Oxford	
				Plymouth Rock, Phos.	
				Plymouth Rock, Plain	
				Waukesha	

HIDES AND PELTS

Hides	
Green, No. 1	04
Green, No. 2	03
Cured, No. 1	05
Cured, No. 2	04
Calfskin, green, No. 1	11
Calfskin, green, No. 2	9 1/2
Calfskin, cured, No. 1	12
Calfskin, cured, No. 2	10 1/2
Horse, No. 1	2 00
Horse, No. 2	1 00

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

Tallow	
Prime No. 1	@3
No. 2	@2 1/2
No. 2	@2

Wool	
Unwashed, medium	15@16
Unwashed, rejects	@10
Fine	@16
Market gull and neglected	

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

HORSE RADISH	
Per doz.	8 50

JELLY	
Pure, Silver Leaf, per	
pail, 30 lb.	4 00

JELLY GLASSES	
8 oz., per doz.	44

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

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

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

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

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	9.7
Red Crown Gasoline	19.9
Gas Machine Gasoline	33
V. M. & P. Naphtha	22
Capitol Cylinder, Iron	
Bbls.	42.5
Atlantic Red Engine,	
Iron Bbls.	23.5
Winter Black, Iron	
Bbls.	14
Polarine, Iron Bbls.	54.5

PICKLES

Medium	
Barrel, 1,200 count	
Half bbls., 600 count	
5 gallon kegs	

Small	
Barrels	
Half barrels	
5 gallon kegs	

Gherkins	
Barrels	
Half barrels	
5 gallon kegs	

Sweet Small	
Barrels	
Half barrels	
5 gallon kegs	

PIPES	
Cob, 3 doz. in box	1 25

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS.

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

Cows.	
Top	14
Good	13
Medium	11
Common	08

Veal.	
Top	15
Good	14
Medium	13

Lamb.	
Good	23
Medium	21
Poor	18

Mutton.	
Butts	17
Shoulders	16
Hams	28

Pork.	
Heavy hogs	09
Medium hogs	12
Light hogs	12
Sows and stags	09
Loins	22@23
Butts	16
Shoulders	14
Hams	25
Spareribs	08
Neck bones	04

PROVISIONS

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

Dry Salt Meats	
S P Bellies	16 00@19 00

Lard	
80 lb. tubs	advance 1/2
Pure in tierces 14 1/2	@15
Compound Lard 11	@11 1/2
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	30 @35
Hams, 16-18 lb.	30 @35
Hams, 18-20 lb.	30 @35
Ham, dried beef	
sets	38 @39
California Hams	17 @18
Picnic Boiled	
Hams	34 @36
Boiled Hams	49 @51
Minced Hams	17 @18
Bacon	22 @44

Sausages	
Bologna	13
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

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

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

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

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

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

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

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

ROLLED OATS	
Monarch, bbls.	7 00
Roller Avena, bbls.	8 00
Steel Cut, 100 lb. sks.	4 00
Monarch, 90 lb. sacks	3 25
Quaker, 18 Regular	2 05
Quaker, 20 Family	4 80

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

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 75
Wyandotte, 100 3/4s	3 00

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

SALT	
Solar Rock	
56 lb. sacks	75

Common	
Granulated, Fine	8 00
Medium, Fine	8 85



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

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

Holland Herring	
Standards, bbls.	14 00
Y. M., bbls.	15 75
Standards, kegs	9 10
Y. M., kegs	1 10

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

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

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

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

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

SEEDS

Anise	23
Canary, Smyrna	07
Cardamon, Malabar	1 20
Celery	25
Hemp, Russian	06 1/2
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	18
Rape	10

SNUFF

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

SOAP

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

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

Tradesman Company

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

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

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

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

CLEANSERS.

