

A Prayer

WE thank Thee for this place in which we dwell; for the love that unites us; for the peace accorded us; for the hope with which we expect the morrow; for the health, the work, the food and the bright skies, that make our lives delightful; for our friends in all parts of the earth, and our friendly helpers in this Isle. Help us to repay in service one to another the debt of Thine unmerited benefits and mercies. Grant that we may be set free from the fear of vicissitude and death, may finish what remains of our course without dishonor to ourselves or hurt to others, and give at last rest to the weary.

Robert Louis Stevenson.

CANDY

Cooler weather means more candy will be eaten. Get your stock ready for the demand that is coming.

Double A  Candy

is the popular kind. A postal card will bring our latest price list to you, or our salesman will call with samples.

Western Michigan
Sales Agents For

LOWNEY'S

PUTNAM FACTORY
Grand Rapids, Michigan

It's Convincing Yeast Talk

Every day millions of Americans are reading Fleischmann's Yeast-for-Health advertisements in their newspapers and magazines.

These advertisements are putting over with snap and vigor the health-building quality in

FLEISCHMANN'S YEAST

They are a mighty force to send customers right up to your counter.

Tie up with this big campaign and watch your profits increase.
Ask the Fleischmann salesman. He knows.

THE FLEISCHMANN COMPANY
Fleischmann's Yeast Fleischmann's Service



The
Best Coffee
In The
Best Package
For The
Best Trade

High grade merchandise, to justify the name, must possess something more than intrinsic worth. IT MUST REACH THE CONSUMER WITH QUALITY INTACT.

The whole value of coffee, its strength, fragrance and flavor lies in its aromatic oils. These require air-proof, moisture-proof protection. That is why SEAL BRAND COFFEE is packed in an ALL TIN CAN. And that is why (until a better package is devised) it will continue to be packed—AND PROTECTED—in an all tin can.

Only in tin does coffee reach the consumer at its best. In the absolute protection afforded to freshness, flavor and aroma, it is a larger factor than is generally supposed, in contributing to the prestige and reputation of SEAL BRAND COFFEE.

The coffee cannot be too good or the container too perfect to satisfy those lovers of the beverage who, in all communities, are seeking and demanding THE BEST. There is great satisfaction and commensurate profit in commanding such trade. The essential thing is to supply "the best coffee in the best package" which, plainly speaking, means featuring and promoting the sale of

CHASE & SANBORN'S
SEAL BRAND COFFEE

Trade supplied by CHASE & SANBORN
76 East Lake Street, Chicago, Illinois



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

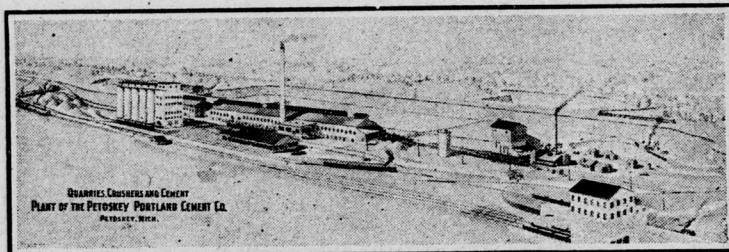
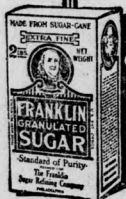
you earn the profit you lose on bulk sugar, through the saving in

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



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

MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 24, 1921

Number 1979

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

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OF BUSINESS MEN.
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CONDITIONS STILL MIXED.

What is called midsummer dullness is a misnomer in usual times. It is a period when activities in many lines of industry at their height, and these lines range all the way from the gathering of divers crops to the production of machinery. In mercantile business, also, it is the occasion for the preparation and sale of articles for the winter and the spring following. And August is ordinarily the month when the largest number of buyers make their purchases, either at wholesale or retail. The third week of the present month showed a falling off in the number of such buyers, as compared with the week preceding. This was in part due to the fact that certain openings of goods occurred during the last named period and that there were no especial attractions for buyers during the past week. Then, too, certain openings have been deferred because of the reluctance of the buyers to commit themselves beyond merely filling in, or sample, orders. The stores which these buyers represent are busily engaged for the moment in conducting clearance sales with a vigor which indicates their determination to clean up their stocks of summer goods and keep no more of other kinds on hand than is absolutely necessary to meet expected demands of customers. After this seasonal activity is concluded it is believed that the buyers will show more interest in the offerings for cooler weather. They are expected to manifest this within the next two or three weeks. When such demands come they will probably be accompanied by requests for immediate delivery.

Meanwhile, more and more attention is being paid to general conditions which have a bearing on the course and extent of trade. These are, for the moment, rather mixed. Complications in the foreign situation are gradually becoming untan-

gled, although the process is, necessarily, rather a slow one. There still remain some hundreds of millions of dollars worth of American merchandise in foreign ports which is unclaimed because of the great slump in prices since it was ordered, and also because of the inability of the consignees to pay for it. Outstanding credits in foreign trade are, also, being only very slowly liquidated, while new credits are being established for further exports of food, cotton and other raw materials. In the domestic field, the encouragement offered by the prospects of bounteous crops is offset in a measure by the continued high cost of living, by wage reductions and by the menace of unemployment. As regards the last mentioned, the estimate of the Secretary of Labor, issued last week, puts the number of unemployed at 5,735,000, which is much larger than it was at the beginning of the year, although at this time, under normal conditions, it should be much smaller. It should be borne in mind, however, that the number of unemployed is figured from the period of the peak of employment. The business failures, which are another index of conditions, still continue large, showing that liquidation is not yet over. But, despite all these factors, it is evident that the worst of the depression is over and that what changes the immediate future has in store will be for betterment of conditions.

STANDARDIZED SHOES.

New Zealand is to have standardized footwear. It is proposed to issue to all shoe manufacturers in New Zealand who are willing to comply with the conditions set out in the regulations a license to place on the market boots branded "New Zealand Board of Trade."

The maximum retail price will be marked in plain figures on the sole of the shoe, and it will not be a breach of the regulations to sell at a lower price. The stamped price will provide for the cost of manufacture, plus a reasonable profit to the manufacturer, and a sufficient sum to cover distribution.

Where a retailer or manufacturer employs a warehouse to finance him, the warehouse must be paid for services without increasing the price of the boots to the public, the idea being to reduce handling expenses to the lowest possible figure and bring the retailer into direct touch with the manufacturer. The best quality chrome leather for the uppers and first-grade New Zealand sole leather must be used. The maximum retail prices will range from children's shoes at 14s. 3d. to men's shoes at 33s.

WOOLS AND WOOLENS.

At the auction sales of wool in Australia held during the past week it was noted that American buyers were much in evidence and helped give strength to the choicer merinos, the prices of which were quite up to those at previous sales. But the wool growers of the Antipodes are not satisfied with the rapidity with which their product is going. At the present rate of progress it will take many years before the accumulations are disposed of. A meeting of those interested to discuss the future policy will be held on Sept. 7, when all branches of the wool industry will be represented. In this country the next sale of army wool at auction will be held in Boston on Sept. 9, when 5,000,000 pounds will be offered. There is considerable turn-over of domestic wool, and speculation in the article is beginning to show itself more. The estimate of wool stocks in the country on June 30 was about 600,000,000 pounds, grease equivalent, which is about the average of a year's consumption. What wools have been coming in lately have been practically all of the third class, intended for carpets, which are still on the free list. The goods market is in an especially strong position. The minor manufacturers of woollens have had their openings for spring and have made prices which show no reductions. Demand has been good, certain lines have been sold up and withdrawn and others have been allotted. Dress goods are not in as strong a position as fabrics for men's wear, but a substantial business in them is expected. The clothiers have started in with a good fall business, while there has been more or less hesitancy in the women's wear end of the market.

USE POSTAGE METER NOW.

A new postage meter machine has just been put into use by the Postoffice department. This machine makes the use of stamps unnecessary. The machine prints markings on each letter passing through it and these markings go through the postoffice as the equivalent of cancelled stamps. The meter is both a printing and recording mechanism. Its use is regulated entirely from the postoffice in the city where it is used. If, for instance, a firm wishes to buy \$100 worth of two-cent stamps, the machine is set at the postoffice at 5,000 and that number of letters can then be run through it by taking the apparatus to the office of the firm making the purchase. Time is saved by this process, as the letters do not have to be stamped or cancelled. The mail, therefore, is taken directly to the sorting boxes in the postoffice. It is said

to be mechanically impossible to waste any of the postage in this device. The machine is licensed for use by the Post Office Department and permits to use it must be obtained from the Third Assistant Postmaster General.

POST VILLAGE NAMES.

Motorists will surely hail with joy the announcement that Postmaster General Hays has issued instructions to Postmasters to adorn their individual postoffices with a sign bearing in large letters the name of the town or village. While the roads are generally well marked with mileage signs, it has long been a source of annoyance to traveling motorists that few opportunities were afforded to know just where one arrived, when passing through a country village or hamlet. The new rule, it is said, will place 60,000 villages more clearly on the map than has ever been the case.

The Cincinnati Motor Club, aided by the Ohio State Automobile Association petitioned the Postmaster General on the value of village name posting, and now that the order has been given one wonders why some one did not work hard enough with or upon the Postoffice Department to have had this beneficial step taken long ago.

ALL SOFT DRINKS TO BE FREE.

In view of the decision of the Committee to strike out the soda fountain and soft drink tax, certain members have insisted that the tax on bottled soft drinks must also go. The chief argument in support of this claim is the contention that these bottled goods are largely sold in the rural districts where there are few or no soda fountains, and that there is no justice in relinquishing the patron of the city drug store without at the same time affording relief to the customer of the country crossroads store who must buy his bellywash in bottles. These arguments will probably be conceded to be sound and the tax on all soft drinks ultimately abolished.

The taxes thus far slated for repeal, as above enumerated, represent about fifty million dollars in the collections for the last fiscal year. They will probably be wiped out without regard to final action on the excess profits tax, which, however, seems destined to go irrespective of whether substitute revenue-producing measures are adopted.

CUBAN TOBACCO.

The tobacco industry of Cuba is passing through what is probably the most critical period in its history. This year's crop, generally reported only of medium quality, is considerably less than that of 1920. It is thought that the acreage of the next season will be greatly reduced unless early financial arrangements can be made.

Building a Wall Around the Grocery Salesman.

How far can a wholesale grocer allow direct contact between his salesmen and the manufacturers of the goods he sells? Apparently the consensus of trade opinion is that it is highly dangerous. Secretary M. L. Toulme, of the National Wholesale Grocers' Association, finds from a canvass of his members the following conclusions:

1. No thinking wholesale grocers give out names of their salesmen indiscriminately.

2. Wholesale grocers will not furnish personal addresses of salesmen under any circumstances.

3. Where names of salesmen are furnished, the literature to be sent is first submitted to the house for approval, and then sent to the salesmen in care of the firm.

4. Many will not give names or addresses at all, insisting that all literature be sent to headquarters.

Quoting certain comments, of individual houses, Mr. Toulme cites the following:

"We take the position that they are in our employ and under our direction, and should receive any instructions or information which they should have direct from us. Where parties have anything which would be of special interest to them, we ask them to send it to the house, and we will distribute it to the salesmen."

"We have not even allowed them to address our salesmen in care of the house, as we feel that when a manufacturer once gets the list of the salesmen employed by any house you never know just what information they will give to the salesmen or just what they will ask them to do."

A confectionery manufacturer who recently circularized the wholesale grocery trade with a special drop shipment plan and asked for lists of salesmen's names and addresses so that they could be notified of a bonus of 25 cents for each order secured heard as follows from a member of the National Association:

"We cannot look upon your present proposed special bonus plan to salesmen with any degree of enthusiasm, and will not comply with your request to furnish our salesmen's names for the purpose desired. We regret that you infer that the only way you can secure our co-operation is to bribe our salesmen. We consider subsidizing of salesmen a very vicious practice, leading usually to demoralizing results, and we regret to see you support it."

"We want to give your campaign our hearty support, but we must not be placed at a disadvantage with our competitors who can easily apply your 25 cent bonus plan to a profit account. We aim to be honest with our principals, and ask the same consideration from them. But an offer to pay our men independently of our own arrangements we consider decidedly unfair."

Not only does this represent the importance of the salesman's contact with the manufacturer but it is evi-

dent from another enquiry, by the same association's education committee, that the jobber's salesman is the most promising of agencies for educating the retailer; the whole crux of the "Big Brother" movement lately interesting jobbing associations.

B. F. Persons, of the committee, concludes that the retailer must be aided to become a better merchant as the chief essential to his meeting chain store competition. He says:

"If the independent retail grocer can be made to realize that he must be a real merchant to compete with other plan stores we will have gone a long way toward the goal."

"It is a slow process and there are many handicaps, but if wholesale grocers of the country generally will make a steady and continuous effort to bring up the standards of their retail customers results can be accomplished."

"There are many ways of going about this work. The salesmen offer the best channel. They should be coached continuously by the house and urged to assist retailers in the care of stock, window and counter displays, selling and collection campaigns, insurance, personal service, education of clerks in selling methods, courtesy to customers, etc."

A keen merchant of the Middle West who is fully aware of the opportunity that exists for the wholesale grocer to assist and guide his retailer customers writes as follows:

"For the past eight months we have had a weekly 'school of instruction' every Saturday, with displays to teach our salesmen to demonstrate how goods should be exhibited by the retailers. By these presentations we have not only made better salesmen but we have been able to teach our customers how to merchandise so that during dull times certain articles that might otherwise remain shopkeepers are displayed in a prominent manner and become ready sellers."

"The wholesale grocer should do more missionary work with his customers. A little time each week devoted to their interests will bring greater results than almost any other outlay either in time or in money. He not only puts his salesmen wise as to how chain store and mail order house competition shall be met but he educates his customers so that they become active competitors of these institutions rather than easy marks that can readily be put out of business."

The need for education is not wholly in the direction of the retailer; there is plenty of room for improvement in "horse sense" for the wholesaler. It is by studying elements of success in others and adapting them for himself that the jobber will stem the tide of irregular buying and come through whole even if somewhat modified in form and method. To quote one successful wholesaler:

"I do not think that it is safe to make comparisons with 1920, and because present figures do not reach those figures to conclude that the public is not buying. Why not make comparisons with 1918 figures, when

things were just a little better than what we call normal? When this is done you will find that housewives are buying what they need."

"We must not expect them to buy canned goods when fresh vegetables and fruits are available. But the grocer has thousands of other items to sell if he will only bring them to the attention of the trade. In too many instances he does not try. He simply waits for the people to come to him to buy what he has to sell."

"If some of the retail grocers would take a leaf from the tea and coffee peddler they would get a surprise. Yesterday on my way to the office I noticed one of these fellows at work. I stopped him, asked some questions—looked into his basket."

"This fellow carried a basket with him that had several special items in it that he took in the houses with him to show to his customers. I asked what success he had with this method. His reply was 'I sell something in each place. I change my basket each week.' This basket contained seasonable suggestions entirely foreign to the tea and coffee business, but he brought before the housewife suggestions that evidently interested her."

Salesmen Seeking Low Rail Mileage.

The withdrawal by the Director General of Railroads while the railroads were under Federal control of the wholesale form of passenger transportation mileage books which the commercial traveler had theretofore enjoyed has seriously affected the earning capacity of the more than 600,000 traveling men engaged in the selling and distribution of merchandise and the promotion of commerce by the interchange of commodities between the people of the country, according to a statement issued yesterday by the traffic bureau of the Merchants' Association.

It is believed that the high cost of traveling and incidental expenses to which the commercial traveler is placed will mean not only a diminution in the number of traveling men, with a reduction in the revenues of the railroads derived from that source, but it will likewise mean a reduction in the volume of freight to be handled, as the entire energies of the traveling man by reason of his vocation are toward promoting commerce.

"In the consideration of the numerous communications received by the Merchants' Association of New York from its members with respect to the reinstatement of mileage books for commercial travelers, it was the recommendation of the transportation committee that serious consideration should be given by the carriers of the United States to the adoption of a three or five thousand mile interchangeable mileage book at reduced rates approximating the same relation to the standard rate of fare which prevailed prior to the war."

"As the question of the issuance of interchangeable mileage books for commercial travelers is one of National scope, involving the traveling men throughout the country, the Na-

tional Council of Traveling Salesmen's Association, Inc., the constituent members of which comprise more than twenty subordinate traveling and salesmen's associations, has appointed a committee for the purpose of actively pursuing the matter both with the railroads and the commission."

Concentration the Keynote of Success.

Sam Seelig started out as an ordinary grocer in Los Angeles some years ago. Business didn't pay as well as special lines in food would have paid. But Seelig knew nothing about special lines himself. So he decided to associate with himself men who knew the special lines. This was the beginning of the Sam Seelig Public Market, which in April consisted of a chain of thirty-nine stores. Seelig rents the building, arranges the plans for the front and the interior, decides the policy and controls the advertising, which according to the Seelig plan is done on a big scale. In one of the units there are the following shops in addition to the Seelig store; lunch counter, delicatessen, green vegetables and fruit, florist, meat market, tinware, coffee roaster, candy, fountain and cigars. In many cases the man in the shop is the owner who in building up patronage for himself builds it up also for the Seelig business. Every man who is in the organization must play the game in the Seelig way, and he must advertise. Every other Wednesday there is a dinner and conference of the store managers and executives.

Experience is a good but mighty slow teacher. You can learn some things quicker by observation and study.

Nine to One

"One half of all the people in business in this country do not know from day to day whether they are making money or losing money...for they have no cost books and thus no way of determining costs. They frankly work by rule of thumb."

"Forty percent have some rough way of estimating cost...they are really worse off...because a bad system is worse than none at all."

EDWARD N. HURLEY
—American Magazine

If you are one of the ninety percent who guess—consult Certified Public Accountants and let them show you what the installation of a cost accounting system will mean to you.

SEIDMAN & SEIDMAN

Accountants & Tax Consultants
Grand Rapids Savings Bank Bldg.
GRAND RAPIDS

New York Washington Rockford
Chicago Newark Jamestown

Sees Sugar Bubble About To Burst.

The bubble in the sugar market will burst soon, predicts the Federal Sugar Refining Company in its weekly review of the sugar situation, and while prices may stay at or near present levels temporarily, it says a break may be expected with unfortellable results.

"Buyers will find it advantageous to stay close to shore," advises the Federal review, calling attention to the huge stocks which will soon be pressing on the market. "The Cuban stock is estimated at over 2,000,000 tons, as compared with 600,000 tons this time last year. There are also still the sugars to arrive from Porto Rico, Hawaii, Philippine Islands, St. Croix, Brazil, San Domingo and other outside sources, in addition to the old Louisiana and domestic beet sugar stocks still unmarketed and the new Louisiana cane and domestic beet crops coming soon.

"Only 46 per cent. of this year's crop has been so far shipped from Cuba, as compared with 82 per cent. at the corresponding date last year, according to the Federal statisticians. Of the 1920-1921 crop, up to the present, only 1,765,582 tons of the estimated total of 3,850,000 has been exported. At this time last year the shipments totaled 3,065,174 tons out of 3,728,975 tons.

"Cuban legislators are severely attacking the Sugar Finance Commission, expressing the prevailing belief that there is a movement in progress to extend the commission's control to the coming crop. It is demanded that the planters be allowed to dispose of their crops freely by abolishing the commission. Added to the local situation is the concern of the island about the tariff legislation in the United States. Cuban feeling is strong that the island is not now receiving the benefits intended in the reciprocity treaty between the two countries.

"The Federal correspondents in Europe report good weather for the growing beet crops, favorable rains prevailing in France and in Central, Southern and Eastern Germany.

Sixteen Years in Trade at South Branch.

South Branch, Aug. 23—As I have recently sold my general stock to I. E. Berry & Co., of South Branch, you may kindly cancel my subscription at the expiration of same. I have had a very successful mercantile business here for the past sixteen years. I have always considered your paper a valuable asset. I am leaving for Detroit Sept. 1, where I will engage in the real estate and loan business. I have given my successor a good recommend as to your paper.

Louis D. Golden.

The Rare Quality.

The longer I live the more deeply am I convinced that that which makes the difference between one man and another, between the weak and the powerful, the great and the insignificant, is energy, invincible determination, a purpose once formed, and then—death or victory. This quality will do anything that is to be done in this world, and no two legged creature can be a man without it.

J. H. Wilson.

YOU CAN SAIL FASTER

with the stream than you can against it. You can make more money if you sell well-known, time-tested products. Trying to induce customers to accept unknowns takes effort and time. Make it easy for your clerks.

Quaker Food Products

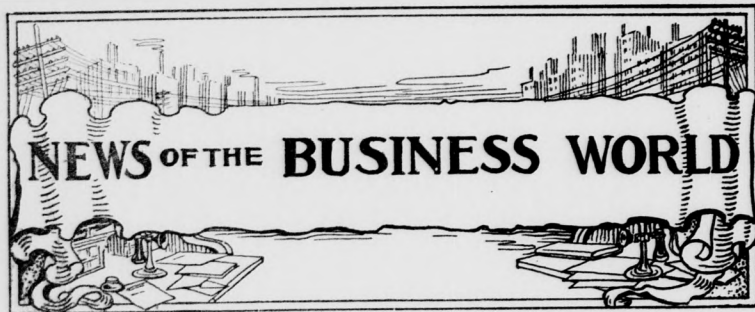
are known to your customers. Their mothers used them. They found them the best years ago—and they are still the best.

Quaker Food Products sell themselves. Your clerks do not have to waste time explaining. They are of the group of quality products which lend prestige to your store. They show you a good profit—with a steady, year round sale on which you can depend.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Reno — John Beukema succeeds Thomas W. Lawton in general trade.

Traverse City—Martin & Anderson succeed Frank Bohrer in the grocery business.

Hillsdale—The Hillsdale Mutual Oil Co. has increased its capital stock from \$6,000 to \$15,000.

Lyons—Thieves entered the Floyd Hammond meat market and carried away considerable stock.

Port Huron—The Economy Coal & Dock Co. has increased its capital stock from \$20,000 to \$30,000.

Ann Arbor—The Washtenaw Electric Shop has increased its capital stock from \$10,000 to \$50,000.

Saginaw—H. L. Straebel succeeds the Saginaw Fuel & Supply Co. in business at 1422 Monroe street.

Charlotte—G. F. Parish has opened a garage and automobile supplies and accessories shop on Main street.

Vicksburg — Thieves entered the store of the Rochester Clothing Co. and carried away considerable stock.

Mendon—Thieves entered the general store of the Hickmott Co. Aug. 19 and carried away considerable stock.