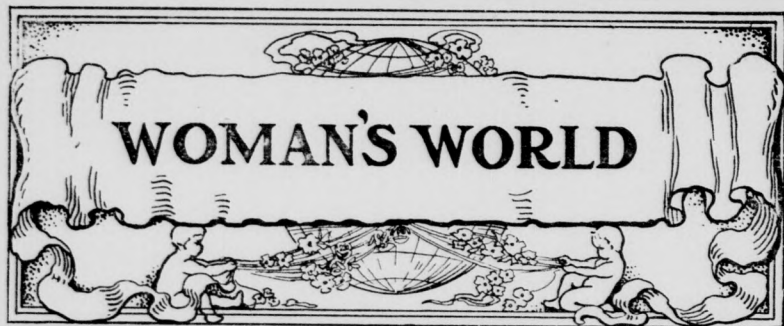
KITCHEN KLENZER



80 can cases, \$4.80 per case

SODA	
Bl Carb, Kegs	4

SPICES	
Whole Spices	
Allspice, Jamaica	@15
Cloves, Zanzibar	@26
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochinchina	@20
Mace, Penang	@17
Mixed, No. 1	@16
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@16
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	



You Can Travel as Far In as You Can Out.

The old lady rolled her wheeled chair down the walk to a place where four white stakes marked off a space in the garden about six feet square. In the center of it was a tiny pool of water, out of which grew a clump of aquatic plants, and within the area of soil were various flowering things. Ants were busy about a nest in one corner. Beside the little tract was a canvas shelter, containing a table on which there were books and a wide flat jar of water covered with green growth and with a tangled layer of black sediment and water weeds in the bottom.

"Here is the world through which I travel," she said.

"Rather a small world," I said.

"My dear woman," she replied, "it is an infinity."

"I suppose so; but one must shift the point of view rather violently to think of it in that light."

"That is what I had to do, just forty years ago," she said. "May I tell you about it?"

"The summer when I reached my twenty-fifth birthday I was at the point of fulfilling my dearest ambition—that of travelling around the world. There was no other thing that I wanted to do so much. I had read and read about all the far lands of the earth; I knew in minute detail about all the places and peoples and things that I would see. Not alone Europe and the Far East, but the little-known places, the lands that are hard to get to, far from the beaten track of travel. My father—I had lost my mother many years before—was going with me; we had our passage engaged and we spent endless hours in plotting out our trip.

"And then two weeks before we were to start—I had a fearful accident. I fell downstairs, broke my hip, and injured my spine so that I have never since been able to walk a step. For weeks I was between life and death, while the doctors experimented with various ways in which they thought they might benefit me."

The old lady sighed as she continued:

"Of course it was very dreadful to be crippled; I had been a very active and athletic girl, and it was hard to adjust myself to the idea that I never would walk again. But the thing that was hardest to bear was the knowledge that I never could travel away from my own doorstep. The strange, far lands of the earth were closed to me, except in imagination, for all the rest of my life. It was a heartbreaking thing for me.

"Among my father's friends there was a wonderful man, a scientist, who used to come to our house and help

me pass the dreary hours with descriptions of things he had seen and studied. He was very gentle and sympathetic, and one day when he came upon me suddenly down here at the end of the garden I was in tears. Of course, he asked me what was the matter.

"I did so want to travel!" I cried.

"Why don't you?" he asked.

"Why, you know I cannot stir a step!"

"What of it? You cannot travel out, I know. But why not travel in?"

"What in the world do you mean?" I asked.

"My dear girl," he said, "most people when they speak of travelling are thinking of far distances, great spaces, enormous things. How little they realize that there is a world of even greater interest and variety right at hand, within any space that you could cover with a pocket handkerchief. The works of the Creator are not all large."

"As he was speaking he cut four sticks, pointed them and drove them into the ground to mark out a space about six feet square—just where you see those white stakes now. And he said:

"My dear, if you were to live to be a very old woman, you could not exhaust the possibilities of travel and study within that space. There are fauna and flora as wonderful as any to be found anywhere; there is geology, botany, chemistry, crystallography, zoology, philosophy—yes, religion, to occupy you to the longest day you live."

"He gave me this microscope and showed me how to use it. We made the little pond in the center so as to have an aquatic life. We set up a little laboratory in the house, and analyzed soil and did other things with the chemistry of my little tract. He lived long enough to guide me far on the way. I have learned much, but there is no end to it.

"Pretty soon now I shall be released from this crippled body, and then—perhaps I may be free to see the other places, too."

Prudence Bradish.

[Copyrighted 1921.]

A Long Stretch.

"You must regulate your diet very carefully in the future," said the famous specialist. "You must avoid all alcoholic beverages, tea, coffee and tobacco, eat no starchy foods, very little meat of any kind and no pork or veal, no pastry, no sweets whatever. If you follow these directions there is no reason why you should not live twenty years longer."

"Well, doctor," said the patient resignedly, "it's going to be the longest twenty years I ever lived."

THE LAW OF CANCELLATIONS.

Sales Contract Must Be Mutual To Be Legal.

In recent months, cancellation, a term used both by buyer and seller, has become a frequent cause of litigation. There is no right to cancel a valid contract of sale by either buyer or the seller, unless a reservation to that effect is made in the contract, for the benefit of either the buyer or the seller, or both. Recently, owing to the break in the prices of almost all commodities, it is the buyer who sought to read into his contract of sale some such right to cancel the order. In the rising market during the war, and for some time subsequent to the war it was the seller who was alert to find some cause for cancelling his contract.

Before the break in the market, the sellers, anticipating a constant rise in the prices, attempted to reserve a right to cancel their contract for one reason or another, without giving the same right to the buyer, but this did not often help them. For example, in the case of Sparks vs. B. Brown, Inc., 184 N. Y. S. 557, the Appellate Term held that a contract containing a reservation clause apparently iron-clad, did nevertheless, not avail the seller, and it was held that in order to excuse delivery, the seller would have to show that it was beyond his power, by act of God or otherwise, and the reservation did not empower the seller arbitrarily to refuse delivery.

The following is the language of the reservation in the contract mentioned:

"Sellers are not liable for any default or delay caused by any contingency beyond their control, or the control of their supplier or manufacturer who is to furnish these goods, preventing or interfering with sellers making delivery, including war, restraints affecting shipping or credit, strike, lockout, accident, non-arrival or delay of steamer or carrier, floods, droughts, short or reduced supply of fuel or raw material, or excessive cost thereof, or of production over contract basis, and any other contingency affecting seller or such suppliers or manufacturers, as to manufacture or supply or delivery, to or from sellers; subject also to force majeure conditions in contract of such suppliers or manufacturers. Sellers may deliver ratably with reference to all their customers and also their contracts with suppliers or manufacturers. Any delivery not made for any reason stated may be canceled at seller's option."

A sales contract is a contract the same as any other contract, and does not give either side the right to break it without making himself liable to damages. This cardinal fact does not seem to be fully realized by merchants, and the same individual who would respect any other contract would often have no hesitancy to "cancel" a contract of sale, be he buyer or seller.

In law, to cancel a contract means to rescind the same, and in order to

rescind a contract, there must be cause; among other things, fraud in inducing one to enter into the contract, or mutual mistake, or fraud on one part and mistake on the party rescinding.

Of course, either the buyer or the seller may cancel the sales contract upon the substantial breach of the same contract by the other side. The word "substantial" is used advisedly, for even though the seller may be in default in making a part or instalment delivery or the buyer be in default in making a part or instalment payment, this would not of itself and without anything further, entitle the other side to cancel the contract, unless the non-payment of an instalment was so substantial and so important, or that the buyer has shown inability or unwillingness to continue to make payments; and unless the seller's non-delivery of an instalment was of such a very substantial nature as to affect the entire contract, or that the seller has shown by his non-delivery, to be either unable or unwilling to continue making further deliveries and to perform his part of the contract.

So it was held in Bernhardt Lumbar Co. vs. Metzloff, 184 N. Y. S. 289, that the buyer's default in making payments of instalments to the seller did not justify a rescission of the contract by the latter who did not insist on prompt payments as a condition of continued performance, but based his failure to proceed on lack of cars and labor troubles. In the same case, it was held that a shipment by the seller, while the buyer was in technical default in the payment of instalments due, treated the contract as in force, and may be regarded as a waiver of such default. In the same case, it was further held that the buyer was justified in withholding payment of an instalment, as a protection to himself against the possible consequence of damages from the seller's default, the seller having notified the buyer of his inability to fulfill the contract on account of strikes and car shortage.

A very frequent case of cancellations by buyers in a falling market is the claim that the seller was late in delivery, but in most cases this does not avail the buyer, because of some waiver of delivery at the time

You Make
Satisfied Customers
when you sell

**"SUNSHINE"
FLOUR**

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

specified by extending the time; and when that happens, in order to put the seller in default, the buyer must give the seller notice requiring performance within a reasonable time.