Laingsburg—B. E. Henry has sold his creamery to D. H. Carroll, recently of Owosso, who has taken possession.

Dimondale—C. A. Hoskins has opened a bakery and restaurant in his store building which was recently occupied by a millinery shop.

Ionia—The stock of the Kinney Shoe Store has been removed to Battle Creek, Mr. Ringold, local manager, will continue with the business at the new location.

Detroit—The American Accessories Co. has been incorporated with an authorized capital stock of \$28,000, \$10,000 of which has been subscribed and paid in in cash.

Breckenridge—Fire destroyed the store building and stock of general merchandise of Charles Merrill, entailing a loss of about \$10,000, with insurance of \$4,700.

Bay City—The Martindale Bean & Grain Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Grand Ledge—Hiram E. Streeter has sold the City Iron Works to Dick Bros., who will continue the business. Mr. Streeter founded the business many years ago.

East Lansing—R. S. Hudson and Stanley Filkins have formed a co-partnership and purchased the stock of the East Lansing Hardware Co., taking immediate possession.

Detroit—The Standard Steel Co. has been incorporated with an authorized capital stock of \$10,000, all of which

has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Bay City—The Detroit Trust Co. has been appointed receiver for the International Mill & Timber Co. Assets are understood to be about \$800,000, with liabilities an equal amount.

Charlotte—J. A. Jacobson has leased the building formerly occupied by the Michigan Stores Co. and will occupy it Sept. 15 with a stock of dry goods and bazaar goods. The store is now being redecorated.

Lansing—A. J. Elias, proprietor of the Leeds Tailors, chain stores in Detroit, Pontiac, Flint and other cities, has opened a store here at 106 North Washington avenue, under the management of Mr. Hultin.

Detroit—The Commercial Pattern & Manufacturing Co. has been incorporated with an authorized capital stock of \$15,000 common and \$25,000 preferred, all of which has been subscribed and paid in in property.

Saginaw—The Saginaw Battery Sales & Service has been incorporated to manufacture and sell automobile accessories, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,500 paid in in cash.

Bay City—The Miller Tire Sales Co. has been organized to deal in tires and automobile accessories of all kinds at wholesale and retail, with an authorized capital stock of \$50,000, all of which has been subscribed and \$22,500 paid in in cash.

Muskegon Heights—Herman Cook is erecting a one-story fire proof store with an area of 2,625 feet, at 43 Hackley Place, which he will occupy with his stock of furniture about Oct. 1. His present store is located at 42 East McKinney avenue.

Reading—Benjamin C. Cahow & Co. have sold their stock of bazaar goods to Herman Schroeder, of Bluffton, Ind., who has taken immediate possession. Mr. Cahow will retain the express business, of which he has had charge for some years.

Pigeon—The Peoples Oil & Gas Co. has been organized to deal in petroleum products and automobile accessories at wholesale and retail, with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed and \$30,000 paid in in cash.

Jackson—M. Piowaty & Sons, Inc., wholesale fruits and vegetables, has merged its business into a stock company under the style of the Piowaty-Hart Co. with an authorized capital stock of \$25,000, all of which has been subscribed and \$1,000 paid in in cash.

Lansing—Fred L. Henry, of Eaton Rapids, has opened a butter, egg, cream and farm produce store at 1825 South Washington avenue, under the management of Roy Winslow, for

several years district manager of the Smith chain of grocery stores in Detroit.

Wheeler—The Consumers Gas & Oil Co. has been organized to deal in petroleum products and automobile accessories at wholesale and retail, with an authorized capital stock of \$50,000, of which amount \$28,500 has been subscribed and paid in, \$80.47 in cash and \$28,419.53 in property.

Pontiac—The United Electric Automotive Equipment Corporation has been organized to deal in automotive electrical supplies and general motor equipment at wholesale and retail, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in property.

Lansing—Michael Schuppert and Adolph Waidelich have formed a co-partnership and purchased the Liberty grocery stock at the corner of Hosmer street and Michigan avenue. The store will be closed for several weeks during which time it will be redecorated and remodeled and a meat market installed in connection with it.

Lansing—Edgar D. Press, at one time engaged in the clothing business here and later in Detroit and Chicago, has leased the store building at the corner of Michigan and Grand avenues and will occupy it with a stock of clothing and men's furnishings about Oct. 1. The building will be vacated by the Small-Carrier Co. in 30 days.

Manufacturing Matters.

McDonald—The McDonald Lumbering Co. succeeds the Tama Land & Lumber Co.

Flint—The Wolverine Petroleum Co. has increased its capital stock from \$50,000 to \$250,000.

Detroit—The H. J. Hunt Show Case Co. has increased its capital stock from \$15,000 to \$45,000.

Owosso—The Canned Food Co. has opened its new plant on Corunna avenue with a force of 80 employees.

Bay City—The hardwood flooring plant of Bigelow-Cooper Co. has resumed operations on a 75 per cent. capacity basis.

Pickford—The sawmill of Frank Taylor, five miles South of Pickford, was totally destroyed by fire, loss \$5,000, no insurance.

Bay City—The box factories in this section report considerable activity, evidenced by some sizable orders for lumber placed recently.

Detroit—The Universal Transe-Lever Spring Co., 14th and Howard streets, has increased its capital stock from \$75,000 to \$250,000.

Detroit—Grover Bros. & Wood, manufacturer of cash carriers, etc., 428 E. Jefferson avenue, has changed its name to the Grover Co.

Bancroft—The Humane Trap Co. has its machinery all installed and will open its plant as soon as the dies, now being made in Detroit, are received.

Hillsdale—The Pennant Toy & Manufacturing Co. has been incorporated with an authorized capital stock of \$20,000, \$12,250 of which has been subscribed and paid in in cash.

Adrian—The entire plant of the Clark Manufacturing Co., makers of berry baskets and battery insulators, was destroyed by fire. Loss about \$15,000, partially covered by insurance.

Detroit — The Wireless Vacuum Cleaner Co. has been incorporated with an authorized capital stock of \$300,000, \$51,000 of which has been subscribed and paid in, \$20,000 in cash and \$31,000 in property.

Detroit—The Velvet Specialty Co., 4708 Hastings street, has been incorporated to manufacture and sell paints, polishes, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Eaton Rapids—Owen Brownell, who was formerly mayor of Albion, afterward engaged in business in Battle Creek, will engage in the manufacturing business at this place. He has purchased the business of the True Rack Co.

Canned Foods Week Postponed.

An important announcement as to the postponement of Canned Foods Week until the first week in March has been received in Grand Rapids and has caused much comment. The notice is as follows:

"Canned Foods Week will be held March 1-8, 1922, instead of the first week in November, 1921, as originally announced, according to a statement issued to-day by the National Canners' Association. This decision was reached following a conference in Washington, attended by H. P. Strasbaugh, of Aberdeen, Md., President of the National Canners' Association; Royal F. Clark, of Beaver Dam, Wis., National chairman of the Canned Foods Week Committee, and Russell B. Kingman, of Orange, N. J., member of the Canned Foods Week Committee.

"It was decided that the later date would give more time for soliciting funds for the campaign, as well as an increased opportunity for working out more thoroughly numerous details tending to increase its success.

"The new date, it was stated, will also give an additional opportunity to enlist the co-operation of canners, machinery men, brokers and distributors of canned foods who will be in attendance at the numerous state and other meetings to be held between now and the date of the annual meeting of the National Canners' Association.

"A strong, Nation-wide campaign, reaching consumers of canned foods in every section of the country, is planned. This will include concerted effort on the part of every factor of the industry—canner, canning machinery and supply man, broker, distributor and retailer."

Standardize Raisin Bread.

A tentative definition and standard for raisin bread has been adopted by the Joint Standards Committee as follows:

"Raisin bread is the product prepared by baking bread dough in which the proportion of sweetened ingredient has been materially increased, and which contains in each pound of the baked product not less than two ounces of sound, clean raisins. The upper surface of the loaf and smaller units is commonly sugar-coated.

Communications regarding these definitions should be addressed to the secretary of the Joint Committee on Definitions and Standards, Bureau of Chemistry, Washington, D. C., before October 1.

Essential Features of the Grocery Staples.

The final statistical report on relation to the California fruit crop is now issued by the Federal Department of Agriculture and the California Crop Reporting Service.

The indicated production of apples is 5,356,000 bushels in California as compared with 6,003,500 bushels for 1920, or 60 per cent. output, as compared with a ten-year average of 77 per cent.

The production of apricots in that State green weight is finally estimated at 105,000 tons, as compared with 115,000 tons for 1920 or 43 per cent., as against 72 per cent. for a ten-year average.

The peach crop is estimated at 320,000 tons, as compared with 345,000 tons for 1920, or 72 per cent.; as against 82 per cent. ten year average.

The crop of pears was seriously damaged by heavy winds in the month of July, and the production will be the smallest since 1913 or 58 per cent., as against an 80 per cent. ten-year average.

Plums will yield 66 per cent., as compared with 70 per cent. condition Aug. 1, 1921.

Prunes improved a little over the July 1 report, and on August 1 showed a prospective yield of 72 per cent., as against 80 per cent., ten-year average.

Almonds will yield about 20 per cent. less than 1920 or 60 per cent., as against a ten-year average of 72 per cent.

Walnuts will probably yield 72 per cent., as against a ten-year average of 85 per cent. and yield of 82 per cent. in 1920.

The month of July was rather favorable to California fruit and nut crops.

Spot prunes on the Pacific Coast have been pretty well cleaned up except some stock held by the Association. The demand has come both from abroad and for domestic production.

Canned corn is not attracting much interest from buyers, for the moment, as they are apart in their views from canners as to the price of canned corn and have not yet followed the advance established by the manufacturers.

Illinois and Indiana corn canners are pricing the 1921 pack lower than Iowa canners and Wisconsin corn canners are pricing on a parity with Illinois and Indiana.

The frequent rains have had a salutary effect on the tomato and corn canning crops in Indiana, Illinois and Wisconsin.

Canned peas are quiet and the demand is limited to a few grades of which the supply is limited. In 3s and 4s extra standard Alaskas and 3s and 4s extra standard sweets there is a good supply yet in the hands of canners but it is understood that those grades are moving out well to far Western and Eastern trade.

The wholesale grocers have bought very sparsely of future canned foods this season and there is considerable discussion as to the buying policy in that respect in the future.

Shrimps are now being packed on the Gulf of Mexico coast, in Mississippi and Louisiana. The shrimp or prawn as it is sometimes called, is a very erratic inhabitant of the seas, and, like a cheap automobile, sometimes runs and sometimes does not run. That is to say they come twice a year into shallow or shore water. If storms or rough tides prevail however, they frequently do not run, and cannot be caught in profitable quantities in deep water.

The severe drought in Maine has played havoc with the blueberry crop and canners are compelled to heavily prorrate their deliveries among the dealers who have placed orders with them. The percentage of delivery seems with the canneries from 20 to 50 per cent. and this information is quite disturbing to the trade. Blueberries, as a crop, are very uncertain, and not at all dependable, but it is seldom that deliveries are so heavily reduced.

Sugar—The market is in a condition very difficult to forecast. If the fruit season this year were normal sugar prices would undoubtedly be sharply advancing, but since there is almost no fruit at all in some sections, the demand for refined sugar is far below what it normally would be. This is producing a marked effect upon the raw situation, and at a time when the biggest demand of the year should be experienced. Raws are inclined to be weak instead of strong. Granulated sugar ranges from 5.80 to 6.15 per pound, with most of the refiners asking the higher figure. It is not a time to buy any more than immediate wants, because if raws continue as weak as they are now and the demand does not improve, it is not at all unlikely that prices will drop somewhat. Local jobbers hold cane granulated at 6.80 and beet at 6.60.

Tea—The demand for tea during the week has been light, nobody seems to have any disposition to buy ahead. The situation, however, is fairly good under the circumstances and the undertone is distinctly firm. There is apparently no immediate prospect of any material softening in tea, as most grades of desirable tea are unquestionably scarce. In fact, some holders are predicting advancing prices, but before they can come there must be a better demand than there is now.

Coffee—The market has advanced probably $\frac{1}{2}$ c per pound during the week. The situation in Brazil and the news from there have been firm, and the market on this side has been quick to respond. All grades of Rio and Santos are a shade above last week's quotations. Milds are unchanged and quiet.

Canned Fruits—Apricots and peaches of the new pack are no longer available in quantity lots for the seconds and watered grades. The latter part of last week saw further withdrawals in many items in the list, including plums, cherries and pears. Gallon apples varied in price from \$5.25 to \$5.75 for fancy packed stocks.

Canned Vegetables—New pack tomatoes are stronger. Most of the bigger Maine packers have withdrawn

offerings on Maine corn and remaining offers are on a firm basis of \$1.50. Spot Southern corn, Maine style, is still available in meager lots at 95c and \$1.00. No. 1 sieve sweet and Alaska peas are quite out of the market, but one or two carloads of No. 2 and No. 3 sieve were on the market at the end of the week.

Canned Fish—Red salmon on the Coast is perceptibly firmer and one prominent factor in the Seattle aggregation refuses to sell at the opening price of \$2.25 named for the new pack. Reds are reported to be very scarce in the traps and seines and the spot stocks on the Coast are depleted, hence the renewed firmness at present. Operators here predict a rise and say that the 1921 pack is the lowest since 1908. One packer of Maine sardines advanced his prices 10c for the new pack. The general trade movement in canned foods has reached sardines at last and some sellers find themselves already oversold.* The prevalent small fish pack has made its influence felt around San Pedro among the tuna packers and prices there may be subject to revision when the exact extent of the pack becomes known.

Dried Fruits—The market has been neglecting future prunes this week, and operators here say that this condition will continue until more of the 1920 crop has been removed. Apricots have not changed in price and dealing last week was very limited and almost wholly confined to this week's shipments.

Corn Syrup—Business is restricted to the supplying of present needs of consumption, with prices remaining on the basis of 2.49c for 42 degree mixing.

Molasses—Current wants to consumption are small, but stocks are limited and held steadily up to the quotations.

Sugar Syrups—Demand is moderate and comes chiefly from the home trade. Prices are unchanged.

Rice—During the past week foreign rices show a slight decline in the primary markets of the Orient and domestic rices advanced. The decline in foreign was caused by the unexpected failure of a Saigon concern, which forced some 20,000 tons of rice on the market for liquidation. The goods were quickly assimilated by the trade. Yesterday's cables announced that this condition has about cleared up. Southern new crop rices have arrived, and after opening at $4\frac{1}{2}$ c f. o. b. mill in singles have showed a firmer tendency. Old crop rice for export went up about $\frac{1}{4}$ c. Spot goods are nearly cleaned up and stocks are unusually light for this season of the year.

Cheese—The market is steady, quotations slightly lower than they were a week ago. The demand continues light and there is a moderate supply.

Provisions—The lard market is slightly easier, prices, however, ranging the same as previous quotations. There is a good supply and a fairly active demand. Lard substitutes remain steady at unchanged quotations. There is an ample supply at this writing to meet the present demand. The

market on smoked meats is steady to firm at unchanged quotations. The market on dried beef remains firm, there being a fair supply and a fairly active demand. The market on barreled pork is somewhat easier, quotations slightly lower. There is a light demand and a fair supply. The market on canned meats remains dull and unchanged.

Salt Fish—The new tariff is still the chief subject of conversation, but as yet has had no direct effect upon prices. No change has occurred in any grade of mackerel during the past week. The demand is light.

Housewives Urged To Can Own Foods.

Granville Hunt, former chief of the canned foods division of the Federal Food Administration, has made a tour of eight states where canning is an important industry, and has published the result of his investigations. He is advising housewives to lay in a supply of canned foods at present prices. He reports that corn canners of Iowa will produce only 20 per cent. of a normal output; that the acreage for pea growing in Wisconsin was greatly restricted, and the pea crop damaged by the drought; that New York State canners will have an output of 40 per cent. less than normal.

He says that in Michigan and the upper tier of counties in Ohio, berries and cherries were heavily damaged by early frosts; that Minnesota will produce only 42½ per cent. of a normal crop; that Ohio's crop of peas and tomatoes is not more than 45 per cent. of 1920, and that the tomato output in Maryland and the East will be not more than 25 to 30 per cent. as great as in 1920.

These estimates were made ten days or two weeks ago, and it is hoped that they may be changed for the better by rain and more favorable weather, which has since prevailed, but being based largely on a decreased acreage and reduced planting, they cannot be affected much by weather conditions.

New Computing Scale To Be Introduced.

The Tradesman is in receipt of a letter from Chicago, stating that George W. Ludlow, long identified with Dayton Computing Scale Co., is organizing a new company to introduce a new scale in competition with the Moneyweight scale.

Many complaints are reaching the jobbing trade regarding the condition granulated sugar, both cane and beet, has assumed as the result of the recent hot weather, followed immediately by cool weather. The crystals appear to have fused with each other. Experts insist that as soon as the weather becomes settled the crystals will assume their former form and appearance.

Just when a man commences to think he is a wise old owl, some woman comes along and makes a cuckoo out of him.

Don't pray cream on Sundays and live skim-milk the rest of the week.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 23—Peter Kott, of Raber, has purchased the stock of groceries from M. C. Ball and will continue the business as heretofore. Mr. Ball has moved with his family to Lower Michigan. Peter Kott is a young man somewhat new at the business, but is energetic and hard working, which will be a valuable asset to the new enterprise.

The Chippewa County Agriculture Society is now holding weekly meetings and from present indications the Chippewa county fair, which will be held here September 27, 28 and 29, will be the record breaker for exhibits and attractions. The officers are all live wires. They are putting in much time to make the fair this year a decided success.

Charles Schilling, who recently opened a grocery store in his newly-acquired block on the corner of Spruce and Kimball, has started in on the cash-and-carry plan and reports business far beyond his expectations. He is thoroughly convinced that people are keen to take advantage of the cash and carry system.

So far the prohibition enforcement officers have not made any complaint for lack of exercise.

Garfield & McGuire, progressive grocers at DeTour, are issuing a store bulletin, which appeared the first time last week. It is full of meaty information, informing the public of their special inducements and the advantages of trying out their store. The paper also mentions any local happenings, contains some good stories and is a paper well worth reading and a credit to the proprietors.

This seems to be the week for vacations here. It is hard to find lawyers, city officials and many business men. However, the city is almost filled with auto tourists which are arriving by the hundreds. Hotels are reporting an unusual rush for meals and most of the tourists are in tents or equipment.

Bootleg causes diplomatic relations between a man's stomach and his good nature and a state of warfare is declared between his diaphragm and his oesophagus.

J. McGinnis, formerly manager for the Rye grocery store, at Pickford, has bought the grocery stock of J. H. Roe. Mr. Roe has decided to go back on the farm, giving his undivided attention to farming. Mr. McGinnis had several years experience in the grocery line, is well acquainted with the farming community around Pickford and will, undoubtedly, make a success in his new venture. He is a conservative business man and a hustler.

The partnership heretofore known as Pearce & Green, grocers at Dafter, has been dissolved. The business hereafter will be conducted by E. J. Pearce. Mr. Green has not as yet decided on his plans for the future, but will undoubtedly continue farming.

Killing a full grown black bear with a pike pole is the feat accomplished Thursday morning by Frank Payment near the lumber mill on Sugar Island, about three miles from the S. o. The bear was swimming in the water when Payment, who is running the boat between the Soo and Payment, observed it. The nearest weapon was a pike pole and he made for it, killing the bear in short order. This may end the bear story that has been going the rounds here in this locality for the past summer, as it was not an infrequent remark to hear the automobile tourists tell of seeing a wild bear en route, but it is more common for them to see deer, rabbits and partridge. The bear seemed a real treat and will long be remembered.

Bob Morrison, formerly manager of the sales department of the Soo Machine and Auto Co., has tendered his resignation and expects to get in a

similar line of the work with some other auto company. It is reported that he has three positions offered him, but has not as yet decided which he will accept. He has many friends here, however, who would like to see him make the Soo his place of abode.

H. Wyman, popular soap salesman for Swift & Co., is doing his bit to clean up the city. He reports the Soo as one of the liveliest towns in his territory.

John P. Olds, one of our popular insurance agents, returned last week after a two months' trip abroad, being a delegate to the Rotary Club convention at Paris. Mr. Olds had a most delightful trip and reports many interesting happenings during the trip. He was accompanied by Mrs. Olds.

A report that Henry Ford was to buy the D., S. S. & A. Railway has caused much speculation here, but railway officials at Marquette seem to laugh over the report, as they have no knowledge of any such deals going through or being contemplated. It seems to be one of the numerous Ford stories, only a little out of the ordinary.

Charles Haas, well-known Uneeda biscuit salesman, now leaves on his territory each Monday, one-half day later, as it is now lawful for him to speed up to thirty-five miles per hour instead of the former twenty-five mile limit. Charles has spent all Sunday afternoon in figuring the leisure time he will have in consequence. F. Allison, his side partner on the road, was obliged to use lighter lubricating oil and buy new tires and also get his carburetor adjusted, so that he could keep up with Mr. Haas under the new speed law.

It is claimed there is too much laxity in Government work. Others feel, however, there is too much taxity. William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 23—There are two new faces in the shoe factory of Rindge, Kalmbach, Logie Co.—Wm. N. Haven and J. A. Trainor. Hr. Haven has taken the position of sales manager. He was formerly employed in the same capacity by the George E. Keith Co. and for some years past has acted as sales manager for the Emerson Shoe Co., Rockland, Mass. Mr. Trainor has taken the position of superintendent, rendered vacant by the death of the former incumbent of that position. He has been with the Stetson Shoe Co., of East Weymouth, Mass., for several years. As soon as the present jobbing stock held by the corporation is disposed of, two men will start out on the road to cover the trade of Michigan with the new manufactured line. Gerritt Hondorp will call on the trade of Western Michigan and J. W. Baldwin will cover the Eastern part of the State.

Bert Kuysers (P. Steketee & Sons) has the sympathy of the trade in the serious illness of his wife, who was operated on Sunday at Blodgett hospital for tumor on the brain. The patient was on the operating table two and one-half hours and up to present writing she has not rallied from the stupor induced by the operation. Her symptoms are considered favorable, however, and Bert's many friends will join in hoping that the operation may result in complete recovery.