In the case of Pierson & Co. vs. American Steel Export Co., 185 N. Y. S. 527, the buyer notified the seller that it would not take any future deliveries, basing its action upon the alleged inability of the seller to make shipments during the period of delivery, but the Court held that this act by the buyer in notifying the seller that it would not take future deliveries upon the ground stated, constituted an anticipated breach of the contract of sale, entitling the seller to recover damages, even though the seller had not strictly performed its contract by delivering during the delivery time, hold that the buyer had waived delivery by extending the original time of delivery by consent of both parties, and that "neither party can thereafter rescind the contract on account of such delay without notice to the other requiring performance within a reasonable time, to be specified in the notice."

A sales contract is a contract binding on both sides, the same as any other contract, and is not subject to cancellation or modification, except for a very good cause and for the same cause that any other contract may be rescinded or modified. This rule is well exemplified in the case of Himbaugh & Browne, Inc., vs. Palmer, 185 N. Y. S. 581, where an agreement to sell a set of books at a specified price was held valid until it should be set aside by a Court of Equity, although the seller intended to charge such price per book instead of per set.

A sales contract, like any other contract to be binding, must be mutual. If it is a mere option by one party to the other, it may be withdrawn before the acceptance of the option. After acceptance, the option may not be withdrawn, but becomes a binding contract on both sides.

James A. Timothy.

Obligation To Sell Rejected Goods.

Back of the main issues which underlie the recent victory of the American Sugar Refining Company against a Baltimore ice cream manufacturer who "welched" on 300 barrels of 22½c sugar, is a rather interesting legal controversy which is attracting a good deal of attention in trade circles.

It had to do with the defendant's claim that the refining company, after the rejection by the buyer, deferred selling the sugar until on a falling market, the sugar had dropped to a figure which added materially to the loss, and in this connection the ruling of the court is being quoted with a good deal of interest. In part the judge said:

"The one question in the case is whether the seller had the right, after the unqualified refusal of the buyer to take the sugar, which, under any aspect of the case, was no later than September 8, to wait two and one-half months before giving notice of resale.

"Was there an obligation, under the facts in this case, which required the

seller to sell irrespective of the conditions of the market, or else to measure his damages by the difference in market price of the goods at the time of the definite refusal?

"If I sell a man a horse, although I may retain a lien for the price, if the title to the horse is passed, I may if I choose let the horse run at large and sue for the price. If a sale or resale is made for the account of a buyer and the seller uses reasonable judgment and the consideration that he would give his own property in waiting in the hope of a better market, he cannot be charged with unreasonable delay. If the seller was bound to consider the best interests of the buyer I am not prepared to say that the seller was bound to do any differently than he did."

When Initiative Comes In.

A retail merchant recently said: "I try to add to my business, at least one new specialty, each year, which will bring a net gain to my volume." This member is one of the few retail dealers whose business this year shows an increased volume.

There are two elements of success in this retail merchant. His initiative and his like for the business, each of these is probably dependent on the other.

You are skeptically going to ask, does he make any money? Yes! He holds and attracts volume against chain store invasion by promptly meeting prices on staples and sells a lot of profitable "Quality," which is not to be had in the chain or even the average store. His final balance is one to make the retail business worthy of the ambitions of any person.

Initiative is generally lacking in the retail business. What some men accept as initiative is to all intent and purpose "chain store" endorsement.

We usually differentiate between competitors by service. There can be no service without initiative.

Initiative fights disparaging attacks either by price or by inference.

Initiative conforms promptly to market changes.

Initiative talks and proves quality. Initiative explores for attractive goods.

Initiative builds prestige, trade and profits.

A man once said that he did not like the retail business and he was glad that he did not like it, because if he liked it he probably would be in it and he hated it.

A drifting business will never find the heading currents of clear gain.

No Acorn.

In Ohio they tell a story of a man who brought for entrance into a college there a student, his son, for whom he wished a shorter course than the regular one.

"My boy can never take all that in," said he. "He wants to get through quicker. Can you arrange it?"

"Oh, yes," said the president. "He can take a short course; it all depends on what you want to make of him. When God wants to make an oak he takes a hundred years, but he takes only two months to make a squash."

BUSINESS WANTS DEPARTMENT

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

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

SALEBOOKS—Let us quote on your next order. Salesbook Service Company, Palmer, Negaunee, Michigan. 434

For Sale or Rent—A brick building three stories high and a basement, 50 feet wide and 116 feet long. Suitable for furniture or department store. Address J. M. Kavanaugh, Jackson, Mich. 435

FOR SALE—Modern homes, rooming houses having good incomes, suitable for party wishing to educate children at University. Have an excellent country store (general merchandise) to trade for a first class farm. Wisner, 1517 Wells St., Ann Arbor. 436

For Sale—Store building and stock of general merchandise, clean goods, as good a money maker as in the country. A. A. Longnecker, Rothbury, Mich. 437

For Sale or Rent—Two-story and basement brick building. Steam heat. Upper floor rented. Fine location for general store. Wonderful opportunity for the right party. \$100,000 canning plant to be erected in village this fall. Population about 1000, with good farming country around. Owner retired. For full particulars write Box 86, Manton, Mich. 438

For Sale—General stock and store. Doing good business. Near Pleasant Lake. Reason for selling, ill health. Clara L. Sullivan, Munith, R. L. Mich. 439

Young man twenty-five years of age desires position in ladies' or men's ready-to-wear, northern part of state amongst pines, towns under 20,000 population. Now manager of large ladies' and men's ready-to-wear department. Capable of handling window trimming, advertising, help, etc. Can furnish all references. Address No. 440, care Michigan Tradesman. 440

Wanted—Location for drug store. Address No. 441, care Michigan Tradesman. 441

For Sale—Toledo computing butchers or grocers scale. Weighs thirty pounds. New, used thirty days. Cost \$175, quick sale, \$125. L. K. Storms, Centreville, Mich. 442

Grocery and Market For Sale—By owner. Sales \$300 daily, cheap rent. Up-to-date fixtures. Clean stock. Must sell on account of sickness. No agents. Address No. 443, care Michigan Tradesman. 443

FOR SALE—Do you want a good general store in a good location and at the right price? In Genesee county. If so, address No. 444, care Michigan Tradesman. 444

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

If you are thinking of going into business, selling out, or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—THE BUSINESS MAN.

EXCHANGE—Farm of eighty acres, well located, heavy soil; for grocery stock in small town in Central or Southern Michigan. Loder Real Estate Exchange, Homer, Mich. 425

For Sale—Store building and confectionery and novelty stock. Doing a big business, in a tourist town. Business will afford partnership. Open from May to October. Sales \$8,000 and better last season, net. I am retiring. Part down, balance on time. Address No. 427, care Michigan Tradesman. 427

Managers with capital placing exclusive line "Fire-Fly" shock vending machines in all public places your city. Big permanent money makers. Transo Co., Greenville, Ohio. 428

Wanted—To hear of a good retail or general store, in good location, that from \$3,000 to \$10,000 will buy. Address No. 429, care Michigan Tradesman. 429

For Exchange—A 120 acre farm, for grocery or general merchandise stock. One mile from Litchfield, good buildings, best of soil, stock and tools included. D. P. Hall, Route 2, Litchfield, Mich. 430

1000 letterheads or envelopes \$3.75. Copper Journal, Hancock, Mich. 150

Wanted—A good live grocery or general stock in small town or country village in Central or Southern Michigan. Will give in exchange as good forty acres of land as sun shines upon, all improved, and good buildings. Price \$160 per acre. Lock Box 31, Dansville, Michigan. 431

Beautiful Florida Homes—On St. Andrews Bay, 300 feet to beach, nine rooms; oranges, tangerines, peaches, grapes, kumquats, good shade, lot 75 x 100, 35% Northern people. 160 acres land, old homestead, good soil, about eight acres been cropped. Will trade for clean stock of dry goods or shoes. Paton Mercantile Co., Lynn Haven, Florida. 433

REBUILT CASH REGISTER CO., Inc.

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

FOR SALE—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

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

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

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

ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids.

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

Bond Printing

Is a Business in Itself

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

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

BOND PRINTING IS OUR BUSINESS

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

TRADESMAN COMPANY

CANNED GOODS SHORTAGE.

Review of Situation By Foremost Canner of Michigan.