John D. Martin writes Gabby Gleanings as follows: "When you get this I will be on my way for a three week drive through Northern Michigan with Mrs. Martin, Esther, our daughter, and Gerald F. Cogswell. We will follow the Western route that runs through all the different shore towns as far as Northport, which takes us through Pentwater, Ludington, Manistee, Onekama, Arcadia, and Frankfort. We will spend next Sunday in Frankfort with J. E. Bowen, of the Reynolds Roofing Co. He has a summer home there. We will then drive around Grand Traverse Bay to

Traverse City and from there North, spending our second Sunday at Petoskey. We expect to get back home Sept. 10. If I find the going is good, we will drive from Harbor Springs to Cross Village and on to Mackinaw City and down to Cheboygan, Rogers City, Alpena and then West to Gaylord and Boyne City."

George W. Lawrence, who has served as steward on the North American during the resort season, leaves soon for his home in Seattle via the Panama Canal. Mr. Lawrence was manager of the nine restaurants of the Robert Wright Restaurant Co. (Seattle) several years, prior to which he served for several years as steward on boats operating between San Francisco and Los Angeles. He is an ideal provider and has few equals as a buyer and a manager of help.

Leadership of the first American relief expedition into Russia has been assigned to a former Grand Rapids man, Maj. Philip H. Carroll, according to news dispatches from Riga. The expedition is scheduled to start about Thursday.

Maj. Carroll is the son of the late P. H. Carroll, who covered Western Michigan thirty years for Selz, Schwab & Co., of Chicago, up to the time of his death in 1911. He attended the United States military academy at West Point for three years before



becoming proprietor of an apple orchard ranch in Oregon. As soon as the United States entered the World War he enlisted and became instructor at Camp Lewis, Wash. He served overseas in the artillery several months before the war ended and when the armistice was signed engaged in relief work in Russia and the Balkan states. His wife is with him in Europe.

The Mackinaw Trail Inn, opened at Newaygo by Mr. and Mrs. Henry Shade last spring, has been leased to B. Schumacher. Failing health makes it necessary for Mr. Shade to retire. He and Mrs. Shade are planning to spend the winter in Florida. Mr. Schumacher will take possession Sept. 10.

A Houghton correspondent writes as follows: George E. Pullman, one of the commercial travelers who has been coming to this city for the past eight years, representing a Milwaukee house, met with an accident yesterday while driving over the Painesdale

road. His car skidded and spilled the driver and baggage into the ditch. Mr. Pullman has his knee dislocated and a big gash cut in his head. After receiving medical attention he left on the train last evening for Milwaukee where he will rest for a few weeks before resuming his work. The car is pretty nearly a total wreck."

Officers Nominated For Presentation at Kalamazoo.

Lansing, Aug. 23—In accordance with the constitution and by-laws of the Michigan Retail Dry Goods Association, our President has appointed a Committee on Nominations. This Committee has made its recommendations for officers and directors for the ensuing year.

For the benefit of those who may not be thoroughly informed regarding our method, I will say that the constitution requires that three candidates for each office shall be named by the Nominating Committee, this list furnished to the Secretary and by him mailed to all of the members, at least thirty days previous to the holding of the September convention. The September convention, as you know, will be held at Kalamazoo on Wednesday and Thursday, Sept. 21 and 22; and this list is submitted for the consideration of our members.

Please bear in mind that a membership in our organization is a store membership and that each store is entitled to one vote and one vote only. If two or more persons representing the same store are in attendance at the convention, they must decide among themselves as to which person will represent the store in voting for officers. By this method the small stores have the same power as the large ones in the selecting of officers.

The constitution further provides that in case any of our members are not fully satisfied with the nominations as made, such member may place in nomination another candidate and notify the Manager to that effect. The name of this candidate will be placed on the ballot. By this method every member has a chance to present a candidate of his choice and attend the convention and advocate his election.

We sincerely hope that our members will give this list careful examination and that we may hear from you with recommendations if you desire to make them. We give herewith their recommendations:

President—W. O. Jones, Kalamazoo; J. W. Knapp, Lansing; J. B. Sperry, Port Huron.

First Vice-President—Geo. T. Bullen, Albion; L. W. Stein, Allegan; J. C. Toeller, Battle Creek.

Second Vice-President—H. N. Bush, Flint; Glenn R. Jackson, Flint; H. G. Wesener, Saginaw.

Secretary-Treasurer—S. E. Cook, Charlotette; Fred Cutler, Ionia; H. E. Lintz, Three Rivers.

Director—B. H. Carter, Midland; C. E. Hagen, Mt. Pleasant; Jay Thompson, Bay City.

Director—L. G. Cook, Jackson; A. K. Frandsen, Hastings; B. E. Ludwig, Albion.

Director—C. W. Carpenter, Kalamazoo; J. W. Milliken, Traverse City; F. J. Zielinski, Manistee.

Director—H. E. Beadle, Sturgis; F. H. Nissly, Ypsilanti; F. E. Park, Adrian.

Mgr. Mich. Retail Dry Goods Ass'n.

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Annual Meeting of Michigan Potato Growers' Exchange.

Cadillac, Aug. 20—The third annual meeting of the Michigan Potato Growers' Exchange was held in Cadillac Wednesday and Thursday, Aug. 17 and 18. The members began arriving Wednesday morning and the forenoon was spent in general greetings, handshakes and good fellowship. At 1 p. m. the meeting was called to order in the court house by the President, Senator Herbert E. Baker, of Weadock. After appointing committees on state of the order, credentials, mileage and per diem, the President then introduced as the first speaker K. C. Livermore, from Honeoye Falls, N. Y., President of the Empire State Potato Growers' Exchange. In his remarks the fact was brought out that New York State produces about 50 per cent. more potatoes than Michigan. The second speaker introduced was Clark C. Brody, of Lansing, Secretary of the Michigan Farm Bureau. In Mr. Brody's remarks he brought out the advisability of the Michigan Potato Growers' Exchange co-operating more with the different Farm Bureaus of Michigan, calling particular attention to the Fruit Growers' Bureau, the Milk Producers' Bureau, the Sugar Beet Growers' Bureau and the Live Stock Bureau. In this position he replied that the different bureaus all had a large membership and solicited closer relationship with the Michigan Potato Growers' Exchange.

The next speaker to be introduced by President Baker was Wm. Hartman, of Grand Rapids, Secretary of the West Michigan Development Bureau, and in Mr. Hartman's remarks some very strong points were brought out relative to claims against railroad companies and a means of more speedy adjustment in that line.

Mr. Robinson, of Levering, who is in charge of the Levering Co-operative Association, also gave a very interesting talk, as did also Mr. Barnum, manager of another one of the co-operative associations.

Mr. Keats Vining, County Agent of Emmet county, told some of the experiences in 1918 and 1919 in forming co-operative associations in his county.

Mr. Jensen, of Rose City, then addressed the convention on some of his experiences in Ogemaw county.

The attendance in this meeting numbered something over 300 delegates and included representatives of 119 co-operative shipping associations scattered throughout the State of Michigan.

A recess was then taken until 8 o'clock Thursday morning and an invitation was extended to all present to attend a complimentary banquet in the Elks Temple at 6:30 in the evening. When all were seated at the banquet, by actual count there were 254 seated, with Mr. Hale Tennant, of East Lansing, representative of the United States Bureau of Markets, presiding as toastmaster. Postmaster F. O. Gaffney delivered an address of welcome, coming from the Association of Commerce and business men of Cadillac. During the banquet some very good music was furnished by the Acme orchestra, some of the pieces rendered being popular songs in which everybody joined. One of the speakers advocated closer business relationship between the co-operative associations and the Michigan Farm Bureau and also advised having a man for the office of general sales agent to adequately take charge of the many thousands of cars of potatoes shipped out by the Michigan Potato Growers' Exchange. He also advocated the advisability of having some representation on the board of the Michigan Farm Bureau Exchange.

When all the delegates and members seated were fully satisfied in their own minds that they had done justice to the elegant banquet that was prepared for them, the toastmaster again introduced several speakers. Each

one in his talk brought out points of vital interest interspersed at different times with some very good stories. It was a significant fact, however, that each speaker seemed to vie with the other in trying to tell the best story on the negro, yet one or two did hit the genial Irishman.

The meeting Thursday morning was called to order promptly at 8 o'clock with President Baker again filling the chair. The different committees that had been appointed each made their reports and the general order of business concluded with an election of officers with the following result:

President—Henry Curtis, Cadillac.
Vice-President—Fred Smith, Elk Rapids.

Secretary-Treasurer — Charles A. Wood, Kingsley.

New member of the Board—Mr. E. Snyder of Lakeview.

The one retiring member of the Board of Directors, E. Harve Wilce, of Empire, who has served on the board continuously since the organization started in 1918, was voted an honorary member of the Board, a compliment to him for the much valuable time he has given to the organization since it started in 1918 with twenty-eight co-operative associations.

The meeting closed, showing the organization both in point of membership and financially, to be in a mighty healthy and growing condition.

A. B. Large was again elected to succeed himself as general manager of the Michigan Potato Growers' Exchange and the date set for the next annual meeting was the third Wednesday in August, 1922.

Michigan Beans Coming Into Their Own.

Lansing, Aug. 24—In accordance with a vote of the majority of the Board of Directors, the annual meeting of the Association will be held in Detroit on Sept. 21 and 22. Hotel arrangements have not yet been completed but definite announcement of the place of holding the convention will be made in bulletin next week.

Crop Conditions.

The old saying that "it never rains but it pours" has been literally true during the past week. The weather report on Thursday shows that nearly an inch of rain fell in ten minutes. In addition to this we have had over the State almost daily showers for the past week.

The effect of these rains has been to delay threshing of early beans and produce a rather unusual condition in the later beans, as evidenced by the report issued by Vern H. Church, Crop Statistician, that in many sections bloom, green pods and yellow pods were to be found on the same plant.

The first pods on the late beans are generally reported to contain very few beans. With favorable weather the later pods may show better results provided of course, that we have a late fall which will result in a fully matured crop.

Reports have been received of a few threshing returns on early beans. Some crops produced as high as twelve bushels, while the returns from many fields ran as low as five bushels and some fields were not even harvested. The late crop will require from three to four weeks favorable weather in order to be properly matured and harvested.

Reports from New York state indicate a very small acreage of white beans. Owing to higher prices for the colored varieties, especially red kidneys, we understand there has been an increased acreage of about 20 per cent. As one writer expressed it, the reduced crop prospects would not more than offset the increased acreage.

Recent estimates from California indicate a total production of white beans of 125,000 bags. One correspondent writes that he does not think the stock of small whites in California

Sept. 1 will exceed 250,000 bags, which is a very small carry-over compared with last year.

Crop conditions in Colorado are reported good, but their crop is composed almost entirely of Pintos or other colored varieties.

Open quotations to elevators are nominally \$4.75 per hundred for choice. Quotations to the trade vary from \$4.85@5.

Reports from all sections indicate that stocks of Japanese beans have been very largely disposed of. Any further importations will, under the emergency tariff bill, pay a duty of two cents per pound, until the permanent tariff bill is enacted.

Very large shipments of California beans have gone abroad, thus removing this burden from domestic consumption.

Shipments from Michigan have continued throughout the year in volume running from 500 to 700 cars per month and even assuming the largest estimated carry-over and an excess production above the Government estimate, there could not be any considerable carry-over.

At various periods during the year there have been advances, elevators have almost invariably quickly advanced their price to the grower and accumulated burdensome stocks. Owing to the stringent financial situation, this method was responsible to a very great extent for the sudden declines which followed advances. It is hardly reasonable to believe that this condition will be repeated, owing to the greatly depleted stocks in the hands of growers.

Michigan beans are surely "coming into their own." Owing to higher rates from California, Michigan beans have been distributed all during the year in territory which had, in recent years, been supplied with California and Japanese beans.

Labor unemployment has, undoubtedly,

had the effect of causing hundreds of thousands of people to substitute beans for high priced meat. Viewing the situation as a whole there is every reason to believe that, with sane logical marketing methods, the grower should receive a fair return for the bean crop this year, and the shipper secure a fair margin for the service rendered in preparing and marketing the crop.

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

Clamps Tax on Transient Merchants.

The transient merchant problem crops up from time to time, entailing a good deal of annoyance and actual loss. Merchants who pay taxes for the privilege of doing business feel natural resentment when outsiders with no local responsibility step in and take the cream from the retail milk pan. The Stores Association of St. Joseph, Mo., has prevailed upon the city council to place an "occupation tax" on transient merchants, of \$100 for the first ten days and \$10 for each additional day. Hotel keepers are required to report when a transient merchant becomes a guest. Spartanburg, S. C., has a similar ordinance in view, which will provide that any hotel or boarding house allowing transient merchants to exhibit goods or take orders must take out a store license at an annual tax of \$500. Violation will be punishable by \$100 fine or thirty days in jail.

Did you ever see one of those wise, know-it-all guys who didn't think pretty nearly everything was going wrong? No optimist among the know-it-alls.

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

STUDY OF PELLAGRA.

The true cause of pellagra was worked out in the Institute of Hygiene of the University of Rome by Professors Alessandrini and Scala. They published the results of their work in 1913-14. For five years this work has been in the English language in the hands of the American profession. This research is final. It is based upon the very best scientific findings. There is no further to seek for the cause and prevention of pellagra. The treatment is a success, but it does not preclude other methods.

Pellagra is an endemic and not an epidemic disease. It is a chronic acid intoxication and not infectious or communicable in any sense. It is not hereditary.

Pellagra is essentially a disease of a fixed agricultural population living upon an eroded and exhausted soil of determinate geologic origin. Pellagra has a definite geological-geographical distribution. It has no relation to labor, diet, domicile or sanitary environment.

Pellagra is caused by drinking soft water coming from a clay soil.

Pellagra is prevented by drinking hard water whose "hardness" is due to the presence of the carbonates of calcium and magnesium.

Pellagra is cured by the hypodermic administration of a 10 per cent. solution of sodium citrate. Give one cubic centimeter daily for fifteen to thirty days, according to the severity of the case, then on alternate days for as long a time.

These measures are so simple, so exact, so scientific, so successful, so cheap, that they do not meet the approval of the Public Health Service. They would not require an appropriation of \$150,000 at this time. A little newspaper publicity would inform the people of the endemic area. These people would speedily get well, and there would be no more need of propaganda.

Pellagra in the United States is prevalent in the regions of the Atlantic Coastal Plain, the Piedmont Plateau, the Gulf Coastal Plain, the Ashland Plateau, certain inland regions on the flanks of the Ozark, Boston, Oachita, Arbuckle and Wichita Mountains and where the soils are derived from the shales of the Pennsylvania series. Pellagra is also occasionally found in Northern states covered by glacial drift from the great Precambrian Shield around Hudson's Bay. Pellagra has the same geographical distribution as pine timber. Prairie countries do not have pellagra, as prairie soils are necessarily lime soils.

Pellagra is not caused by maize alimentation. Pellagra is not caused or communicated by the Bucalo gnat or the Simulium fly. The theories of Lombroso and of Sambon have been definitely abandoned, as well as disproven. Pellagra is not one of the "deficiency" diseases. The disease which was induced by Dr. Goldberger in the convicts in Mississippi was scurvy and not pellagra. The people of the South are not underfed. The

wealthiest and the best provided die of pellagra. The people of the South have pellagra because their water supply leaches through clays derived from the crystalline, igneous and metamorphic rocks of the Appalachian system.

Physicians of the South who have adopted the measures and treatment outlined by the Italian scientists are curing pellagra. Italy abandoned the theories of Lombroso, accepting the findings of Alessandrini and Scala, and cleaned up pellagra so thoroughly that the disease, once so prevalent and so fatal, scarcely figured in her remarkable draft of men for the great war.

THE SITUATION IN COTTON.

Weather and other reports during the past week were well calculated to keep up the quotations of cotton in the exchanges. Considerable effect in this direction is the result of the efforts to finance exports of the article to various European countries, the latest of them being a loan of \$5,000,000 in addition to the previous ones. The new cotton is beginning to come to market in some quantity, but there has been considerable buying of the old, even including tinged and discolored varieties. The Japanese and British have been among the purchasers. Estimates of what this year's crop will be vary with the temperament or interests of those who make them. There is, however, still a period during which the yield may be influenced for better or worse. In the goods' market there seems to be a prevailing belief that the turn in prices has finally come and that future movements are likely to be upward. The drastic cut in denims' prices came to an end very suddenly with the announcement by the principal factor that the goods, which had been reduced to 12½ cents per yard, had been withdrawn. Another maker immediately started to ask a cent a yard more. This is very far from the price of 44c quoted a year ago. Gray goods of all kinds have been in good demand and have been rising in price. The strength shown has been reflected in the finished fabrics. Production of cotton goods, however, still leaves much to be desired. An increased interest is shown in fall underwear with a corresponding gain in orders. Hosiery is also moving better.

With competition so keen on all sides, considerable thought and care must be given to devising new and attractive window displays that will arouse desire and result in sales. Merchandise so displayed that it will bear all the earmarks of quality and value is of first importance; next comes background, which must be in perfect harmony with the merchandise, and so planned as to be constructed and installed at reasonable cost. Beautifully finished permanent backgrounds of the finest woods are much in use now, but some sort of decoration must also be used to relieve the monotony.

No one wants to put out the family that is ablaze with diamonds.

HOME BREW IN THE HOME.

There is no question in Congress of legalizing home brew. It will and should remain illegal. Any one openly making it or boasting of making it will be liable to fine or jail. But the House, led by Mr. Volstead, acts wisely in refusing to make the prohibition enforcement agents a set of house raiders. In large part it simply recognizes an accepted state of affairs. Every one knows that even where the local police wholeheartedly co-operate in enforcement there has been little effort to stop home brewing for home consumption. The enforcement of the Eighteenth Amendment should be kept as simple as possible, especially at first. To stop all illegal importations, to prevent the manufacture of stills, to shut up all bootlegging establishments, to end the transportation and sale of intoxicants—these are the main objects.

Under the pending bill it will be possible for enforcement agents to obtain a warrant to search any house in which there is reason to think liquor is made for distribution. It will be possible to search other private property, but not houses, without a warrant. It is important that doubters be convinced that prohibition is a great National benefit, and as little opportunity as possible should be given to those who try to make it seem odious.

Some Congressmen have undoubtedly reasoned also that home brew has been taken too seriously. Opponents of prohibition tried to make men believe that every cellar would have its outfit and that abolition of the groceries would mean wholesale self-poisoning. There has been much less home brewing than they or the cartoonist suggest. Many men have found it interesting to make home brew—once. After spending large sums for materials, after making the house smell like a yeast factory, after breaking pottery and spoiling clothes, after endless labor, they decanted a nauseous liquor. If their zeal persisted, they found their wives taking the role of Carrie Nations. Congress and the enforcement agents will do well to concentrate upon the really important objects of prohibition.

JUGGLING WITH COSTS.

A calculation of costs is often returned to the cost clerk with such a comment as: "We can't sell goods with a cost like that on them. Sharpen your pencil and see what you can do." Such a practice results in nothing but self-deception. If the method of calculation be reliable and the figures free from error, there are only two questions which the sales manager can raise if he finds a cost price too high: "What changes can be made in goods or manufacture?" or "Shall we do business at this indicated loss?"

One concern in their effort to show a profit on everything argued that their staples should be relieved of the cost of their advertisements, which mentioned their exclusive, rather than their staple goods. In such a case, the only sane course is to consider that the sales of goods of all classes are influenced by the whole of the adver-

tising of whatever kind. Such goods as are emphasized should, of course, bear a heavier share of the burden. These decisions should be made with due care and not arbitrarily. The same case can be made out for selling costs.

In their desire for a simple cost system business men sometimes adopt expedients which distort the figures. Here is a test: Compare the amount of profits indicated by the proportion of selling price allowed for profit in estimating with the actual profits shown on the ledger at the end of the year. Make this comparison for any three successive years and note whether it would seem that reasonably dependable costs are being shown.

High technical knowledge must go into the formulation of a cost system. For instance, while it is usually an error, a common and vital one, to distribute factory burden on the basis of wage cost of productive labor, yet there are instances where this method is sound and may well be employed.

The manufacturer must make the right use of such knowledge if he is to hold his own with competitors. He must know rather than guess and must have the understanding and the courage which does not countenance juggling with costs.

PRICES ON MEN'S SHIRTS.

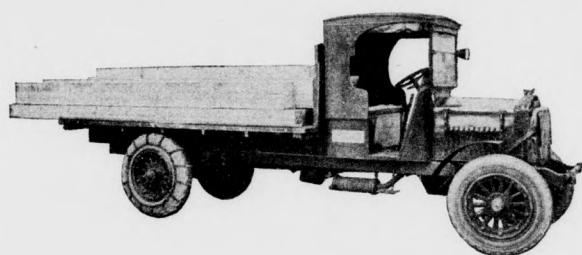
The clearance sales in the men's furnishings field have been bringing some spirited business. The haberdashers are making a drive on their shirts, and prices in some instances have touched levels that are not far distant from a pre-war basis. One of the things which has been featured, particularly by the smaller shops, is the "one dollar sales." That is, a buyer of a shirt at \$3 can secure two shirts by paying \$4, which would bring the average cost down to \$2 each shirt. The same plan has been followed out in the sale of neckties and other articles.

Despite the fact that buyers are obviously being forced to economize the demand for silk shirts has not shown a great decrease. It is true that silk shirts are not selling as heavily as during the boom period, but where stores have marked down merchandise the buyer has shown a disposition to favor silk merchandise. Apparently the habits acquired during the prosperity era for silk are hard to shake off.

LOOK FOR POPULAR PRICES.

The so-called "popular priced hats" will be featured in the millinery departments this fall, according to all reports. Manufacturers realize that there is a call for the lower priced hats, and with this in view they expect to meet the requirements of buyers fully.

It is understood that the same kind of materials which enter into the more expensive hats will be used in producing the popular priced headgear, although the quality will not be so good. There are various types of velvets, both in black and in colors, duvetyn and hatters' plush. The trimmings will consist of rather novel effects in feathers, ribbons and wool embroidery. The makers of this class of hats look for an extremely heavy fall season.



UNITED TRUCKS

Quality not Quantity
And at a reasonable price

Motor trucks from one to five ton capacities with bodies of every description, made to your order, to fit your particular requirements. We give each United truck the personal attention necessary to assure you of uninterrupted use. We have an outlet for second hand equipment which enables us to offer an exceptional allowance for your old equipment. We have representatives in the territory who will be glad to call on you and talk things over. Write us or call on the telephone. We will consider it a privilege to get acquainted. Talk to our representative about our time payment plan.