William R. Roach refutes the idea that the canner's couch is a bed of roses. On the contrary, he asserts that the life of the canner during the past five years has been anything but a bandolined rainbow; that the present season is the most exasperating and profitless ever experienced by the canning industry and that nothing but a good crop year next season will rescue the canning industry as a class from universal bankruptcy.

"During the war," said Mr. Roach, "we were called to Washington frequently, assured that the war would last four years and informed that we must increase production to the greatest possible extent. As a matter of fact, the war lasted only eighteen months, at the end of which time the Government had many million cases of canned foods on hand, which it proceeded to throw on the market at much less than cost and way below the price at which they could be reproduced. In many cases canned foods were sold at one-half their value. This policy had a bad effect on the jobbers and retailers, because it forced them to dispose of their stocks at cost or less—many times much less than cost. It had a bad effect on the consumers, because it led them to believe that the cost of producing canned goods was way below what it actually is. As the result of this glut and slaughter sale, many trade journals advised the retailers not to purchase futures, in consequence of which canners had to limit their output. Notwithstanding this limitation, canners, jobbers and retailers had to sell the stocks they carried over into 1920 at 50 per cent. of their cost. All three factors in the canning industry lost the profits of two or three years in the slump they faced in 1920.

"Owing to the inability of the canner to obtain future orders, the acreage planted this season was the smallest it has been for many years. The canner is a manufacturer. He cannot go ahead to any great extent unless he has orders on his books. This year weather conditions have been bad for crops, in consequence of which we have the worst shortage we have ever experienced in this country. Short production necessarily means high prices and high prices inevitably tend to restrict consumption. In this extremity I urge the retail grocer to hold his margins down as much as possible, so as not to drive the consumer into discontinuing the use of canned foods. There are profitable years ahead of us if we do not wean the consumer from using canned goods liberally. My estimate of this year's pack, based on my knowledge of existing conditions, is as follows:

Peas, 50 per cent.
Strawberries, 20 per cent.
Black Raspberries, 20 per cent.
Red Raspberries, 20 per cent.
Blackberries, 20 per cent.
Sweet Corn, 35 per cent.
Tomatoes, 40 per cent.

"Pears, plums and peaches will be so high in price that only a small percentage of a normal pack will be canned this season.

"We have distributed the pack of our various canneries on an equitable basis among our jobbing customers, but I do not believe any of them will have a case of our goods in his establishment a few months hence."

No one is better qualified to speak of the present situation in canned foods than Mr. Roach, because of his lifelong connection with the industry, his ownership of five large canning plants and his wide acquaintance with canners and canning conditions elsewhere. He was for two years President of the National Canners Association.

Mr. Roach says that no container better than tin cans has ever been discovered, because it is the only container which can be hermetically sealed and kept so. He had on his desk yesterday a can of peaches put up at Hart three years ago which were as firm in body and as rich in flavor as they were the day they were processed. The rubber band used in preserving foods in glass is subject to deterioration and shrinkage, but tin and solder will hold for ages.

Review of the Produce Market.

Apples — Red Astrachan and Duchess command \$2@2.25 per bu.
Bananas—6½c per lb.
Beets—Home grown, 40c per doz. bunches.

Blackberries—\$4 per 16 qt. crate.
Butter—The market is firm at 1c higher than last week, with a good consumptive demand and lighter receipts. The continued dry weather in the West has curtailed the make to a considerable extent and increased the consumption of ice cream. Local jobbers hold extra creamery at 43c in 63 lb. tubs and 44c in 40 lb. tubs. Prints 45c per lb. Jobbers pay 18c for packing stock, but the market is weak.

Cabbage—Home grown, \$2.25 per bu.

Cantaloupes—Arizona stock commands \$3 for ponies, \$3.50 for standards and \$1.50 for flats; Michigan Osage, \$2 for 10 x 10; \$2.50 for 11 x 11; \$2.75 for 12 x 12; Hoodoos, \$2.50 per crate and \$1.50 per basket.

Carrots—Home grown, 35c per doz. bunches.

Celery—Home grown, 40@50c per doz. stalks; large size, 60c.

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

Cucumbers—\$1.25 per doz. for home grown hot house; garden grown, 75c per doz.

Currants—\$3.25 per 16 qt. crate for red.

Eggs—The market is firm with a good consumptive demand at prices ranging about the same as a week ago. The receipts of eggs are running much poorer on account of the hot, dry weather. Local dealers now pay 27c f. o. b. shipping point.

Green Onions—Silverskin, 20c per doz.

Green Peas—\$3.50 per bu. for home grown.

Honey Dew Melons—\$3 per crate of 8 to 9.

Lemons—The market has again declined from \$1.50@2 per box. Sun-kissed are now quoted as follows:

300 size, per box ----- \$11.00
270 size, per box ----- 11.00

240 size, per box ----- 10.50

Choice are held as follows:

300 size, per box ----- \$10.00

270 size, per box ----- 10.00

240 size, per box ----- 9.50

Lettuce—Leaf, \$1.50 per bu.; head, \$2 per bu.

Onions—California, \$4.50 per 100 lb. sack; Virginia, \$2 per hamper; home grown, \$2 per bu.; Spanish, \$3.50 per crate.

Oranges—Fancy California Valencias now sell as follows:

126 ----- \$7.00

150 ----- 7.00

176 ----- 7.00

216 ----- 7.00

252 ----- 6.50

288 ----- 6.50

324 ----- 6.00

Parsley—60c per doz. bunches.

Peaches — A few home grown Deweys (freestone) are being offered on the basis of \$4.75 per bu.

Peppers—Home grown, \$2 per bu.

Potatoes—White Cobblers from Maryland fetch \$6.50 per bbl.; home grown, \$2.25 per bu.

Radishes—20c per doz. for home grown.

Spinach—\$1.50 per bu. for home grown.

String Beans—\$1.50 per bu.

Sweet Corn—30c per doz.

Sweet Potatoes—Illinois kiln dried commands \$3.75 per 50 lb. hamper.

Tomatoes—Home grown hot house, 75c per 7 lb. basket; garden grown, 60c per 7 lb. basket.

Wax Beans—Home grown, \$1.50 per bu.

Water Melons—50@60c for Georgia grown.

Whortleberries—\$5@5.50 per 16 qt. crate.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 2—The Kennedy-Floyd Coal Co. received its first cargo of coal this week. This is a newly-organized concern and no price announcement has been made as yet. The new company expects several more boat loads during the summer, including a large amount of hard coal.

Claude Crowe, formerly employed by the Connolly Manufacturing Co., on Spruce street, has assumed the position of manager of the new store on Ridge street.

Mackinac Island is now enjoying a fairly good business, somewhat better than had been looked for and the prospects are that August will be up to the average. The Grand Hotel, also the Island House, two of the largest on the Island, have passed last year's record for July, which is very gratifying to the hotel men.

James McKenna, our popular postmaster, has been honored by the Michigan Hibernians. At the convention held at Detroit recently he was elected State Treasurer for the coming year.

J. S. Johnson, of Brassar, opened up a grocery store last week. He intends to handle a general line.

The Canadian plant of the Soo Falls Brewing Co. is making extensive additions and repairs, expending about \$110,000. \$50,000 of this amount will be to install a new machine for making soft drinks, and \$60,000 to erect an artificial ice plant. They expect to be able to furnish private homes with artificial ice the year round. A number of the shareholders of the company are now in Detroit to purchase the necessary equipment.

Gratitude is too often but a fervent expectation of favors to come.

Praise for Cloverland's vast network of highways is contained in a lengthy article in the Chicago Tribune

of July 24. The story was written by J. L. Jenkins and is put up in a most breezy and interesting manner. The following is a portion of the article:

"Nowhere in the world is highway economy better illustrated than in the wonderland of sparkling lakes, endless forests of virgin timber, mountains of iron and copper, and leagues of shore line that makes up this wild paradise. Enchantment lies in Cloverland, but, without the remarkable system of state roads driven through the heart of the wilderness, it would remain buried with the region's hoard of mineral treasure. Transportation has been the greatest work in Cloverland ever since Jean Nicolet set foot in its vast tangle in 1634, and transportation is still the biggest asset in its development. In this country most of the veneer of civilization is eliminated. Like its vast waters and gigantic hillsides, it is hard and clean and uncompromising. The essentials alone survive and for years highways have been known as the most important of the essentials. While Illinois and other states of the rich corn belt have been haggling for years about the cost and difficulty of road building through territory alive with prosperous farms, the Cloverland, with a log hut here and there and a rude lumber camp the business center, has wrought the seemingly impossible in road building. It has overcome the great forests, iron hills, and rushing streams to lay its life bringing roads, and it is reaping the benefit now for its labors."