UNITED MOTORS COMPANY

Bell Phone M-770

Grand Rapids, Michigan

Citz. Phone 4472

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

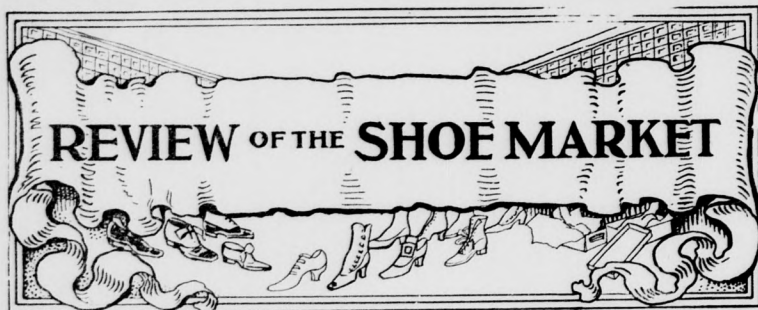
Vegetables—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT



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.

Some Leads For the Live Shoe Man.

Do these things in August. Use advertisements that are light and snappy in tone. Folks at this time of the year are much more likely to make purchases of some particular shoe retailer because of whim or because something strikes their fancy than they are because of weighty arguments which would influence them during the winter. Therefore the advertisement which is light and catchy is most likely to be the most successful in creating sales for the shoe retailer in August.

Emphasize the coolness and splendid ventilation of your store in your advertising and on your window cards. Drive home the fact that to come to your store during the month of August to make a purchase or to look around is to give oneself a cool, delightful treat.

Be sure to change your window displays frequently during the month of August. August is the time of year when folks are particularly on the lookout for something new. It is the time of year when they are especially impressed in a bad way by window displays which look as though they hadn't been changed all summer. And when a window display gives a possible customer the impression that the dealer is slow and not up-to-the-minute, it is a mighty bad thing for that dealer's business and reputation.

Watch the August advertisements in the periodicals for the advertisements of the various manufacturers and distributors of the goods you carry and then pattern your own advertising and your window displays along the line of these advertisements. All the advertisements of the manufacturers and distributors are gotten up by advertising experts and the suggestions which they offer can be used to splendid advantage by the alert and progressive shoe retailer.

Watch your trade paper carefully and use all the suggestions it carries for increasing your business during the hot season.

Secure a list of the young people who are going away to college in the fall. This list could be secured without the slightest difficulty from the principal of the local high school or from the superintendent of schools. Then get in touch with the parents of these young people and solicit the parents to purchase a good stock of shoes for the young folks. Tell the parents about the college young people's need of strong shoes for every-

day wear, of sport shoes for hikes and golf, of tennis shoes for playing tennis and of dress shoes for evening wear. Pound home the fact that the young people will feel a lot more like engaging in all these activities if they have the right shoes to use and also emphasize the fact that the students who get the most benefit out of college are those who do participate in all school activities as well as simply studying hard. Quite a lot of business ought to result from solicitation of this sort. Of course the solicitation could be by personal calls or by direct mail advertising.

Do different things in your window displays, in your newspaper advertising and in your store promotion work from what the other shoe retailers in your city are doing. Folks will be sure to notice these things because this is the time of year when little things attract and hold their attention where they pass over big things without having their interest even slightly aroused.

Folks like to deal with live-wire growing stores, so it would be a splendid stunt for the store to use charts in its show window which would demonstrate the way that it is doing more business this August than it did a year ago. To do this would be to impress the folks with the idea that the store is right up and stepping ahead all the time, in spite of the business depression and the hot weather.

Secure a list of the young people who will enter high school this fall. This list could very easily be secured from the superintendent of schools or from the principal of the high school. Then make a drive on the parents of these young people for the purpose of inducing the parents to purchase a complete outfit of shoes for the children from your store before the fall term of school opens. Undoubtedly a considerable amount of business could be done by means of newspaper advertising, phone calls, personal calls or by direct advertising.

Next to June, September is the big month for fashionable weddings. So it would be worth while for the shoe retailer to watch the local papers carefully for the announcements of engagements and approaching marriages and to send some advertising matter to the participants and to their relatives relating to the splendid stock of dress shoes carried by the store. In this way the dealer would be putting his name prominently before a large number of folks who will be sure to be in the market for shoes during August and September.

What are the fall styles in shoes like? It would be appropriate for the

store at this time of the year to have an advance display of fall shoe styles and to explain just what are the differences in new styles from old. The explanation could be made on cards which would be placed in the show window alongside the shoes. There are always plenty of folks who are interested in new styles and this method would be sure to secure their interest and to line them up as possible patrons of the store during the ensuing months.

Of course the store will stage some special clean-up sales at the end of the season, designed to dispose of all summer shoes remaining in stock. And when such sales are being staged it would be a good idea for the store to use window cards carrying comparisons of the sale prices of the shoes and

the prices at which similar shoes were sold a year ago. This would be sure to secure the interest of bargain hunters and as that class is, of course, the very class to which the store especially appeals by sales of this character.

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.

Herold-Bertsch Shoes Are Building

Satisfied Customers for Over 3000 Dealers

THINK over in your mind the firms you once did business with, who are no longer in existence. There are any number of them. The average business is short lived. They come and go.

Then remember this, that Herold-Bertsch has been making shoes for over 25 years. Here is a business which has grown steadily, weathering all the ups and downs of business through a quarter century, adding year by year to its number of dealers.

We have dealers who sold Herold-Bertsch shoes the first year they were made—and are still selling them. In homes beyond estimate "H-B" has become a household word for shoe quality—father, son and grandson all wear Herold-Bertsch shoes.

Over 25 years of successful manufacture and growth is your assurance that you are dealing with a sound, substantial house, which **MUST** be giving unusual values to show a quarter century of steady growth.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

Thousands of people—men, women and children—have discovered in **MORE MILEAGE SHOES** all the fit, comfort, style and long wear possible in shoes—and at prices within the reach of their purses. **MORE MILEAGE SHOES** never have and never will deteriorate. A good line to carry. We ship promptly. Send us your order.

HIRTH-KRAUSE

Tanners—Manufacturers of the
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

such a stunt should be very productive of good results.

Tell about the experiences of some of the shoes sold by your store during the summer time. You might secure an old pair of low shoes and then place these in the show window with a window card reading about like this:

"Are these the most traveled of any shoes sold by this store this summer?"

"Although the summer is not yet over these shoes have traveled a distance of over 5,000 miles! A large part of the distance was by automobile. These shoes have been up to Winnipeg and back, to New York City, St. Louis and down to Texas.

"What other big trips have been made by shoes purchased at this store during the summer?"

"Come in and tell us about the big trips your shoes have made."

Many people would be interested in a stunt of this kind and would comment about such a window display where they would pass the ordinary display with hardly a glance and never comment on it at all. And some of the folks who looked at the display and who had made extensive trips would be pretty sure to come into the store to brag about their journeys. All of which would be a pretty good thing for the store and all of which would help business.

August is supposed to be a slack month for business, but it can be made to be a good month. It is all up to the dealer. The alert, live-wire dealer will do things which make his business during August good in spite of everything. But it takes hustling and ideas to do so.

An Innovation in Waterproof Shoes.

F. E. Jones, of Brocton, well-known shoe salesman, has recently perfected a water proof sole construction. Patents have been applied for in the United States and many foreign countries and shoes are soon to be placed on the market by the inventor himself.

The distinctive feature of this new construction is a synthetic composition weighing only one ounce, so designed that it will fit into the space now occupied by cork filler between the insoles having a strip extended to the edge that is very thin. This special sole is firmly incorporated into the shoe as the outsole clamps the center so that it is practically invisible at the edge, thereby giving any ordinary single sole shoe the advantage of two soles to wear on without changing the appearance whatever. When the first outsole wears through the second sole takes the wear in the center where it is thick.

Practically every wearer of welt shoes has had the unpleasant experience of having shoes with thin soles or when worn through, caught out in a rain storm or while walking on wet pavements, having the shoes soak up with water which without question shortens the life of the shoes. When the first sole wears out on this special shoe no water can get through. The sole could be cut off or worn off altogether and then is absolutely waterproof. The second invisible sole must be worn through before water can soak up the inside of the shoe. There is no soft spongy material to absorb

and hold the water and until the second sole is worn through water that soaks between the outsole and second sole will squeeze out immediately the wearer walks on a dry surface and the shoes will dry much faster than shoes made on the old process. After the second sole is worn through which undoubtedly will be many weeks after the first sole, any wearer of these shoes will have the satisfaction of having had twice the wear with wet feet protection through the bottoms. If the shoes are repaired before the second sole is entirely worn through the shoes will still retain their waterproof features.

Weekly Record of the Local Bankruptcy Court.

Grand Rapids, Aug. 15.—On this day was held the final meeting in the matter of Stanley Paulluzyk, bankrupt No. 1334. The bankrupt was not present in person or by attorney. Matt. N. Connin appeared for creditors. Several additional claims were proved against the estate. The trustee's report and account was approved and allowed. The bills of the attorney for the bankrupt and also for the petitioning creditors were each reduced and approved. The supplemental first dividend sheets and also the final dividend sheets were filed and the same issued. The creditors did not object to the discharge of the bankrupt. The meeting was then adjourned without date.

Aug. 18. In the matter of Ignatius Gadziemski, bankrupt No. 1956, the trustee having filed his report in Court and it further appearing that administration expenses should be paid, an order was issued paying the administration expenses to date and the bankrupt's exemptions, which he had stipulated to take in cash in lieu of his trade exemptions.

Aug. 19. On this day was held the first meeting of creditors in the matter of William H. Spears, bankrupt No. 1964. The bankrupt was present in person and by attorneys Smedley, Linsey & Shivel. Carroll, Kirwin & Hollway, appeared for creditors. F. D. Campau and F. P. Gieb were present. Claims were proved against the estate. The Grand Rapids Trust Co. was chosen as trustee and the amount of its bond fixed in the sum of \$5,000.00. The bankrupt was sworn and examined before a reporter. Several exhibits were received and filed. The meeting was then adjourned to September 26, 1921, at 9 a. m. city time.

On this day also were received the order of reference and adjudication in bankruptcy in the matter of the McGurkin Sales Agency, bankrupt No. 1971. The matter has been referred to Benn M. Corwin, as referee in bankruptcy, and who has also been appointed receiver by the District Court. The bankrupt is located in the city of Grand Rapids, Michigan, and has operated a garage and sales service business. A custodian has been appointed and the assets of the bankrupt are before the court. From the fact that this case is involuntary the writer cannot at this time, give a list of the creditors of the bankrupt. An order has been made to file schedules and when such is done a list of the creditors and amounts will be given.

On this day also was received the matter of Edward F. Monica, bankrupt No. 1978. The bankrupt is a resident of the village of Hastings, Michigan. The matter has been referred to Benn M. Corwin, as referee. The bankrupt schedules assets in the sum of \$3,250.00 and debts in the sum of \$1,636.84. Most of the assets of the bankrupt are of such nature as to be of little value, and therefore the Court has written for funds to prosecute the case, at which time the writer will announce the date of the first meeting of creditors. A list of the creditors of the bankrupt are as follows:

Edwin Schultz, Hastings (preferred)	\$ 12.00
Gorden Jenner, Hastings (preferred)	9.00
Kenneth Lyons, Hastings (preferred)	8.00
Charles Rose, Hastings (preferred)	8.00
Mark Peake, Hastings (preferred)	14.00
Lester Monica, Hastings (preferred)	11.20
Universal Garage, Hastings (secured)	254.64
The following claims are common:	
Edmun Bros., Hastings	\$450.00
Smith Bros. & Veltz, Hastings	250.00
James Shay, Hastings	150.00
Fuller Lumber Co., Hastings	400.00
Dr. Woodwin, Hastings	40.00
Dr. C. P. Lathrop, Hastings	10.00
Stehouer Bros., 1746 Center Ave., Grand Rapids	20.00

Cash capital is a fine thing in starting a new business, but without energy and common sense the capital will not amount to much.

Important Announcement

YOU, perhaps, are facing the same perplexing difficulties that are at the present time confronting every merchant in the country—the problem of obtaining quality merchandise at 1914 prices.

Here is your opportunity to more than satisfy the appetite of the ever-hungry buying public at prices which will astonish even the most conservative. Just glance at the announcement contained herein and be convinced.

We Are Closing Out Our Jobbing Department

Four hundred thousand dollars worth of Men's, Women's and Children's Shoes to be disposed of within the next sixty days. A colossal task? Yes, but when you see the prices and note the quality of merchandise, you will feel as we do—Money not only talks, but it positively shouts.

In justice to our legion of customers, and countless good friends, some of whom have been on our books since 1864, we believe we owe an explanation as to our reason for closing out our Jobbing Department.

The general public is well aware of the fact that our Mr. Howard F. Johnson has developed a chrome sole, known as "Longwear," which will practically revolutionize the shoe industry. This sole is being used exclusively on the "Longwear" shoe for boys, and so great has been the demand for this shoe that we must have every inch of space in our factory to take care of the orders which we have received. In the future, therefore, our entire efforts will be confined to the manufacture and sale of the "Longwear" shoes with "Longwear" chrome water-proof soles, and we must dispose of our immense jobbing stock without delay.

SALE NOW ON

We have started the machinery in motion, and will stop only when every pair of jobbing shoes on hand is disposed of. This includes everything. Our own make, Men's, Women's, Growing Girls', Child's and Infants' footwear; in fact everything pertaining to the jobbing line.

We Have Withdrawn Our Salesmen From the Road

and will have them on the floor every day in order to expedite the task of handling the immense throng which is bound to tax our salesrooms to capacity. All lots and prices quoted herein are subject to prior sale. First come, first served. If you cannot be here, wire us or mail your order immediately.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave., N. W.

GRAND RAPIDS, MICHIGAN



The Conquest of the Impossible.

A group of eminent scientists fell to discussing the thing that so far as they could see were impossible of achievement. In the end it was agreed that whatever else could be done, surely it would be impossible to determine the chemical composition of the fixed stars; for how was one to analyze a substance he could not bring into the laboratory?

Shortly after their discussion science came to know more of the spectroscope, and learned that when a given chemical substance is burned the flame has certain definite bands when viewed through that instrument. The relative position and character of these bands and lines is always the same for a substance. Then the scientists succeeded in adapting the spectroscope to the telescope and forthwith began the analysis of the fixed stars!

It is difficult to think of a problem more impossible than to devise a machine that can read aloud from the printed page. And yet this, too, has been done. The principle depends upon the extreme sensitiveness to light of the metallic element selenium in which various light intensities set up different electric conductivity. A delicate instrument translates these impulses into sound by way of a diaphragm and, drawing upon the principle of the telephone to help, all may hear. Instruments that can read audibly the average headline letter by letter have been constructed and more sensitive ones are in the experimental state. With these it is expected that any print can be spelled out, thus opening to all the blind who can hear, the world's literature as it is ordinarily printed.

We have been taught that the leopard cannot change his spots, yet it is easily possible now to change the scene painted on a theater curtain from a summer to a winter view while you look on by merely changing the wave-length of the light being thrown upon it. This does not change the color and depends on the way certain wave-lengths are absorbed or reflected by the dyes, laboratory made, used in the paints. The same principle is involved in filters used to detect camouflage. Through these the natural green which is due to chlorophyll in the leaves, etc., appears red or brown, while the greens in paints and the like remain green.

How comforting it is to know that our country need never experience the serious shortage of hard fats that has befallen others! So long as we can produce vegetable oils—cotton seed, peanut, etc.—and the gas hydrogen, we can provide for ourselves.

Science has learned how to add the

hydrogen atoms to the oil molecule in just the right place to make a hard fat. Chemists call this process hydrogenation and no one knows all of its possibilities, although it is certain to play a far-reaching economic role in so changing inferior oils that the resulting fat can replace in industry those other fats of edible value.

A striking example of how science has been doing the impossible is to be found in a sugar plantation in Hawaii where weeds grew so fast that the cost of hoeing became the deciding factor in a season's business. At last the manager thought of using paper to smother the weeds, basing his hope of success upon the difference between the bayonet-like cane spikes and the soft weed tops. Paper was found which, when asphalted, would withstand six weeks of weather without disintegrating and having such a structure that the young cane could readily puncture it. When this paper is staked over the cane row a warm humid condition is created under it, causing all weed seeds to germinate only to blanch and die in the dark. Meanwhile the young cane punctures the soft paper, grows luxuriantly and masters the situation before the paper breaks up in the wind and rain. Any shoots which fail to puncture are released by a slit cut with a machete over the telltale hump in the paper. The hoeing is thus reduced to a minimum.

The next step has been to use sugarcane fiber as the raw material for this paper, and to-day a mill is in operation on the plantation turning this waste into a product formerly costing \$90 per ton. The paper covered fields produce about 10 tons more can per acre, equivalent to a ton of raw sugar, than those managed in the old way, and the crop costs from 50 to 80 per cent. less.

And so it has been in every field of science, a succession of triumphs, but with so much new territory coming into view as the heights are reached that after all scientists are as pioneers clearing a virgin forest. Much of the underbrush—the smaller or less difficult problems—has been cleared away. In a few instances enough big timber has been cut through to make the way easy even for the multitude, but the big trees that remain standing or little more than scarred are so plentiful as to cause us to enquire "Can it be done?"

What are some of these outstanding problems? They are to be found in every science and indicate how our scientists are thinking and working for the common good. It is difficult to designate any real necessity as more vital than another, but surely food and fuel come high in our list of interests.

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OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Until recently crop distribution has been thought about in terms of soil, moisture and temperature only. Now we can add length of day or light, since it has been found to be a fundamental factor. By varying the length of day, plants have been caused to do weird things, particularly as regards fruiting and reproduction.

When the day has been artificially shortened by drawing the greenhouse shades, soya beans have undergone their usual autumn changes in the heat of midsummer, while a longer day in early spring caused iris to bloom weeks before its normal time. All this means that a spring or autumn flowering or fruiting plant is such because of the length of day almost independent of temperature. Applying these results, we may yet see the time when this light factor will help in the allotment of the crop to be grown in a given locality because there its yield will be greatest.

Scientists are making great advances in understanding soil and uncovering items that are really fundamental. Not long ago a chemist found that scab-free potatoes can be grown only where the acidity of the soil falls within certain limits and that the suitability of the soil can easily be determined by using a series of new dyes—laboratory made. These dyes change color under conditions of acidity and alkalinity and are so sensitive that extremely small differences can be easily detected. This is but a start and has not been established with other crops.

As regards plant food, the problem may be that of making existing materials more available as much as learning the physiological salt requirements of plants, although our knowledge on the latter subject is indeed meager. The ability to convert waste smelter gases into sulphuric acid at low cost and to make with it a highly concentrated superphosphate from readily available rock will increase our supply of the phosphorous ingredient by opening a midcontinent source heretofore shut off by high freight on low value material. The present-day ability to cause hydrogen and nitrogen—both inert gases—to unite and form ammonia under the auspices of chemist, physicist and engineer relieves us of worry as to nitrates when Chile shall have mined her last ton. This research has been of a high order and for a long time noted scientists declared such a synthesis well nigh impossible commercially. Now that Claude has shown us how to work continuously at 1,000 atmospheres pressure with remarkable efficiency the commercial production of nitrates seems doubly assured.

But there is another phase of the problem. Can vegetation be made to fix or be assisted in fixing atmospheric nitrogen for itself and thus do away with high temperatures, pressure bombs and elaborate gas purifying systems. A big series of systematic experiments with low forms of plant life such as unicellular algae like the green scum on the frog pond has shown that when nitrogen is supplied in the form of nitrates these plants can and do fix atmospheric nitrogen. If the nitrogen is in any other form than nitrates no fixation takes place. The experiments are being gradually

extended to higher and more complex plant forms, and who will say that some day we may not know what accessory substance to supply our food and economic crops to enable them to utilize directly through fixation in some compound, the nitrogen of the atmosphere?

There are doubtless many other ways of stimulating plant life and the suggestion has been made that we utilize the waste carbon dioxide from blast furnaces to promote the growth of adjacent vegetation. This is based on the fact that plants require carbon dioxide, found in a very small percentage in the atmosphere, and that the experiments on a fairly large scale in Germany gave notable results.

But why devote so much time to the production of food and so little toward devising ways to make it all available? The losses begin in the field due to weeds, insects and plant diseases. There is an annual sacrifice in seconds and culls and a really tremendous loss during storage, transportation and distribution. We have 25 per cent. of the eggs handled by dealers lost due to imperfect methods for keeping them. A new process has just been suggested which has promising possibilities, and consists in first coating the egg with calcium sulphite, formed when it is immersed in dilute sulphuric acid, and then with aluminum soap dissolved in a volatile solvent. In most respects this method is more satisfactory than any of those commonly in use and the mere mention of the problem brings home to us how little real research has been done upon it.

With increased ability to buy has come a discrimination against any but perfect products. How to utilize those that are undersize, off color, or misshapen. The citrus growers have supported research in such subjects as ways for bottling orange juice so that it will keep, but as yet the problem as applied to the whole field is unsolved. It may be that dehydration will constitute a solution when we learn enough of what takes place to control the process to the end that when moisture is again added we may have fresh materials.

Our problem does not concern direct human food alone, but that of livestock as well. There is reason to believe that we may yet learn how to cure hay in a way to preserve more of the attractiveness of the new-mown variety as compared with the brown, dry, brittle mass that we ask the animal to eat.

And what of the efficiency of our farm animal as a laboratory for the conversion of roughage into human food? We have already been shown that the poorer milk cows are better converters, counting milk and milk products, calves and meat, than the best steers. It has also been determined that there comes a time in the history of the fattening cattle when they may continue to feed industriously without gaining in weight. This is due to a substitution of water for fat in their tissues and they "eat their heads off." We have yet to learn how to get the most for the feed consumed, but this problem is surely capable of solution through research. It is one of a long list which goes so

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far as to include the influence of fertilizers upon the skeleton of young farm animals.

Then there is that long list of possibilities in new varieties of plants and animals to be developed. Many of our advances have been through accidental discoveries and not systematic experiment. About 1750 the razor-back hog was crossed with one of the Chinese hogs developed in the course of the ancient Chinese civilization, but who will say the very best cross was obtained? We have greatly improved kinds of wheat, yet our annual losses from winter killing, drought, and failure to resist disease run into great figures. There is every reason to believe that the situation can be improved through a worldwide search concurrent with further wheat breeding.

What of the problems that are hardly to be considered less important than those of food, etc., in the present complex state of our civilization? We must think oftentimes in terms of power, and that means fuel at the present time except where water power is fortunately available. We are familiar with some of the plans put forth as means of salvation in future—the winds, the tides, the solar energy, static electricity from the air, etc.—but what of to-day? Can we make gasoline production keep up with consumption, and for how long? Tremendous research effort is being put behind that problem and abroad a government is investing thousands in an effort to find a substitute for motor fuel, leaning strongly toward alcohol to be produced annually from waste cellulose or rank tropical growth. Scientists are also turning attention to power transmission with the idea of setting up superpower stations at the mines or wherever fuel is easily accessible, and, besides a great gain in efficiency in burning fuel there would be released for other pursuits the thousands of men who now spend their lives following coal around from mine to ash pile.