When the bait costs more than the fish, it is time to stop fishing.

William G. Tapert.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Hertz & Hosbach Co., Ltd., Detroit.

Tobin Iron Mining Co., Crystal Falls.

Richards Iron Mining Co., Crystal Falls.

Lincoln Iron Mining Co., Crystal Falls.

Hudson Iron Mining Co., Crystal Falls.

Great Western Iron Mining Co., Crystal Falls.

Genesee Iron Mining Co., Crystal Falls.

Crystal Falls Iron Mining Co., Crystal Falls.

Colby Iron Mining Co., Bessemer.

Britton Mining & Oil Co., Britton.

Adrian Water Co., Adrian.

Bailey Mfg. Co., Detroit.

Tolbert Mfg. Co., Detroit.

St. Joseph Foundry Co., St. Joseph.

McCormack's, Detroit.

Holmes Bldg. Co., Detroit.

Sprague-Hayes Mfg. Co., Detroit.

Park Bldg. Co., Detroit.

States Engineering Co., Inc., Detroit.

G. R. Mayhew Shoe Co., Grand Rapids.

Edwin Fallas Canning Co., Lowell.

Champion Tool & Handle Co., Evart.

C. B. Talbot Trustee Co., Detroit.

Evans Coal Co. of Michigan, Jackson.

Palace Furniture Store, Benton Harbor.

Champion Sand & Gravel Co., Marquette.

Banner Co., Saginaw.

E. J. Schoolcraft Co., Port Huron.

Austin Automobile Co., Grand Rapids.

Good-will and Large Profits

Our sixth "Save the Fruit Crop" campaign enables grocers to accomplish two very desirable things—to win the good-will of customers and make larger profits. This campaign urges women to provide for their winter menus now while fruits are ripe and plentiful—to put up delicious jams, jellies and preserves. The advertisements appear in the daily newspapers all during the season.

Grocers can render a real service to their customers by suggesting that they preserve lots of fruits now. It will mean a distinct saving in winter. This thoughtfulness will also bring greatly increased sales in Domino Granulated Sugar, preserving material and ripe fruits.

American Sugar Refining Company

"Sweeten it with Domino"

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

DIAMOND CRYSTAL

*The Salt
that's all salt.*

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

Millions Must Be Fed

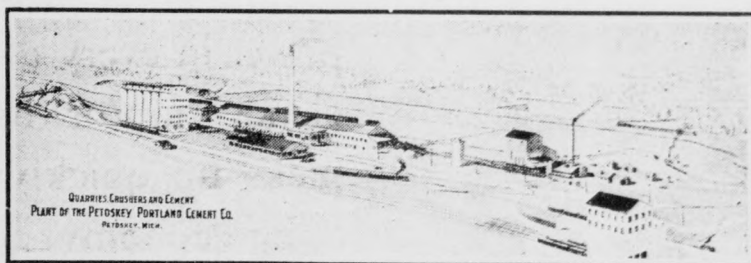
After the war comes a great period of industrial re-adjustment—but in the meantime millions must be fed. It is important that they have real food at a reasonable price.

Shredded Wheat Biscuit

is the most real food for the least money. Remember that two of these little Biscuits with milk make a complete, nourishing meal at a cost of a few cents. Our nation-wide advertising for 1921 will induce millions to substitute this whole wheat food for meat, eggs and other expensive foods. We depend upon your co-operation for the distribution of this product.

MADE ONLY BY

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



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

I t H a s N e v e r F a i l e d

Tests without number have proved
that

RED CROWN

The High Grade Gasoline

Gives greater mileage than its
rivals.

Red Crown has a full measure of
power in every drop; it is a true effi-
ciency motor fuel; starts easily—
picks up quickly. To insure oper-
ating economy, adopt Red Crown as
your standard fuel, stick to it and
you will get the utmost of service
from your engine.

Red Crown is uniform in quality and
it may be bought everywhere.

STANDARD OIL COMPANY

(INDIANA)

CHICAGO

U. S. A.