Consider the valuable contribution of science in colloidal fuel. We have here the possibility of prolonging our fuel supply; for the use of wastes and inferior material is involved, and a direct saving of fuel oil is made possible. The solid materials are reduced to a fine state of subdivision and caused to become so suspended that the resulting fuel may be stored for a suitable length of time and burned through regular oil burners. Many scientists argued that it could not be done and that if accomplished there would be no direct gain. But the seeming impossible was done and investigators have taken a new grip on the problem. We still have to learn the use of coke in domestic installations, how to produce metallurgical coke from coals thus far found unsuitable, the economical way of briquetting lignite for home use and more efficient methods of preventing heat losses everywhere fuel is used.

And so man finds himself in a forest of giants. How is he to cut his way through? What are these new tools that may prove to be his salvation? First and foremost the development of new theories leading to the establishment of new principles so

useful in planning the attack. One of our longest steps toward light without energy, wasted as heat has been taken as a result of work looking to the discovery of new academic facts. We now get more and better light for our money because inert gas—argon or nitrogen—in a bulb is better than a vacuum, and ductile tungsten, itself a triumph in research, is better than carbon. The cross fertilization of natural sciences has been of the utmost importance giving rise, for example, to physical chemistry.

Now and then some one introduces a feature that changes the trend of much work and provides a new tool that is fascinating in its possibilities. For example, catalysis. A catalyst is a substance that promotes a reaction without becoming a part of the final product. It is just like a person performing the wedding ceremony without becoming a member of the new family. In the addition of hydrogen to an oil to produce a hard fat, nickel is generally used as a catalyst. In the contact process for making sulphuric acid platinum does the trick. The real catalyst in the synthesis of ammonia from hydrogen and nitrogen is still a secret—that is, the material may be known but not its method of preparation. We have not been using catalysts for long and so know really very little of the future possibilities. The organic accelerators now used in the rubber industry may be catalysts or merely carriers, but at any rate they reduce the time of vulcanization from two and one-half or three hours to thirty minutes. What manufacturer cannot think of processes which he would like to speed up similarly?

It was not so long ago that when work was carried on at say 100 atmosphere pressure we were amazed and wondered why everything did not blow up. Sometimes it did! But things usually react more rapidly at high pressures and some only react under such conditions, just as we believe the diamond was formed under high pressures and temperatures. But now 1,000 atmospheres has become a pressure attainable under commercial conditions, and while so far adapted only to nitrogen fixation, the advantages there are so remarkable as almost to guarantee the future of the process. Many of the difficulties which cause no end of trouble at lower pressures entirely disappear at these unusual pressures and when we have perfected our technique in this new art our experience will help us solve new problems with this new method of attack.

When we succeed in making cheap oxygen—and we may turn the trick almost any day now—then revelations may be expected in many of the industries where air is used in quantity, such as the blast furnace. Those reactions at the somewhat higher temperature which oxygen will make possible, may easily revolutionize that industry. It would be so helpful if we had a commercial method of obtaining vitamins in concentrated form so that they might be added to foods which are cheap and lack only the fat-soluble vitamins, for example, to make them entirely acceptable. Some day we will have it. Work toward that end is well under way.

As our timber becomes exhausted we must know how to put small pieces together so they will really answer the uses to which larger units are put. Research on adhesives is headed in that direction, while timber preservation and waterproofing and fireproofing research strives to prolong the serviceable life of our present timbers. Can we grow fiber for paper in annual crops? Recent work indicates that cotton linters and hull fiber can be so used. What can or cannot serve is largely an economical question which grows less in importance with the shortening of our wood supply. What about making cotton as warm as wool and as strong as linen. Can we produce a fine, long staple along with seed high in their oil content? What are the probabilities of keeping pace with lubrication requirements with increasing loads and speeds? Are we going to be able so to utilize increasingly expensive fuel as to keep down cement costs and so encourage more highway and general construction? The Lesley process is in this direction and provides for using gas from coal for fuel and the by-product coke mixed with the raw materials as accessory fuel.

We continue to have abundant waste utilization problems. Fifty-five per cent. of the wood used in making sulphite pulp runs away in the waste liquor. Good work has been done toward recovering some of the values, but only in a few localities. Wheat straw is still burned in the Northwest for want of commercial uses. It has been made into fuel briquettes with-

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out a binder, experimentally, and has been found to yield fuel gas upon distillation. Bleached straw pulp, a filler in paper making, has been used abroad but none is made here. Marine borers destroy piling within eighteen months sometimes, insects eat binder twine and thus cause wastage in the grain fields, while rats continue their millions of dollars of annual damage.

Two of our fundamental problems are the subjugation of the tropics for agriculture, etc., and so placing man in industry or profession as to avoid human wastage and failure. As to the first, the internal combustion engine may prove the solution. Man transformed the temperature zone with the aid of the horse, but the horse cannot withstand the tropics.

As to the proper utilization of man's talents, progress is being made and studies co-ordinated. We know full well that many a son is not suited to follow in father's footsteps, but in what shall he engage? Some day, and before long, tests may show for what he is temperamentally suited early enough in his career to assist in avoiding mistakes in choosing his field of activity. Scientists have had some success in this work, particularly in assigning apprentices.

But any reader can cite many more problems if he or she will but think of the work before us. Can it be done? Let me remind you of the poem "Darius Green and the Flying Machine." As a boy I liked its rhythm and its humor. I enjoy it now because within a few years I have seen the answer again and again to that line "The bird can fly and why can't I? Is the chattering phoebe smarter than we be?" We may not see all the pressing problems of the day solved in our time but as man's intellect develops and he gains knowledge of the why as well as the how, surely the greater trees will fall in his forest and he will stand in a cleared place with a wonderful vision but with work still to do. Harrison E. Howe.

Preparing To Make a Fight.

Fire insurance companies feel that state insurance departments have been going too far in some of their rulings and orders and are preparing to make a fight on requirements that are not clearly covered by the law. This for the reason that otherwise the tendency on the part of some of the state supervising officials to take undue advantage of brief official authority is likely to grow.

There have been several instances recently where the announcement by the insurance companies of their intention to go into court with rulings and requirements which they regarded as unjust resulted in the prompt withdrawal of the order or a very material modification in its requirements. This is taken as an indication that the insurance commissioners are afraid of the undesirable publicity which would result from the airing of an attempt on the part of a state supervising official to enforce unreasonable requirements. It is believed that one or two good sharp fights on justifiable cases would have a helpful effect in the general trend of departmental interference.

German Fire Insurance Companies Examined.

Examinations of the United States branches of German insurance companies which were taken over by the alien property custodian at the outbreak of the war are being made by that official. The liabilities of all of these companies in this country have been run off, but the remaining assets are being held by the alien property custodian. It is understood that some of the German companies will ask to be allowed to resume business in this country when the treaty of peace is concluded and their property restored to them, but there is a strong sentiment against any such course, because before the kaiser's war German fire insurance agencies in this country were maintained solely to act as spies for the German government. Thousands of properties are inspected on which no German insurance was carried, and a record of the inspection sent to the war office in Berlin. Because the German companies have always been sneaky and unreliable, it would be the part of wisdom never to permit them to do business in this country again.

Threshing Machine Fires.

Companies writing threshing machine lines are deeply interested in determining the cause of such a large number of threshing machine fires in Kansas this season. Secretary Payne of the Threshermen's Mutual Insurance Association says there is almost double the number of fires this season as in either 1919 or 1920, although 1919 was the worst year the thresher machine companies had ever experienced, due to the activities of the I. W. W. in placing bombs or other destructive materials in wheat stacks or shocks.

A great many complaints have been filed with the Kansas insurance department over the settlement of grain losses due to the burning of the machines. Owing to the high rates for machines, comparatively few are insured up to the full value, with the result that when there is a loss of the machine and grain together the machine loss usually takes practically all of the insurance and the farmer has nothing for his losses, although most policies carry liability for machine and grain together.

Everyday Business Errors.

1. Neglecting to get receipts when bills are paid in cash.
2. Neglecting to keep receipts where they can be located.
3. Neglecting to check up items in current bills.
4. Inability to keep checkbook balanced.
5. Too easy optimism in starting credit accounts.
6. Careless handling of valuable business papers.
7. Signing documents without knowing their contents.
8. Tendency to establish living expenses which would exceed income and eat into savings.
9. Tendency to invest money on dangerous hearsay—without proper knowledge of facts.

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Business Methods in Business Matters.

The old tin box with "Estate of" in gold letters and filled with salmon colored envelopes tied up with pink tape, tossed into the box indiscriminately, has vanished, and in its stead we have card indexes, ledgers, carefully arranged compartments in safe deposit vaults, periodical audits and thorough systematization. For generations after the corporation was a familiar form of organization in trade and commerce, the family lawyer or conveyancer, or perhaps some relative, took charge of a man's assets when he died and administered them successfully, indifferently or badly. To-day the corporate fiduciary has not only secured public recognition, but in no other form of business activity is the tendency to substitute prompt and comprehensive methods for the individual management, subject to all the ills that human flesh is heir to, more plainly marked.

The advantages of the personal element in the administration of estates are not to be denied. The interest and solicitude of the individual executor and trustee, the comfort and satisfaction of the widow and children in having a ready counselor to whom they may turn for advice and guidance, are pleasant to contemplate, but these advantages are of sentimental value only, and there are certain fundamentals of business importance in the settlement of every estate which the corporate fiduciary assures, and which if they are lacking in the individual chosen, will bring ruin and disaster to those whom a man wants most to protect. The primary question is one of security. The modern financial institution with the accumulated savings of generations is a bulwark of conservatism and integrity which no individual, no matter how wealthy or honorable, can rival. The number of upright and conscientious individual fiduciaries is legion, but there have been among the number embezzlers, speculators and rascals. No man wants his life insured by an individual—in fact, in most states it is forbidden by law; many men accept business risks and enormous financial responsibilities with a light heart, but no one who is thoughtful will allow his dependent wife and family to be subject to the possibility of loss if any adequate safeguards against it can be provided. It is just this security which a trust institution affords, and as a result the volume of trust assets in the hands of the larger city institutions transacting a trust business has practically doubled in the last ten years. In those rare instances in which estates have been defrauded by an officer or employee of an institution, the insurance carried by the institution, and if necessary, its surplus, have always been more than adequate to reimburse the estate in full for the loss.

In the second place, the weaknesses of human nature are in large measure overcome in a corporation. The person chosen for executor, trustee or guardian may die before assum-

ing his duties or shortly thereafter, leaving the work of years unfinished. A corporation does not die and continuity of management is always desirable. In the investment of funds the combined and impartial judgment of successful business men who compose the directorate of financial enterprises is vastly superior to the judgment, biased or impartial, intelligent or indifferent, of the single individual.

Time was when all title searches were made by lawyers, and the purchaser of a property received a written opinion as to its validity. In case of loss his only redress was against the seller. To-day no one would think of buying metropolitan real estate without the insurance policy of a recognized title company guaranteeing against loss. Although there is no written guarantee against loss, the settlement of estates by institutions is the nearest approach to estate insurance that human ingenuity has yet devised.

Few people realize that the routine settlement of an estate with the complicated returns required by Federal and state authorities for taxation purposes, is a business in itself. Not long since a prominent business man said to the writer: "I have been named as executor and trustee of two estates, and if anyone tries to name me again I shall refuse to act. I haven't the time to attend to the management of any estate. If I give it the time it requires, I jeopardize my business, and if I don't give it the proper amount of time, it isn't fair to the family. The only way to have an estate settled to-day is to place it in the hands of an institution."

From the standpoint of economy the use of an institution is desirable. Organization and the volume of business enable institutions to settle estates on a basis which would not adequately compensate the individual.

Pertinent Paragraphs From Petoskey.

Petoskey, Aug. 23—Nearly one hundred farmers and several hundred local residents met at the formal opening of the free city market in Petoskey to-day and exchanged money and produce to great mutual satisfaction. A band furnished music and an auctioneer disposed of two automobiles, a team of horses, a calf, and many other items. This firmly establishes the city market as an institution the product of Chamber of Commerce activity.

Petoskey is enjoying the greatest season in its history, there being very few rooms obtainable even in private homes. Right now sufferers from hay fever and asthma are flocking here for relief and restaurants and hotels are taxed to capacity.

A movement will soon be launched to secure a fund of \$100,000 to be used in an extended publicity campaign heralding the unusual industrial, agricultural and summer resort possibilities of Little Traverse Bay region.

Emmet county supervisors purchased the fair grounds here, and the fair which will be held Sept. 6 to 9, inclusive, will be of much higher grade than heretofore.

The work of installing Petoskey's new water system is well under way and before October 1 a sufficient supply of pure soft water will be available for the first time in many years.

J. Frank Quinn.

Petoskey Transportation Company

Petoskey, Michigan

GUARANTEED CAPACITY TONNAGE

The above Company is under contract to deliver cement and crushed limestone for the Petoskey Portland Cement Company to all Great Lakes markets, and to haul coal from Toledo and Cleveland to the plant of the Petoskey Portland Cement Company. This tonnage guarantees that the boats of the Petoskey Transportation Company will always be operated at full capacity.

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The Petoskey Transportation Company paid a 4% pro-rata dividend on the preferred stock on July 1st, 1921, besides showing a substantial earning on the common stock. The next dividend date is January 1, 1922.

Invest in a sound, substantial enterprise with a long life and with the certainty that you can depend on regular dividends.

The Petoskey Transportation Company assures safety, with the certainty of substantial returns.

We want you to investigate. We advise against investment in any enterprise until you are thoroughly satisfied that the enterprise is sound, has a future, and will be able to pay regular and substantial dividends.

Write for full information.

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During the year 1920 the companies operating through

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An Embarrassing Outlook For Uncle Sam.

Grandville, Aug. 23—It seems that certain of the imperial notables are putting their heads together to put one over on Uncle Sam.

The latest reports lead to the belief that an understanding exists between Britain and Japan to the effect that it would be a mighty wise thing for them to inveigle the United States into a tripartite agreement which would unite the three most powerful nations in the world in an agreement both defensive and offensive as against the rest of the world.

This of course would amount to the same thing as a league of nations with the small fry left out. It is unthinkable, however, that Uncle Sam will be caught in any such trap.

There is plenty of evidence to show that such an entente would be pleasing to Great Britain and perhaps Japan. It certainly would give excuse for the continued alliance between England and the Oriental power, an alliance which, leaving out this country, can mean only one thing, a military agreement which is aimed solely at this country.

Should Great Britain renew her alliance with Japan, after a protest from America, it will serve to create a state of feeling between the English speaking peoples not of the kind to give rise to hopes of disarmament and the future peace of the world.

Truth is Japan, wise beyond her cotemporaries of the Orient, is anxiously reaching out for more territory on which to colonize her subjects. The few islands on which the empire rests in the future prove too contracted for a much larger increase in population.

It is said of man that there is a destiny that shapes our ends, rough hew them as we may. Now this saying applies with equal force to nations. Japan is a coming power. She may well be called the England of the Orient. Her ambitions cannot be gratified while she squats on the small islands off the Asiatic coast. She must have room to expand and it is not on the cards for her to be held in present bounds by the other powers of the earth.

Siberia and China offer openings for this Japanese expansion. Siberia is more thinly populated, and will doubtless offer a more inviting prospect to the Japs. Up to date, however, Russia has had all to say on this question. To-day the latter, being in the throes of dissolution, the Oriental power recognizes its opportunity, and it will not be surprising if the Japs begin a hegira into those lands with the ultimate desire to annex them.

The expansion of Japan is a natural and perhaps not undesirable proposition. The United States has seen fit to expand on several occasions, we have promulgated the Monroe Doctrine which refuses to permit European interference with organized government in this hemisphere. If we have the right to do this, why not Japan the same right to put forth a Nipponese Monroe Doctrine covering Asia and the Pacific islands?

White men have arrogated to themselves rights which they have denied to people with colored skins. This has gone on almost since the foundation of the world, with no one to say them nay.

Before the rise of Japan into world prominence, there was none to call a halt to the white supremacy of this old earth of ours. Viewed from the standpoint of the Orient Japan has rights in Asiatic countries equal to those of the United States in Central and South America. Can America gainsay those rights without stultifying itself?

Here is opportunity for much serious thought.

The meeting of the nations in serious conference at Washington to consider a disarmament proposition will

find hard sledding before the talkfest is through, and it may well be doubted if anything satisfactory comes of the whole affair.

Questions are bound to come up of a nature most embarrassing to both the United States and Great Britain. Japan will come to the council board intent on securing for herself all that has been arrogated to the white nationalities; and this alone is sure to cause trouble.

Conditions in the far East cannot be ignored. Chinese rights will make for interesting discussion, while sturdy militaristic Japan, stands at the board demanding equal rights with her white collaborators. It is well that President Harding has selected some of the best brains in the country to represent us in discussing military conditions among the nations of the world.

Whatever we are prepared to demand for ourselves we must also be ready to grant to others. Never before in the world's history has an Eastern, heathen nation, sat in council with Christian powers seeking the good of all through a friendly arrangement with regard to armaments. The 11th of November will have added dignity because of this coming together of the nations, and it is to be hoped that something more may come of it than a mere happy exchange of personal good will.

Are we as a nation ready to grant Japan a firmer foothold in China? Are we willing to see the little brown men invade virgin territory of Northern Asia and establish themselves there under the flag of Japan? If we are not thus willing, then we have entered upon a road that is to be strewn with pitfalls which may lead to serious results in the not distant future.

Japan has to be reckoned with; and at the side of the Nipponese stands England. Strange alliance perhaps; yet nevertheless a fact that America will do well not to ignore. This is Japan's opportunity which we may be sure she will not neglect to improve. The nation which defied the whole Russian empire, and battled that ponderous military power to a standstill, is not to be brushed aside with a shoo-fly sneer.

If no question other than disarmament came before the meeting at Washington in November, the danger would be less pronounced. The outlook, however, points to a re-opening of all those embarrassing questions which have bothered America and Europe from time immemorial. The wisest brains of America will have no picnic in deciding for the best interests of Uncle Sam at this assembly of the giants. Old Timer.

Educational Features of the State Fair

Few universities are enabled to disseminate as much knowledge along the lines of all of life's activities as does the Michigan State Fair, which will hold its seventy-second annual exposition in Detroit, Sept. 2-11. For the people of the State generally the annual State fair is a fount of information about the things they are most concerned with in their every day existence.

The state fair exhibits show the best that is produced in agriculture, livestock, dairying, poultry, automotive trades, machinery, industrial work of varied sorts, road building, arts and sciences, city and country school work, home work, such as needlework, handicraft work, garment making, canning and numerous other sorts of endeavor. No matter in what line or variety of lines any person is interested he can find much of an instructive nature among the fair exhibits.

Michigan's State fair has taken rank

as the best in the whole of America. Its coming show will be greater in scope and size and pay more in premiums than any ever held before. It will be the most instructive exposition of its kind to date.

"More than ever the state fair of to-day has become a leading educational institution," said Secretary-Manager G. W. Dickinson, of the state fair, discussing this feature. "It shows better than any other way can show how the State is developing and what it is accomplishing. It brings the people of the State together—the farmer, the manufacturer, the business man, the professional man, the women interested in industrial or domestic matters, and the children who are just becoming interested in some line of life's activities.

"It shows to each one the best that is being accomplished in what he is most concerned with, and it gives to each one the opportunity to see what others are doing. The fair is a great mirror of the State's progress and this year it will have more such progress to reflect than ever before in its history."

With a more generous premium list offered than in any preceding year it is confidently expected that the display of Michigan-grown farm products at this year's fair will out-rank any ever seen in the past. There will be a special display by the Michigan Agricultural College, in the East half of the agricultural building, of

material help to the farm interests of the State, with experts to give advice to and help solve problems of farm visitors.

Dairy cow demonstrations conducted by State dairy bureau experts; egg-laying contests in the poultry building; county contests of general farm products displays; special wool displays, including blankets and suitings made from Michigan wool; the very latest in automobiling designing and building; in farm machinery, including tractors; in road building machinery and many other lines, will be prominent features of the fair this year.

Other features include a high-class dog show, with field trials for police dogs and illustrations of their work in war time; harness horse racing; splendid arts displays; boys and girls' club work; and a complete wild life exposition under the auspices of the State conservation department. Also there will be plenty of clean entertainment and thrills from balloon ascensions, parachute jumps and fireworks panoramas.

Co-operation, not competition, is the life of business.

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THAT GIVE
100 PER CENT PLUS SERVICE
ALL KINDS, SIZES, COLORS, AND
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MICHIGAN AUTOMOBILE INSURANCE CO.

Grand Rapids, Mich.

A Stock Company.

"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—

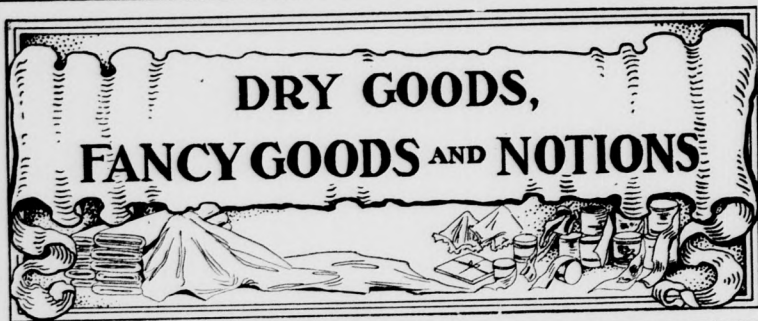
There need be no gamble as to the quality of the flour. Buy your flour from the company that has the reputation for giving full value and maintaining standards, the company that puts quality first. Mark your orders

JUDSON GROCER CO.

Wholesale Distributor

GRAND RAPIDS

MICHIGAN



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.

Dry Goods Values Generally Firm.

Retailers' Fall business still remains a matter of conjecture in many quarters, but sellers on many primary markets who have had their backs to the wall of rock bottom cost for many weeks believe that affairs are turning in their favor. Comment is heard to the effect that the retailer has overstayed his market and that in instances where a large part of the Fall's supply of merchandise has been left for duplicate ordering, a pinch will be felt before the end of the season.

The attitude on the part of the wholesalers, whether based on real insight into the situation or not, makes for a firm and independent spirit in their market. Distributors are not, as a whole, taking any steps to stimulate sales by further price cuts and it is not believed that their stocks are large enough to force clearances for the purpose of liquidating merchandise.

It is the boast of some jobbers that they have been doing business for the last six months without borrowing a cent of money and it is believed that they are in a position to force the retailers' hand.

Cotton goods as a class are firm at top prices. Converters have aided in establishing the gray goods market at current levels by covering ahead for six or eight weeks. The manufacturing trades have also been buying gray goods, despite the talk of holding off for further reactions in raw cotton as the new crop comes more heavily on the market.

Reports from the South lately indicate that the farmers are unusually firm with their new crop cotton, and that the only material being sacrificed was the old crop material, most of which is now in the hands of manufacturers or of those able to hold it more rigidly.

Fine worsteds for men's wear are coming on the market and the new week will see several important offerings of this class of goods. This move winds up the opening of the Spring, 1922, season, in this branch of industry. Much of the goods about to be shown go into consumption through the tailoring trade and merchants will be surprised if the support at the start is as brisk as that given by the manufacturing clothiers. As the season progresses trade seems to favor woolen fabrics and tropical worsteds, while buyers show themselves distinctly

critical of the regular fancy worsted lines.

Too Many Sinecures For Good of State.

Grandville, Aug. 23—"Slash in State's jobs is planned."

Thus a headline in one of the newspapers. A mighty good idea, too. It would be fully as sensible to apply this doctrine to National affairs as well. There are altogether too many sinecures in the Government which ought, in the interest of true economy, to be cut out. We had them by the hundred thousand during the war. Now that the contest is long since passed there is not the shadow of an excuse to continue the unrighteous practice of furnishing soft jobs for "deserving" partisans.

While red tape has always been in evidence in our doings with the General Government, it has manifested itself in an annoying manner more recently in government affairs of our State. There is little doubt but one-third, perhaps one-half, the paid agents of state business might be eliminated to the betterment of the service and the good of the taxpayer.

Soft jobs should no longer be tolerated. The present almost bankrupt condition of Michigan's finances ought to appeal to the common sense of those who have the handling of official jobs, warning them that all unnecessary expenses should be cut out.

That article from the pen of James Oliver Curwood depicting the slack manner in which many of the laws of the state are being administered, sounds a warning that should be heeded. Every man, elected, or appointed to position by the governor, should be right on his toes working for the interest of the commonwealth. Those who care more for personal ease than for properly looking after governmental jobs have no business drawing salaries from the public treasury, and the sooner these listless lounge lizards are driven from public places the better for the public weal.

It has become fashionable to consider the Government a legitimate victim for the profiteering, lazy official appointee. It is high time this vagabond manner of conducting public affairs was terminated. If there is not enough to keep the official busy, and he loafs on the job, he is unworthy his position and should make way for the man who can fill his position and that of another for the one salary.

Not long since a man advertised to run for four different positions, agreeing that if elected he would fulfill all obligations of the four places while drawing the salary of one. Perhaps the law is such that this man would not be permitted to serve the public in this manner, yet the intent was good, and the point taken as an eye-opener as to the crass extravagance of placing so many useless people in public places thus creating needless expense to the taxpayer.

If one-quarter or one-half the office holders can be cut out and the State's business carried on successfully, there surely is here suggested a much needed reform that should attract the attention of our voting population.

Too many officials drawing salaries from the State is one great abstacle to economy in government. In order

to cut down expenses, these useless barnacles should be cast aside and no greater number of salaried men employed than is actually necessary to do the work of the commonwealth.

Men are employed oftentimes to fill public places for which they have not the slightest aptitude. Having a friend at court makes a mighty sight of difference sometimes. What the public should demand is rigid economy in public expenditures consistent with a proper performance of public duties.

Taxes in Michigan have more than trebled in the past ten years. This may all be legitimate taxation; yet it is a puzzle to understand why it requires so much more money to do the work of state than it did a decade ago. At the present rate of taxation it is said that some farmers will of necessity have to mortgage their lands to meet the extraordinary demands of State.

Too many public servants is one item that might be curtailed, and no doubt there are plenty of other leaks which should be caulked in the interest of the over taxed land owners of the State. Old Timer.

Bagatelle Satin Latest Trimming in Millinery.

The newest and smartest effect in the cired materials for Fall is bagatelle satin, the forthcoming bulletin of the Retail Millinery Association of America will say. Just at present it is said to be very hard to keep in stock in the black and negre brown shades. The bulletin will continue:

"This new satin has a lacquered surface, but it is very much heavier than the well-known cire satin. Its surface also carries a much higher sheen than the latter. Mirror-like in effect, the new satin is still sufficiently pliable to allow charmingly soft

treatment, although it does not take kindly to creasing.

"The colorings are another source of its charm. There is the shade the French call 'carmel,' which is a light yellowish tan. Golden brown is charming—a rich bronzy tint—and Marne blue, one of the royal family, is generally conceded to be a splendid trimming color. The fuchsia tones in light and dark shades have a distinct appeal, but black and brown are considered the best sellers. The fabric is made twenty inches wide, and can be purchased at \$4.50 per yard."

Many Army Shoes Sold.

Washington, Aug. 23—The director of sales of the War Department announced to-day that approximately 260,000 pairs of shoes, with and without hobs, have been sold as a result of informal bids received by the surplus property branch, office of the quartermaster general. The bids were opened on August 15. Awards were made to about fifteen different bidders. The lowest offer accepted was \$1.45 per pair, and the prices ranged upward to \$2.51 per pair. The shoes were located at twenty-one different points throughout the country.

**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.

Retail Gingham Week September 6th to 10th

There will be an increased demand for Ginghams as "Gingham Week" is always well advertised.

Order now—and be supplied.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS
 WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

MEN'S AND YOUNG MEN'S DRESS PANTS

The real stuff—with the punch.

Full of style.

A great line of wool materials.

This is what you have been looking for.

Daniel T. Patton & Company

GRAND RAPIDS
 59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

Late Business News From Michigan's Metropolis.

Detroit, Aug. 23—Detroit is rapidly becoming one of the best served cities in the country with regard to package freight car and express service. The improvement in these services in and out of Detroit during the last six months has been far greater than in any other city of the United States.

The chief factor in obtaining this movement has been the L. C. L. (less than carload) Traffic Association, operated by the Wholesale Merchants Bureau of the Detroit Board of Commerce. The purpose of this association, which was organized May 1 of this year, is to secure better shipping conditions from the railroads and express companies and promote closer co-operation among shippers. The Association consists of traffic men and shipping clerks of wholesale houses and manufacturers, or anyone interested in L. C. L. shipping.

Since the formation of the L. C. L. Traffic Association, hundreds of complaints have been received, showing specific cases where freight has been delayed. Each case has been taken up with the proper railroad officials and in virtually every instance a big improvement in service has been obtained. The running time of package cars to many Michigan towns, which has been around ten days, has been reduced to three or four days. Many additional merchandise cars have also been secured for regular scheduled service out into the State.

It has been found that railroad officials are only too glad to co-operate with the Association for the improvement of service, especially as otherwise it is very hard for the railroads to discover wherein their service is at fault with respect to package service.

Representatives of thirty-two manufacturers and wholesalers have already joined the L. C. L. Traffic Association, and the membership grows each week. The Association meets every second Thursday noon at the Board of Commerce. At these meetings complaints are heard and the proper action is authorized. Many other transportation matters are handled, including freight house troubles, placing of cars, etc. There is no charge for this service to Board of Commerce members.

Saturday, Aug. 27, will be moving day for the Bank of Detroit, when that institution will occupy its fine new banking home on West Fort street, opposite the postoffice. The new building will be formally opened on Monday, Aug. 29.

The Cadillac Motor Car Co., of Detroit, has recently added 1,000 men to its factory workers, so that the company now has upwards of 4,000 employed, or 70 per cent. of the normal force. All departments, it is stated, are working full time, both at the new plant at Clark avenue and the Michigan Central Railroad and at the company's five other Detroit plants.

Stockholders of the North American Co., of which the Detroit Edison Co. is a subsidiary, will vote Aug. 26 on a proposal to increase authorized capital stock from \$30,000,000 to \$60,000,000, to consist of 600,000 shares of 6 per cent. cumulative preferred stock and an equal amount of common stock, each of the par value of \$5. Authorization will be asked to exchange one-half the present outstanding common stock into the new preferred stock by issuing for one share of the present common stock one share of the new preferred and one share of the new common stock.

The Public Utilities Commission has authorized an increase in capital stock of the Detroit Rapid Transit Co. from \$50,000 to \$500,000, but permits the sale of only \$60,000 at present. Ira F. Morgan and George E. Nester, of Detroit, are the principal stockholders. It is stated they and their associates will take more than half the new issue and that all of it

will be sold at par. The commission's order permits no agent's commission, requiring that all stock be sold direct.

Activities that have been carried forward since early last spring by the Transportation Bureau of the Detroit Board of Commerce toward the correction of inequalities in freight rates on many railroads, which have adversely affected Detroit business interests in relation to shipments to various parts of the State, have begun to bear results. A reduction of from 2½ to 4 cents per hundred-weight on certain classes of freight has already been granted between Detroit and points south of the Michigan Central Main Line. Other reductions to other points in the State are on the way.

As early as last May the matter of equalizing rates between Detroit and Chicago and points in the Northern Peninsula was brought before the Transportation Committee of the Board of Commerce. Soon thereafter a meeting of the committee was held, in conjunction with officials of Detroit railroads. The railroad officials thereupon got in touch with officials of lines operating between Chicago and the Northern Peninsula district, in an effort to reach an agreement as to such an equalization. This work, it is announced, is virtually completed.

The next steps that will be necessary, as soon as the agreement is completed, are to file the amended rates with the Interstate Commerce Commission, sustain them at the hearing that the commission will call, and then to put them into effect.

Lack of Tact in Trade.

It is not the lost sale that has to be considered. It is the way the sale is lost. Every customer who leaves a store without buying, when she came in with that intention in mind, is very much less apt to come to the same store next time. But if the sale has been lost through some blundering on the part of the sales force, the chances of her coming again are even slimmer. Just to show what may happen when a clerk shows that he knows he has made a blunder, here is an incident: A woman went into a drug store and asked for her favorite cleansing agent. The proprietor himself was waiting on her, and not having the kind desired, brought out another bottle. "This is just as good and will do the same kind of work," he told her. "Oh, but I know the kind I want does good work, and I don't know whether this will or not," she told him impulsively. The proprietor did not think of resenting her implication that he had lied, and she was so contrite that she bought a box of candy, some tooth paste and soap. If the proprietor had shrugged his shoulders, she would have left the store resentful. Of course, the average woman does not immediately change her shopping place simply because some clerk has failed to be obliging, but the unpleasantness lingers in the back of her mind.

Another woman went to a large department store and asked for corset covers, square effect. The clerk, a queenly creature, showed her the contents of one box, remarking that those were all they had. "How about the hand-made ones, then?" the customer asked. The clerk gave her a comprehensive look. "We have one for \$14," she said. The customer had just purchased a "hand-made" waist for \$4.85. No, I don't want that," she said. The clerk said something gracefully, which

the customer didn't catch and walked away. She had been the acme of politeness, but the customer felt she had been weighed in the balance and found wanting. The customer was popular at the office where she worked and the office force were accustomed to tell each other about their little shopping experiences. A "Don't go there, you have to wait so long for your change," was sometimes enough to keep the entire force from patronizing the store.

A woman enquired for a dustless duster at a small store. "Never heard of it," the clerk shrugged. The store needed new customers but the clerk's careless remark had driven this one away as thoroughly as if she had been chased out with a broomstick.

A woman asking for a corset cover with a square effect was answered: "We have none in stock." "Why, I have seen them on people, but I can't seem to find them anywhere," the customer said. The clerk smiled sweetly as she suggested, "Perhaps you are asking for something people no longer wear." The customer pointed to some chemises on view. "I mean like that, only in a corset cover," she said. "Oh, you mean a straight neck. Yes, we have those in camisoles," answered the clerk.

There are a few customers who are willing to be told what is worn and what is not, but to most people the statement that what they ask for "isn't worn," is the crowning insult. It is an even worse blunder when this remark is made just because the clerk himself is not well informed.

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These are the essentials of a proper investment

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FIRST MORTGAGE SERIAL
7% GOLD BONDS
cover these requirements

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

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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 Telephone Industry in Michigan is under the control of the Michigan Public Utilities Commission.

The question of relationship between the Company and its patrons, rates, practices, etc., is therefore in the hands of an expert body, the personnel of which insures broad consideration of its problems unaffected by possible restricting local influence.

This is but another reason why CITIZENS TELEPHONE COMPANY'S FIRST MORTGAGE 7% Bonds, which are a first claim on over \$6,000,000 of property as well as on the entire earnings of the company are a SAFE INVESTMENT for your savings.

These Bonds can be purchased in denominations of \$100, \$500, \$1,000. Price 98 and interest, to yield 7.20%.

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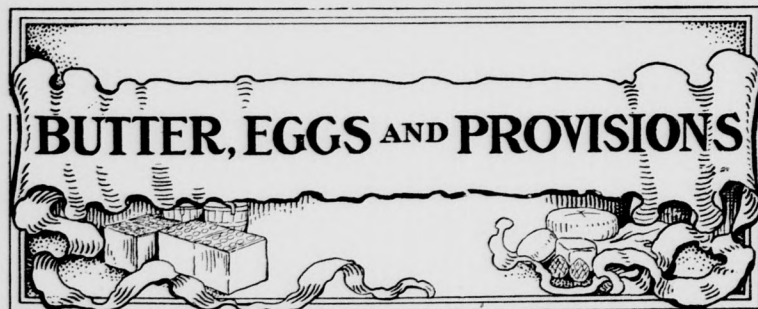
Ask the secretary of the company for particulars.

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

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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.

Helping Farmers Figure Possible Losses on Crops.

Farming is no longer the "gamble with nature" that it used to be. When an intelligent, progressive farmer starts out to plant a crop nowadays he can, with the aid of modern agricultural accountancy, figure just what that particular crop is going to cost him, in fertilizers, hours of labor, transportation to market, and so forth. Not only that but, thanks to statistics compiled by the Federal Department of Agriculture, he can tell something of the chances he is taking with the weather, insect pests, flood, and other things that have a bearing on the success or failure of that most hazardous of all pursuits, agriculture.

For eleven years the Bureau of Crop Estimates has figured annually on eleven crops. It now tells the American farmer how big a fraction, on the average, has been taken off a possible full crop by various causes. Crop harvest in the average of this series of years has been found to be from three-fifths to four-fifths of the quantity that would be the return to the farmer in an ideal season, one without too much rain or too little, late and early freezes, hot winds, storms, plant diseases, or defective seed.

The most uncertain crop of all is apples. That heads the list, with an average damage of two-fifths of a full crop—in some years as low as one-quarter, in others as high as one-half and more. The dreadful enemy of the apple is the late freeze in the spring.

Next below in susceptibility to damage is the flax plant. The flaxseed crop is highly variable. Farmers who grow flax have droughts as their chief risk. Flaxseed ranges from one-sixth to three-fifths of a full crop in single years and the average is approximately one-third.

If the reader knows anything about agriculture in the South, he need not be told that raising cotton is a precarious undertaking. But the point is, just how precarious? The statisticians are now able to advise the Southerners that on an average they may expect a reduction of a full crop by as much as one-third, and that while in a single year the damage may be as low as one-quarter, in an-

other year it may rise as high as two-fifths.

Corn is subject to large deterioration. The average is about one-third of a full harvest. A crop with a damage percentage nearly as large as that of corn is potatoes. The average for potatoes is three-tenths. Another uncertain crop is spring wheat. Winter wheat is more dependable. Taken together the two crops show a damage of less than three-tenths of a full output. Barley runs from one-tenth to two-fifths of a crop.

One-quarter is the average damage to the oats crop, but in one year it was one-sixth, while in another year it was as high as two-fifths. Hay and tobacco are about equally susceptible to adverse factors that reduce them by one-quarter.

Rice, apparently, is the surest crop a farmer can grow. It shows an average reduction by enemies of less than one-fifth of a full crop and the range of variability is low, from one-tenth to three-tenths.

Few, if any other industries are subject to such hazards or could sustain and survive such huge annual losses as does farming. The statistics of far-reaching importance now available will enable the farmer to figure more accurately on his crop prospects, so that his business need no longer be a leap in the dark.

Edward Owen Dean.

The Three Graces.

For years we have been taking,
Taking, taking, nothing more,
Just taking, taking orders
That came trooping in the door;
We've been shipping, shipping, shipping
Goods by motor and by rail,
Filling orders, orders, orders,
Coming in by 'phone and mail;
We've been slipping, slipping, slipping
Into ways of carelessness,
But the tide of sales is turning,
Growing less and less and less,
And there's only one solution,
Only one that will suffice—
We must start in giving, giving—
Service, quality and price.

For years we have been heaping,
Heaping, heaping profits high,
Never thinking of the morrow
When our trade would cease to buy;
But the flood of sales is falling,
Falling, falling, and the day
Of void and empty order books
Is not so far away.
Unless we face the issue
With a purpose strong and sure—
Determined that our business
As it is shall so endure,
We must give of time and labor
And make every sacrifice;
We must sell and keep on selling—
Service, quality and price.

We must give, of service, freely,
And, of quality, the best;
We must sharpen well our pencils
To stand competition's test;
We must sell and keep on selling,
Selling goods for all we're worth
And forget our "taking" methods—
We no longer "own the earth;"
We are all of us dependent
On the man who has the "dough;"
He is shopping, shopping, shopping
And he's really in the "know."
We must give and keep on giving,
And this only will suffice,
We must give, to keep on selling—
Service, quality and price!

William Ludlum.

For Dependable Quality

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Seasonable Fruits and Vegetables

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Flake White and Crisco

Southern Cotton Oil Trading Co.'s Scoco and
Snowdrift

Oxford Brand Oranges

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SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

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Wholesale Potatoes, Onions
Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

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Grand Rapids, Michigan

Bee Keepers Must Practice Co-operation.

B. F. Kindig, in charge of the bee division of the State Department of Agriculture, mentions a new line for which motor cars are used. It is transporting hives of bees from a section where the early flowers and blossoms have faded to other sections where the flowering and blossoming comes later. Within ten miles of Lansing, in Clinton county, is what is known as the Chandler farm, being part of the little over 3,000 acres that was originally marsh, tamarack swamp and oak uplands. Senator Zachariah Chandler bought it in the early 70's. Just now much of it is overgrown with golden rod, wild astor and Spanish needle in full bloom, and bee keepers are taking their hives there temporarily. The hives are screened at night when the bees are inside and transported early the following morning in motor cars to the Chandler farm, there to remain as long as the wild flowers are fresh and fragrant. Then the hives will be carried back to the owners' homes. Speaking of bee culture in Michigan, Mr. Kindig says:

"There are probably 150,000 bee colonies in Michigan. Five hundred or so Michigan families make their livelihood from bees, and besides there are thousands whose bees are a side line to general farming. Townsend & Son, of North Star, Gratiot county, are the largest bee men in the State. They have about 1,200 colonies and producing honey is their main business. It is not unusual for a Michigan bee man to produce a ton or several tons of honey. To-day Michigan ranks seventh or eighth in honey production. It may seem singular, but it is a fact that hard times depresses the price of honey more than sugar. The reason is that the chief buyers of honey in retail stores are the laboring classes. Michigan once ranked fourth as a bee producing State. The decline is on account of diseases among bees that we are now fighting systematically.

"Bee diseases have spread into all the Lower Peninsula counties. This has come about partly by the moving of diseased bees from place to place, partly by the sale of used bee-keeping supplies, and partly by bees robbing honey from dead and dying colonies. For two seasons we have been trying out the area-clean-up plan. It consists in making an examination of every colony and every piece of equipment found within a definite area and destroying everything diseased. We now plan to start in the Northern part of the Lower Peninsula, and by taking a county at a time hope eventually to eliminate the foul brood. The co-operation of bee-keepers is essential. They can aid by helping us locate diseased colonies."

Make the Store Window Sell More Goods.

The grocery window has been neglected while window dressing in other trades has advanced remarkably. The average grocer can utilize his window space to good advantage.

It is a successful method of advertising without waste. Sell your own goods from the windows in your own shop to the people who pass your door. Have you ever realized what a difference it would make to your business, if every person who passes your door came in and spent one quarter? Windows should be used for the development of business and the creation of trade.

Color is a practical means of attracting attention. We are all affected consciously or unconsciously by color. We find a sense of warmth in red, a sense of coolness in pale blue or white a sense of restfulness and refreshment in green, and color affects most things in our lives. All grocers know the value of a bright label on their goods. A package of anything which has a highly colored label will sell before the same goods with a poor label. The same principle applies to windows.

In using two colors the second color must not be stronger or more powerful than the color you wish to display. Acting on this principle, find the color which will show off your goods to the greatest advantage. The more simple the color scheme, the more effective it will be, the most effective being to let goods with a primary color predominate against a background of its "complimentary." An exceptionally good setting for a tea window is a deep orange background, a normal orange decoration, and a cream draping around the samples. Again, dark blue ground, normal blue and light blue decorations, are also good for tea.

Better Lighting in the Store.

Whether you choose direct, semi-direct, or indirect lighting for your store remember that light is one of the cheapest and most effective advertising mediums. In the average small store the best type is direct illumination with open reflectors of the prismatic or dense-opal type, or with a good type of semi-enclosing unit. The semi-enclosing unit diffuses the light over a comparatively large area where open reflectors would cause an annoying glare, and is less dependent for its efficiency upon the finish of the walls and ceiling than the dense open reflector. When direct illumination is used, at least two rows of small direct-lighting reflectors are necessary to prevent the customer's shadow from interfering with examination of the wares and to illuminate the shelving along the side walls. The best results are obtained with the indirect systems when the ceiling is finished in white, since the illumination is entirely dependent upon reflected light from the ceiling. In exclusive small shops where uniformity of illumination is avoided, colored lamps produce artistic effects. By a careful selection of color screens any color can be emphasized. The best system of lighting is spoiled by careless maintenance. Don't forget to keep your lights clean.

If your next door neighbor operates a business that is detrimental to your own because of its undesirable nature, see if you cannot so arrange it that one of you will move.



The Best Obtainable

Sold only by
Vinkemulder Company
Grand Rapids, Mich.

You Make
Satisfied Customers
when you sell,

**"SUNSHINE"
FLOUR**

BLENDING 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

McCRA Y
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.

**NONE BETTER
AT ANY PRICE.**

White House Coffee
1-3-5 LB. PACKAGES ONLY

The thousands upon thousands of people in this section who are persistently using this splendid coffee are attracted to and held by its remarkable quality, flavor and uniformity to the point where no other coffee would suit as well—FACT!!

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.



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.

Practical Suggestions in Regard to the Tinshop.

Written for the Tradesman.

There has been considerable difference of opinion among hardware dealers as to the advisability of conducting a tinshop in connection with the hardware store. Quite a few dealers believe in the tinshop, many prefer to be without it. Still others consider that while a tinshop on the premises is a good thing, it should be financially segregated and handled as a separate and distinct business. And there are others who operate the tinshop and do not know whether it is an advantage or not.

One dealer in a village of about 2,000 people decided some time ago to conduct a practical test. Regarding the results, he writes as follows:

"I have been watching the results now for six months and can say, unhesitatingly, that our tinshop pays. Perhaps a tinshop might not pay others, doing business under different circumstances; but it pays us here.

"Before we started the test, or rather as a preliminary step, we took stock of all the goods in the tinshop. These were charged against it, as were the tools and plant generally. A rent was charged for the building; such as we would have had to pay had we been getting it from an outsider. The insurance on the building was also charged against the tinshop. The books for the tinshop and the hardware store were kept separately, and we wanted to have assets and liabilities clearly defined at the start.

"As the test has run along, there have been a number of other charges entered against the tinshop. The wages of the men working there were, of course. New tools, bought from time to time, are also charged against it; as is all material bought.

"But, while these charges make it necessary that the tinshop should do a good volume of business at a good margin of profit in order to pay us any net profit, the results have shown that this required volume and this required margin of profit have been reached. Careful account of every bit of work turned out by the tinshop has been kept, and there is no doubt we have been the gainers. The tinshop has meant money for us.

"Our foreman has entered into the spirit of the test. He has made memoranda of every job undertaken and has noted the material used. The time devoted to the work is put down; the amount received for the work is entered. Figures enough are here-

then, to determine the profit on each job. Interest and rent are made monthly charges; so, taking in consideration the profits on the various jobs and the overhead expenses which must be met, we can easily determine what our net month's profit has been. There has not been a month that the tinshop has not paid us.

"I can not personally see any strength in the argument that a tinshop and a hardware store can not be run successfully by the same man. In a place where there is a great deal of competition, this might be true, but we have found that the two work finely together. It is hard to prove this, but I am confident that both our tinshop and our hardware store pay us better than either of them would were we operating that one alone. In other words, I believe the tinshop helps the hardware store and the hardware store helps the tinshop.

"We have done a great deal of contract work lately, agreeing to furnish a house with all hardware required, and to do the tinwork, eavetroughing, furnace work, etc. Without the tinshop we would be unable to get such contracts, and there would be a good chance that we would not get the order for the builders' hardware.

"I thought, when I commenced this test, that the tinshop would help the sale of paint. That may be so, but we have not been able to trace any close relation between business in these two departments. That is a little disappointing; but on the other hand the tinshop has helped the sale of iron pumps, lead and iron pipe, milk cans, pails and similar articles.

"In similar ways the hardware store has aided the tinshop. People have come for some tin goods. We have shown these and have said that they were made in our own tinshop. That paves the way, and the customers often ask what we would charge to do a certain bit of work. Several jobs have been secured in just such a manner.

"One thing is somewhat difficult in running the two stores—that is to keep accounts absolutely separate. So often they seem to overlap. For instance in contract work, where eavetroughing, roofing and furnace work are being done and builders' hardware installed, the estimate will be given in a lump; but the accounts must be kept separate in our books; for a part of the sum received must be credited to the hardware department in payment for the builders' hardware, and the rest must go to the tinshop.

"After all, though, this is not so very difficult, because in making up the estimate we naturally figure the roofing will be so much, the eave-

troughing so much, the builders' hardware so much. We can, therefore, easily divide the amount received in the same way.

"A more difficult problem we found was that of charging against the tinshop articles received from the hardware store, and vice versa. I am not certain we adopted the perfect method of doing this, but it seemed best to us. What the tinshop got from the hardware store it paid for, but only the cost price, and on the other hand, what the hardware store got from the tinshop it paid for at the cost price.

"There has been considerable exchange of goods between these two departments, which we have endeavored to keep entirely separate so far as bookkeeping goes. I think the transactions have been about even, and

therefore neither unit has profited disproportionately because of the cost buying. Perhaps the hardware store has a little the best of it, as it has used a large number of milk cans and pails turned out by the tinshop. But however this may be, the tinshop has proved its worth. It is a money-maker and a business-bringer. It has not harmed our hardware business; it has only helped it.

"I believe running the departments separately, as we have done recently, is the proper way. It enables constant account to be kept of the tinshop. We intend to continue the system."

Another dealer states that to make a success of stoves, a dealer should have an efficient tinsmithing department.

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.

"I speak from experience," he writes. "Until a few months ago I carried a couple of tinsmiths, and did on the whole a fairly satisfactory business. Trade got dull, however, and I decided to let them go. The result has been much trouble and much loss of trade. I am now arranging to get back into tinsmithing again."

This dealer found that customers who had purchased stoves and furnaces from him came back to have repair work done, new pipes fitted, etc. He had to refer them to other places. What stoves he sold had been installed in the purchasers' houses with difficulty and delay, owing to lack of efficient help. Customers had become disgruntled, and indications were that the trade in heating goods would be seriously affected if he did not get back to the old system.

Of course, circumstances vary with different communities; so that what may be profitable for a small town dealer is a real disadvantage to a merchant in a large city. As a general rule, the larger the community, the greater the tendency to specialize.

A feature which most dealers stress is the necessity of keeping the tinshop separate from the regular departments; and of keeping close track of income and outgo. Much of the dissatisfaction with the tinshop is due to the numerous leaks, which have made it a costly enterprise for careless hardware dealers. Close watch is, necessary to prevent leaks; and careful management, keeping track of time and materials, etc., is essential if the department is to be made a success.

With these precautions, however, and with efficient helpers and capable direction, the tinshop seems to be an advantage to many dealers.

Victor Lauriston.

A Chance For National Economy.

President Harding is urging governmental economy, and business and financial leaders are telling the public to stop waste, and to work and save in order to restore sound conditions. It could make a good beginning by stopping the preventable fire waste of the country, which amounted to over \$500,000,000 last year, or approximately \$1,370,000 a day. Much is expected from the application of the budget system to National expenditures, but the American people could save more than it will save for them if they will only be reasonably careful about fire.

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

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

If a man amounts to anything he doesn't have to boast of his ancestors.

You Lost the Sale Because—

You did not show the merchandise in an efficient and interesting manner.

You didn't know what was advertised.

You failed to sense the customers wants.

You guessed it was "all wool" instead of knowing.

You failed to give intelligent answers to enquiries made.

You made statements that didn't ring true.

You showed little interest in the transaction.

You looked tired or bored when the customer approached.

You failed to smile and make yourself pleasant.

You hurried your customer in trying to force a decision.

You made the customer feel she knew nothing about the goods and you knew all.

You manicured or arranged your hair while the customer waited for service.

You did not present a neat business-like appearance.

You thought you could "size up" your customer.

You failed to notice what was on display in the show windows.

You remained seated while trying to close the sale.

You underrated the customer's buying power and displayed goods too low in price.

You made side remarks to your counter mate about the customer's clothing or appearance.

You entertained friends while the customer waited to be served.

You over exaggerated the value of the goods on sale.

You made the customer feel selling was not your forte.

You talked back to a cash girl or floor man in the hearing of the customer.

You failed to have a grasp on the worth and value of the merchandise.

You tried to air your knowledge of things foreign to the business in hand.

You tried to get too familiar with the customer, or by a like token not friendly enough.

You "knocked" another store or goods the customer told you she favored.

You tried to assume that "know it all" air.

You addressed the customer as "lady" instead of madam, or otherwise used poor English.

You chewed gum incessantly while the sale was in the making.

You talked disparagingly about your firm and store.

Ma Insisted on Having the Last Word

"Pa," said little Willie, "what's an echo?"

"An echo, my son," answered Pa, casting a mean side glance at little Willie's Ma, "is the only thing on earth that can cheat a woman out of the last word."

"Another definition of an echo, Willie," observed Ma, "is a man who goes to old patent medicine almanacs for his alleged wit."

And nobody said any more words, but Willie's infant mind was naturally confused by all this persiflage.

We are making a special offer on
Agricultural Hydrated Lime
in less than car lots.
A. B. KNOWLSON CO.
Grand Rapids Michigan

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

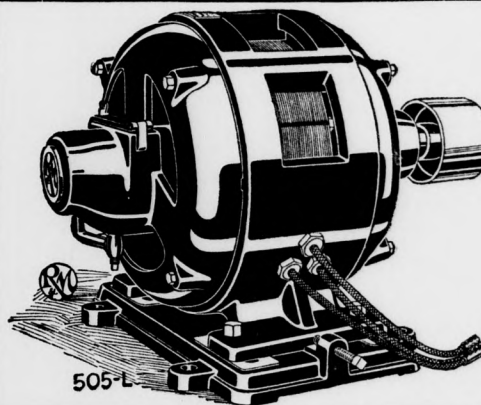
Blanks for Presenting
LOSS AND DAMAGE
or **OVERCHARGE**
CLAIMS,
and other Transportation Blanks.
BARLOW BROS.
Grand Rapids, Mich.

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797 Citizens 4261



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

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



The Story of the Golden Key.

I am getting to be rather an old man in business. It is forty years since I went to work in a store at \$5 per week. In these forty years it would be strange if I had not learned some things and learned them well.

In the past ten years the value of selling and of advertising—the hand-aid of selling—has been more and more emphasized. Men who understand the art of selling and of salesmanship have drawn the greatest prizes of business. More and more business executives have grown to realize the importance of the selling end of the business. I must say all this has interested and amused me because some of the veterans among the retail merchants of this country will remember years ago when I went around to the retail conventions, I talked about the importance of selling. In season and out of season I preached that while good buying was necessary; while buying was important, the big thing in every business was the selling end. I preached that goods no matter how well bought would not sell themselves. I preached that good selling could often overcome the disadvantages of even poor buying. In those days I warned the retail trade of the coming encroachments upon their business of the mail order houses. I told them that the advantage the retail merchant had over the mail order house was in his personal contact with the customer. I begged the retail merchants to use and develop this advantage to the greatest possible extent. I advised them to be in the front of their stores meeting their customers instead of hiding themselves in a private office in the back part of their stores. I told them their greatest asset was the personal hold they had upon their trade. I was laughed at for the emphasis I placed upon selling. Some of my good friends in the retail trade even went so far as to suggest that I was not sincere—that my real object in talking so much about selling was to divert their attention from buying so I could gather in larger profits from them. Now may I ask some of these gentlemen to review the development of the selling idea in the past ten years. Do you realize how much attention the best thought of the business world is to-day devoting to selling?

The success of the Standard Oil Co. is probably due more to the methods they have developed in distribution or selling than to any other one factor.

Take the United States Steel Corporation. Do you realize the great emphasis they place upon their selling organization? James Farrell, the man who rose from the ranks to be President of the United States Steel Corporation, made his reputation when he was in charge of the foreign sales of this organization and when he was in charge of that department of the business he was a tireless worker. There were no union hours for him. Night after night he not only worked until midnight but until the small hours of the morning.

Have you noticed that even banks realize the importance of selling? They have men of great ability working on the best methods to sell themselves to the public. Have you noticed how much money banks are spending on advertising? Recently in visiting a certain enterprising Western city the first signs I saw as we were approaching this city were billboards along the railroad advertising a certain bank. It was necessary for me on this visit to use the services of a bank and naturally I went to the bank that advertised on the billboards.

Why have we had such a flood of foreigners coming over to this country in the past few years? Every one of these foreigners, whether he was a king or a duke or a court or a premier or a great journalist or a great author, came here to sell us something. Kings came over to arrange little loans. Speakers came over to gather in our shekels. Authors came over to advertise and help sell their works. Politicians came over to sell us their political ideas and to obtain our support. Not one of them will deny that he is a salesman and some of them have been selected by their countries because they are past grand masters in the art of salesmanship. Consider these things and then remember how years ago I pleaded with the retail merchant to develop the selling end of his business.

Because I delight to relate stories of selling experiences, here is a story of the sale of a single door key for \$25. I was selling a certain merchant when he remarked that a certain line was too high-priced—that it would not sell in his community. I remarked to him: "My dear sir, there are always certain buyers in every community who will buy the very highest class of goods. I will bet you I can go out and sell a door key for \$25." He answered, "You are certainly kidding," and I replied that I meant it seriously. "All right," said he, "I will bet you a hat you can't." Then I

enquired from him about the personal peculiarities of some of the leading bankers in his town. One banker, it developed, had recently made quite a considerable sum of money in a fortunate investment. He had just finished building a new house and had married a very charming young woman. "All right," I said, "let's go over and see this banker."

He introduced me and I found the banker a very wide-awake, snappy, up-to-the-minute young man. I no-

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

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

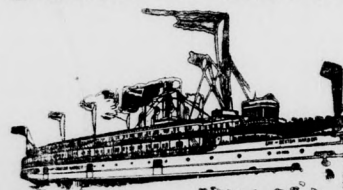
CODY HOTEL
GRAND RAPIDS
RATES \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION

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 redecored 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.

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.

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

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.

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

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

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

ticed he wore a thin gold and platinum watch chain that extended from one vest pocket to the other. I said to him: "I presume you have your watch at one end of your watch chain. Do you object to showing me what you have at the other?" He appeared surprised but pulled out of his vest pocket a gold key ring and on this ring was a gold button hook, a gold pocket knife, a gold pencil and a corrugated steel key. "Just as I thought," I remarked. He looked at me enquiringly.

"Now," I said, "sentiment and romance have a whole lot to do with running this world. Many an old hard-shelled crab is just full of romance if you can get to it. Artists have filled some of the most ordinary things in life with romance. Now, for instance, what is more sacred to the normal man than his home? His home contains all that he loves best and that is dearest to him in this world. When should a man have his greatest thrill every day? Naturally when he places his door key into the lock of his own front door that will admit him to his greatest happiness—but when I look at your gold key ring, I see everything else is gold except your door key and that looks like a rusty piece of steel." "What's the big idea?" enquired the banker. "Nothing, except that I am taking special orders for solid gold door keys with jewels and the price is \$25 each. It will be necessary for you to let me have your steel door key to have it duplicated and it will take two or three months to have the key made. If you do not want it yourself could you give a more beautiful present to your wife than a gold-jeweled front door key to your new house?" The banker sat and looked at me while he played with the gold trinkets at the end of his chain. Then he said: "I'm game, but say—send me two of those keys." So I won my bet but I did not take the hat. I told my friend the retail merchant it was too easy.

How many merchant will read this article and then try to sell a \$25 key. If you do not know where to get these gold-jeweled door keys just write to me and I will put you next to the name of the manufacturer. Thousands of them can be sold, just on the idea of the romance of a jeweled key for that little love nest!—Saunders Norvell in Hardware Age.

"Get A Hat Free."

Hazleton, Pa., Aug. 23—Julius Hyman & Co., Inc., local clothiers, started something new this month when they offered a straw hat free to the first man entering the Hyman store who could show the headgear fitted him. It was a 6½ size and the last hat left in the 1921 straw hat line.

Hyman's decided that it would pay to advertise the hat for nothing, since the feature would create talk, bring in men who might be interested in fall hats and would show that business had been good, despite the "hard times" talk. It was well in the afternoon before a man walked in who claimed the headgear, despite the fact that the advertisement attracted at least 200 men to the store. The size of the hat was not mentioned in the advertisement, so claimants were forced to go it blind in making their calls.

High Temperature Did Not Interfere With Sale.

Cedar Rapids, Iowa, Aug. 23—Selling 3600 waists in two of the hottest days in July, when the maximum temperature was 97 degrees, is the merchandising record of the Denecke Company here.

Unusually attractive prices and clever advertising turned the trick and shot the volume of this store up to new heights during an otherwise dull season. And the waist sale went big despite the fact that throughout the season waists and blouses have been poor sellers because of the popularity of dresses and sweaters which are worn as substitutes for waists.

Because the waist business was slow the firm was able to obtain 3600 of these at very attractive prices from manufacturers desiring to close out spring merchandise. With this opportunity the management decided it could do nothing more productive of good will than to stage a gigantic blouse sale and quote prices so low that women could not resist them. It was felt that here was an opportunity to pass the savings on to the public in such a way that much good will would be built up.

The blouses were offered at 39 and 50 cents each. Many were elaborately decorated with embroidery, pearl buttons, punch work and lace collars and there were many voiles with organdie collars. The sale was well advertised and to give the public an idea of the immensity of the merchandising event some interesting statistics were quoted. Here is part of the advertisement:

"In these 3600 waists are more than four miles of fabric. The material, a yard wide, would extend twenty-six times as high as the Washington Monument.

"Seven thousand two hundred square yards of fabric are used with 21,600 pearl buttons. The material would make a sack large enough to contain the Cedar Rapids Postoffice building with a surplus for a big bow.

"If the thread were unraveled it would form one strand long enough to reach between New York and San Francisco three times, with sufficient left over to loop between Des Moines, Iowa, and Cedar Rapids five times."

Around these statistics the store wove an interesting advertisement and quoted prices and styles. The store was jammed both days. It was difficult to handle the customers and many women bought from six to a dozen waists.

At the end of the two-day sale practically all of the blouses had been turned, the store had its investment back with a nice profit and it had built up a good will among thousands of women which will stand it in good stead for a long time to come.

Honest Items From an Honest Source.

Owosso, Aug. 23—The plant of the Owosso Canning Co. began operations this week with about seventy employees, canning about 100,000 cans of corn per day. The force will be increased next week to 100 employees and will run day and night until the season closes. We read that in ancient days there was corn in Egypt. This season there is corn in Shiawassee county, plenty of it and the finest quality.

The village of Ashley suffered a heavy loss by fire last week. The entire East side of eight stores, consisting of Gunn's meat market, the drug store, harness shop, barber shop, furniture and undertaker, together with the community hall. The only buildings left standing are the L. K. Kirby general store at the South end and Bessie Chapman's millinery store at the extreme North end of Main street.

Lansing Council held their annual picnic Aug. 13. They extended an invitation to the members of Owosso Council, which was promptly accepted, and about twenty members and families attended. The Lansing

bunch are certainly royal entertainers and their ladies have Mrs. Rohrer backed off the board for good cooks. We have always noticed that the Lansing traveling men were all large, fat, overfed bipeds of abnormal size, physically. Mentally, their wives have got it all over them. The afternoon was spent with sports and games and an old-time square dance was pulled off with about the best orchestra we ever listened to. Everyone voted a good time and a return visit next season.

Ed. B. Everest, a New Haven Center, has closed his book account system and is selling for spot cash or ready pay at cash prices and doing more business than ever. Bully for Ed!

Anyone who enjoys a good freshly manufactured sandwich with the bread and ham both cut thin and no butter at all can be accommodated at the lunch counter in the A. A. R. R. station at Durand at 10c each. All you have to do is ask the man and dig up your dime.

Geo. Russell, of Carson City, has sold his billiard parlor and lunch room, known as the "Snug," to Frank Frey, who has taken possession. Frank is an old hand at the lunch counter game and cannot help but make good.

The roof on the Crystal Lake pavilion was blown off during the wind storm last week, causing a loss of several hundred dollars.

Honest Groceryman.

Not Profitable To Be Out of Flour.

Written for the Tradesman.

Wheat has seen quite a material decline during the past week or ten days, due to the discontinuance of export buying and increased heavy receipts of wheat. The situation, however is not fundamentally changed. I believe both wheat and flour are in a thoroughly strong position and that purchases on these breaks will prove profitable; although, it is not expected we will have a radical advance in the immediate future. I do believe, however, prices will firm up within sixty days' time and that flour will be selling for more money than the first of the year than it is bringing at present.

B. W. Snow's latest estimate of our crop of wheat is 750,000,000 bushels, a further decrease of 7,000,000 bushels from his previous statement.

While the heavy movement of grain is on, we may expect setbacks, but do not look for a big decline and, furthermore, believe purchases on breaks will show a slight profit on the market. I do not advise speculating, however, but it certainly does appear advisable to purchase in sufficient quantity to cover requirements, as stocks of flour are light the country over and unless your needs are anticipated somewhat, you are liable not to be able to obtain the flour just when you want it. That is the way the situation stands to-day. Everybody is in the market. Although, no one is buying heavily, dealers generally are purchasing in conservative amounts and buying often. We believe, however, thirty days' requirements may be anticipated without any material risk; furthermore, by buying in this manner, you are certain to have flour when you need it. With stocks as low as they are, it is not going to be profitable to be out of flour.

Lloyd E. Smith.

Why do so many pretty girls have such freckled-faced little brothers?

Detailed Account of the Glasgow Accident.

St. Johns, Aug. 20—Thought you might think it queer not to hear from me after reading in the papers about our accident, but I have been too lame and sore to write and am so still, but cannot wait longer. We were intending to make a circuit of the shore towns and return via Detroit, but after going half way round "on our grand Michigan highways," it was enough for us and we returned from Bay View via Higgins and Houghton Lakes, Gaylord, Grayling, Clare, Mt. Pleasant, Alma and nearly to St. Johns. The roads from Harrison were good. We stayed at Alma Wednesday night and expected to reach Lansing for noon lunch and Nashville or Jackson at 3 p. m.

Two miles north of St. Johns, on a gravel road (a good one), we met a road scraper pushing wet gravel to the center of the highway and my cousin, A. S. Glasgow, of Jackson, driving a big seven passenger Overland, turned to the left side of the road to pass. The steering device had considerable play—too much—and when the car struck the gravel ridge in the center of the road it skidded the car to one side badly and nearly went over. The driver quickly turned it back and when it crossed the ridge again he was unable to square away in time and the car plunged over a 4½ foot embankment and into the ditch, landing squarely bottom side up (with the wheels in the air) pinning all occupants underneath, none of them able to move.

When the car overturned I was thrown out and the car came over on top of me. In so doing the front door sprung open and my feet stuck out the partly open door diagonally across them, with the front seat on my shoulders.

It proved that when I was thrown I had instinctively crossed my arms under my head and this saved pressing my face down into the soft ground and gave me opportunity to call for help; otherwise a passerby would have thought it an abandoned car.

Ten minutes later (and very fortunate for us) a doctor reached us and soon summoned assistance. He said had not the door sprung open it would have broken my back.

I was the first to be released, with no injury except torn clothes and bruises. The doctor and I pried open the rear door, and found Mrs. A. S. Glasgow between the seats, with her head caught and held down by a part of the top just under her chin, head forced up. My wife was doubled up under the rear seat, with head twisted under. We got them both out, Mrs. A. S., with bruised head and arm and dislocated shoulder, my wife with purple face and greatly shocked (due to her past six months' sickness) but not otherwise injured.

Mrs. Grier (the third lady) was taken out with badly lacerated scalp.

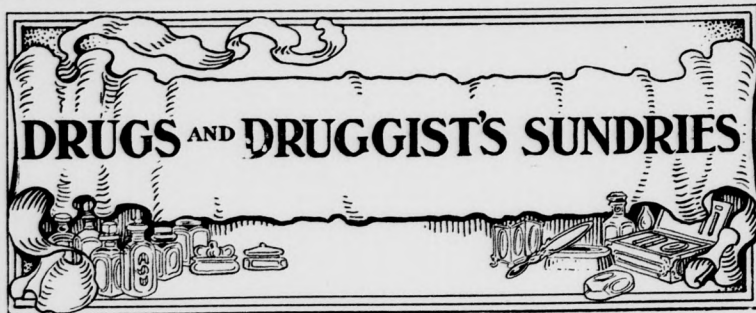
My cousin, who was driving, was caught by the steering wheel and badly cut about the face by the shattered windshield and an iron driven into one cheek and other cheek broken in. He could not be released until sufficient help arrived to lift one side of the car. His injuries were very bad, but the hospital physician says he will come out all right, with bad scars.

Mrs. Glasgow and I were taken to the hotel; the others to the hospital; but all now are improving and all but A. S. will be able to go home next week. My wife is yet nervous and weak, but is able to sit up in bed and be fed.

As I lay pinned under the car for ten minutes with one gurgling blood and saying "Good Bye" and none of the others answering my call I had an experience I never want to pass through again.

I may be able to tell more when I see you, but why tell you what I pray to forget?

Cassius L. Glasgow.



The Golden Rule of Drug Salesmanship.

Some years ago I was in Charleston, S. C. In the window of a tiny little millinery shop there was a miniature palmetto tree with the confederate flags above it. The whole thing was made from palmetto fiber and not more than three inches high. A good many of you druggist fellows have seen it among my curios. I bought it from the venerable, refined spinster sisters who kept the shop. As the purchase was completed, I said: "It is a souvenir of a lost cause." One of the little old ladies replied: "Oh, not lost, we still expect to win."

Apparently she did not know that the war of the rebellion had ended nearly fifty years before.

Which reminds me that there are a lot of young huskies and a bunch of more mature men who do not know that the kaiser's war is over.

I am referring to salesmen, fixed and migratory.

For over three years the chief job of the salesman was to tell folks what they couldn't get. Looking back for a couple of years we are amazed at the condition that memory shows. Manufacturer, wholesaler, retailer, consumer was actually begging people to sell him goods.

And with thousands of salesmen out of work; with markets glutted with goods; with factories shut down or running on half time, there are whole droves of salesmen, retail clerks, traveling men and dignified "manufacturers' agents," who act and talk as though they had never heard of the armistice.

We are told that there is "a buyers' strike." There surely is! But if you will roam around in your cogitator a bit; if you will delve into your personal experiences of recent months; if you will make mind pictures of the treatment you get from sales people to-day, and the treatment you received six years ago, you will very quickly acknowledge that prices are not the only cause of the "buyers' strike."

When our boys went into the army by hundreds of thousands they got out of touch with previous business connections. We know that the majority of men, especially young men, wish they had "started in some other business." When they came out of the army a great many of our boys determined to go into a new field of effort. The result is that there are an amazing number of men selling, or attempting to sell goods of which they have not the least practical knowledge. Former law-clerks are trying to sell drugs; former insurance accountants are trying to sell advertising space; former chemists are try-

ing to sell shoe machinery. Some of these men have had previous selling experience in other lines, but are absolutely ignorant of any constructive experience with present lines. Others, former accountants, skilled mechanics, designers, railroad men, reached middle life before ever attempting to sell a dollar's worth. We find them in retail stores, on the road and conducting branches and agencies.

As a general proposition there is better selling service in retail drug stores than elsewhere. This is because a majority of the clerks are either registered or preparing for registration. They are trained or being trained. Ample proof of this may be found in the fact that the larger the drug store, or the longer the chain of stores, the more ordinary salespeople there are employed; the worse the selling service is.

Undoubtedly the best selling service that the American public is receiving to-day is independent retail drug stores. But even here there has been something of a decadence since the war.

The general advice to clerks to "sell something else" to every patron that comes in is being very much overdone. Much of the so-called salesmanship along this line develops into a persistence that is akin to impudence. The truest of all drug salesmanship is that which effects the sale of the uncalled-for article. It is the very most profitable sort of salesmanship. But it demands tact above all, the rare judgment that tells a salesman when to stop talking.

Another recrudescence in salesmanship is the return of the "you-want-it" line of talk. This is the assumption that the seller knows it all, and the buyer knows nothing.

Advertisements are the technical publications of the public. The intelligent American buyer has a remarkable detail knowledge of the merchandise he uses. And the ignorant buyer thinks he knows more about the goods than the intelligent one does know.

The drug clerk should present an article with a statement of its merits, and the person who needs that sort of an article will buy. But a clairvoyant, mind-reading attitude toward the buyer; a "you-must-have-it" line of talk, is mighty risky in this age.

Another practice of which there is much complaint is the three-in-one salesmanship. It had practically passed from retail drug stores, but has returned, probably through pressure of that war period when clerks were so scarce. It is the practice of trying to serve two or more customers at once. It is oftentimes caused by

the clerk allowing some fidgety, fussy patron to butt in. If there is any time when a salesman is justified in jumping on a patron, and jumping hard, it is when one attempts to secure service when the salesman is busy. Another cause of this great evil is the over-anxiety on the part of the clerk to be obliging.

"One at a time" comes mighty near to being the Golden Rule of drug store salesmanship. Joel Blanc.

American Druggists' Syndicate Faces \$741,340 Loss.

The American Druggists' Syndicate for the first six months of 1921, reports a net loss of \$741,340. C. H. Goddard, President, in commenting on the showing, points out that on Dec. 31, 1920, inventory of raw material and finished stock was valued at \$2,950,000. Since Jan. 1 of this year there has been an average decline of 29.2 per cent. in the market price of the first one hundred items representing the first ten items in each of the ten departments that go to make up the total inventory which would seem to give a fair average. "This alone," he says, "accounts for the poor showing for the six months' period."

Mr. Goddard says further that "while business conditions seem to be improving and the work of deflation gradually approaching completion, there has been such a world-wide upheaval of all economic forces that no one can forecast with accuracy when the business world will again be operating normally. During the period covered by the statement the management has endeavored to exercise every economy that could be introduced in the operation of its business without hurting its general efficiency, and these economies are evidenced by the fact that expenses of operation for the period show a saving of \$215,277 over the first six months of last year."

St. Paul a Married Man.

The Apostle Paul has long been regarded as a bachelor, a conclusion given force by his restrictions upon women in the early Christian church, and certain caustic admonitions to

them. But this ablest and most eloquent of New Testament writers seems clearly to have been not only a married man, but a father as well. His wife and child both died before his conversion to Christianity from the Jewish faith, in which he was a devout believer and a strict Pharisee.

In his "Life and Letters of St. Paul," recently published in this country by the George H. Doran Company, Dr. David Smith, a professor of theology of Londonderry, Ireland, in a college of the Presbyterian church, takes the view that Paul was a widower when he became a Christian. The facts leading to this conclusion are interesting and convincing. We summarize them as follows:

To the Jews marriage was a sacred obligation, and eighteen years the proper age for it. To reach twenty years unmarried was held to be both a calamity and a crime. It is not probable that Saul, whose attachment to the Jewish religion was so great that he persecuted Christians as a religious duty, failed to obey the commandment of the law of his faith. Indeed, there are undisputed facts which seem to prove his marriage and his fatherhood. He was a member of the high court of the Jewish Sanhedrin. To be a member of that body one had to be not only married, but a father. It seems conclusive that Paul was a widower when he became a Christian, perhaps after an unhappy experience in wedlock.

One may be poor in the things he needs, but rich in the things he does not want.

Leaders for 70 Years

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

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

"THE ONLY GIRL"

Victor Herbert's Latest Success

At

RAMONA THEATER

Every Evening This Week

This is a musical farcial comedy which scores the hit of the season of summer opera here. It is beautiful, clean and entertaining. The music is superb. The comedy the kind at which you can laugh without being ashamed afterwards.

AFTERNOONS

Vaudeville, featuring the famous Salon Singers—Moving Pictures. Curtain 3 p. m., 10c, 25c, 35c.

An Unpopular Pest—the Gossip.

Written for the Tradesman.

As to life in rural communities, the bane of such an existence is the predominating propensity for indulging in gossip, hearsay, tittle-tattle—a miserable practice at any time and one that is extremely harmful in sections and during a time when contagious diseases prevail.

Besides the patients who are ill and their kindred, the physicians in attendance and an entire neighborhood where the diseases exist are alike sufferers.

Undoubtedly, in a great many cases, gossip is the result of anxiety and thoughtlessness; but there are greater multitudes of instances of the "spreading of the news" attributable to a love for "appearing to know," a conceit on the part of the tattler that he or she—as often a man as a woman—is always more intimately informed as to what is "going on" than others.

These illustrations of an overweening vanity, born, of course, of ignorance that is pitiable, are supplemented by many instances of wicked spite and, according to reports by health authorities—township, municipal and State—the gossiping as to patients, nurses, physicians, observance of quarantine regulations and the general contagious disease situation has more than doubled the expense (to parents and friends of patients as well as to health authorities) of conducting the campaign against contagion.

Beyond question there have been, everywhere, instances of disregard of quarantine rules, but such misbehavior is almost instinctive, but not on a par with the contemptible habit of gossiping.

For example, your know-it-all-tale-builder meets an acquaintance and,

for no reason at all save a desire to talk, remarks with a fictitious air of secretiveness: "What do you think? I just heard that," etc.

And shortly thereafter another one of the same ilk, observes to a friend: "What do you think! so-and-so is down with smallpox," and so on and on, the tattlers, building their own news out of nothing, move along the road at work in defaming physicians, parents and their children and adding a hundred per cent. to the expense of looking after the public health.

Charles S. Hathaway.

Every man can try a little harder than he is trying. How many people do you know who are actually doing their utmost to succeed in their work?



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



Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

SCHOOL SUPPLIES

Should Be Purchased
At Once
By Every Wise Merchant

The good merchant cannot afford to wait longer before he makes his liberal purchases of school supplies. The opening of the schools is just two weeks distant; and rock bottom has been reached on tablets, pencils, rulers, etc. There is no chance of a further decline before the fall season is in full swing. We are headquarters on school supplies for Western Michigan.

We should be pleased to receive your order.

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	imitation	60@1 00	Aconite	@1 85
Boric (Xtal)	17 1/2@ 25	Amber, crude	2 00@2 25	Aloes	@1 85
Carbolic	31@ 36	Amber, rectified	2 25@2 50	Arnica	@1 50
Citric	65@ 70	Anise	1 25@1 50	Asafoetida	@3 90
Muriatic	4@ 6	Bergamont	8 00@8 25	Belladonna	@1 35
Nitric	10@ 15	Cajeput	1 50@1 75	Benzoin	@2 40
Oxalic	25@ 30	Cassia	2 50@2 75	Benzoin Comp'd	@3 15
Sulphuric	4@ 6	Castor	1 25@1 52	Buchu	@3 15
Tartaric	58@ 65	Cedar Leaf	1 50@1 75	Cantharides	@3 00
Ammonia		Citronella	65@1 00	Capsicum	@2 30
Water, 26 deg	10 1/2@ 20	Cloves	2 50@2 75	Catechu	@2 50
Water, 18 deg	9@ 15	Cocunut	30@ 40	Cinchona	@2 10
Water, 14 deg	8@ 13	Cod Liver	85@1 00	Colchicum	@2 00
Carbonate	22@ 26	Croton	2 25@2 50	Cubeb	@3 00
Chloride (Gran)	11@ 17	Cotton Seed	1 00@1 10	Digitalis	@1 80
Balsams		Cubeb	11 00@11 25	Gentian	@1 40
Copaiba	70@1 00	Eigeron	6 00@6 25	Ginger, D. S.	@2 00
Fir (Canada)	2 50@2 75	Eucalyptus	1 00@1 25	Guaiac	@2 80
Fir (Oregon)	80@ 80	Hemlock, pure	2 00@2 25	Guaiac, Ammon.	@2 50
Peru	2 50@3 00	Juniper Berries	3 50@3 75	Iodine	@1 20
Tolu	1 00@1 20	Juniper Wood	1 50@1 75	Iodine, Colorless	@2 00
Barks		Lard, extra	1 25@1 45	Iron, clo.	@1 50
Cassia (ordinary)	25@ 30	Lard, No. 1	1 10@1 20	Kino	@2 40
Cassia (Saigon)	50@ 60	Lavender Flow	9 00@9 25	Myrrh	@1 50
Sassafras (pw. 55c)	@ 50	Lavender Gar'n	1 75@2 00	Nux Vomica	@1 50
Soap Cut (powd.)	20@ 25	Lemon	1 50@1 75	Opium	@3 50
Berries		Linseed Boiled bbl.	@ 89	Opium, Camp.	@1 30
Cubeb	1 50@1 75	Linseed bld less	96@1 04	Opium, Deodor'd	@3 50
Fish	40@ 50	Linseed raw, bbl.	@ 87	Rhubarb	@2 00
Juniper	8@ 15	Linseed raw, less	94@1 02	Paints	
Prickly Ash	@ 30	Mustard, true oz.	@ 75	Lead, red dry	12 1/2@12 3/4
Extracts		Mustard, artifl. oz.	@ 50	Lead, white dry	12 1/2@12 3/4
Licorice	60@ 65	Neatsfoot	1 10@1 30	Lead, white oil	12 1/2@12 3/4
Licorice powd.	@1 00	Olive, pure	4 75@5 50	Ochre, yellow bbl.	@ 2
Flowers		Olive, Malaga,	2 75@3 00	Ochre, yellow less	2 1/2@ 6
Arnica	75@ 80	yellow	2 75@3 00	Putty	@ 8
Chamomile (Ger.)	50@ 60	green	2 75@3 00	Red Venet'n Am.	3 1/2@ 7
Chamomile Rom	40@ 45	Orange, Sweet	5 00@5 25	Red Venet'n Eng.	4@ 8
Gums		Origanum, pure	@ 50	Whiting, bbl.	@ 4 1/2
Acacia, 1st	50@ 55	Origanum, com'l	1 25@1 50	Whiting	5 1/2@ 10
Acacia, 2nd	45@ 50	Pennyroyal	2 50@2 75	L. H. P. Prep.	3 00@3 25
Acacia, Sorts	20@ 25	Peppermint	4 00@4 25	Rogers Prep.	3 00@3 25
Acacia, powdered	30@ 35	Rose, pure	15 00@20 00	Miscellaneous	
Aloes (Barb Pow)	25@ 35	Rosemary Flows	1 50@1 75	Acetanallid	55@ 75
Aloes (Cape Pow)	30@ 35	Sandalwood, E.	10 50@10 75	Alum	10@ 18
Aloes (Soc Pow)	30@ 35	I.	10 50@10 75	Alum, powd. and	11@ 20
Asafoetida	75@1 00	Sassafras, true	2 00@2 25	ground	11@ 20
Pow.	1 25@1 50	Sassafras, artifl	1 00@1 25	Bismuth, Subni-	2 76@2 93
Camphor	97@1 00	Spearment	8 00@8 25	trate	2 76@2 93
Guaiac	@1 25	Sperm	2 75@3 00	Borax xtal or	7 1/2@ 13
Guaiac, powd'd	1 25@1 50	Tansy	11 50@11 75	powdered	7 1/2@ 13
Kino	@ 85	Tar, USP	@ 65	Cantharides, po	1 50@5 50
Kino, powdered	@1 00	Turpentine, bbl.	5 68 1/2	Calomel	1 36@1 45
Myrrh	@ 70	Turpentine, less	75@ 83	Capsicum	40@ 45
Myrrh, powdered	@ 75	Wintergreen,	9 00@9 25	Carmine	6 50@7 00
Opium	9 00@9 40	tr.	9 00@9 25	Cassia Buds	30@ 40
Opium, powd.	10 25@10 60	Wintergreen, sweet	9 00@9 25	Cloves	35@ 45
Opium, gran.	10 25@10 60	birch	5 00@5 25	Chalk Prepared	16@ 18
Snellac	65@ 75	Wintergreen art	75@1 00	Chloroform	66@ 77
Shellac Bleached	75@ 85	Wormseed	5 00@5 25	Chloral Hydrate	1 55@1 85
Tragacanth	4 50@5 00	Wormwood	22 50@22 75	Cocaine	12 85@13 65
Tragacanth, pw.	4 50@4 00	Potassium		Cocoa Butter	50@ 80
Turpentine	25@ 30	Bicarbonate	35@ 40	Corks, list, less	35@ 45
Insecticides		Bichromate	20@ 30	Copperas	3@ 10
Arsenic	12@ 25	Bromide	40@ 45	Copperas, Powd.	4@ 15
Blue Vitriol, bbl.	07 1/2	Carbonate	35@ 40	Corrosive Subl.	1 17@1 20
Blue Vitriol, less	8@ 15	Chlorate, gran'r.	25@ 35	Cream Tartar	50@ 55
Bordeaux Mix Dry	17@ 30	Chlorate, xtal or	18@ 25	Cuttle bone	50@ 60
Hellebore, White	25@ 35	powd.	18@ 25	Dextrine	06@ 15
powdered	25@ 35	Cyanide	35@ 50	Dover's Powder	5 75@6 00
Insect Powder	40@ 45	Iodide	3 45@3 60	Emery, All Nos.	10@ 15
Lead Arsenate Po.	22@ 42	Permanganate	60@ 70	Emery, Powdered	8@ 10
Lime and Sulphur	11@ 23	Prussate, yellow	55@ 60	Epsom Salts, bbls.	@ 3 1/2
Dry	31@ 43	Prussate, red	80@ 90	Epsom Salts, less	4 1/2@ 09
Paris Green	31@ 43	Sulphate	40@ 50	Ergot, powdered	1 75@2 00
Ice Cream		Roots		Flake White	15@ 20
Piper Ice Cream Co.		Alkanet	75@ 85	Formaldehyde, lb.	17 1/2@25
Bulk, Vanilla	1 10	Blood, powdered	40@ 50	Gelatin	1 70@2 00
Bulk, Vanilla Special	1 20	Celcius	35@ 75	Glassware, less	50%
Bulk, Chocolate	1 20	Elecampane, pwd	30@ 35	Glassware, full case	50.10.10%
Bulk, Caramel	1 20	Gentian, pwd.	20@ 30	Glauber Salts, bbl.	@03 1/2
Bulk, Grape-Nut	1 20	Ginger, African,	23@ 30	Glauber Salts less	04@ 10
Bulk, Strawberry	1 25	powdered	23@ 30	Glue, Brown	21@ 30
Bulk, Tutti Frutti	1 25	Ginger, Jamaica,	40@ 45	Glue, Brown Grd.	17@ 25
Brick, Vanilla	1 40	powdered	42 1/2@ 50	Glue, White	35@ 40
Brick, Fancy	1 60	Goldenseal, pow.	6 00@6 60	Glue, White Grd.	30@ 35
Ices	1 10	Ipecac, powd.	3 75@4 00	Glycerine	23@ 37
Sherbets	1 10	Licorice, powd.	25@ 30	Hops	65@ 75
Leaves		Oris, powdered	30@ 40	Iodine	5 26@5 72
Buchu	@1 40	Poke, powdered	40@ 50	Iodoform	6 69@7 09
Buchu, powdered	@1 50	Rhubarb	@1 00	Lead Acetate	15@ 25
Sage, bulk	67@ 70	Rhubarb, powd.	@ 75	Lycopodium	4 75@5 00
Sage, 1/4 loose	72@ 78	Rosinwood, powd.	30@ 35	Mace	75@ 80
Sage, powdered	55@ 60	Sarsaparilla, Hond.	1 25@1 40	Mace, powdered	95@1 00
Senna, Alex.	1 40@1 50	ground	@ 80	Menthol	5 75@6 00
Senna, Tinn.	30@ 35	Sarsaparilla Mexican,	@ 80	Morphine	8 25@9 40
Senna, Tinn. pow	35@ 40	ground	35@ 40	Nux Vomica	@ 30
Uva Ursi	20@ 25	Squills	60@ 70	Nux Vomica, pow.	30@ 40
Oils		Squills, powdered	15@ 20	Pepper black pow.	32@ 35
Almonds, Bitter,	16 00@16 25	Tumeric, powd.	50@ 60	Pepper, white	40@ 45
Almonds, Bitter,	2 50@2 75	Valerian, powd.	50@ 60	Pitch, Burgundy	10@ 15
Almonds, Sweet,	1 00@1 25	Seeds		Quassia	12@ 15
Almonds, Sweet,	1 00@1 25	Anise	33@ 35	Quinine	96@1 69
Almonds, Sweet,	1 00@1 25	Anise, powdered	38@ 40	Rochelle Salts	35@ 40
Almonds, Sweet,	1 00@1 25	Bird, ls	13@ 15	Saccharine	@ 30
Almonds, Sweet,	1 00@1 25	Canary	8@ 15	Salt Peter	14 1/2@ 25
Almonds, Sweet,	1 00@1 25	Caraway, Po.	25@ 30	Seidlitz Mixture	30@ 40
Almonds, Sweet,	1 00@1 25	Cardamon	1 50@1 75	Soap, green	15@ 30
Almonds, Sweet,	1 00@1 25	Celery, powd.	25@ 30	Soap mott castile	22 1/2@ 25
Almonds, Sweet,	1 00@1 25	Coriander pow.	25@ 30	Soap, white castile	@11 50
Almonds, Sweet,	1 00@1 25	Dill	10@ 20	Soap, white castile	@11 50
Almonds, Sweet,	1 00@1 25	Fennel	30@ 40	less, per bar	@1 30
Almonds, Sweet,	1 00@1 25	Flax	06 1/2@ 12	Soda Ash	05@ 10
Almonds, Sweet,	1 00@1 25	Flax, ground	06 1/2@ 12	Soda Bicarbonate	3 1/2@ 10
Almonds, Sweet,	1 00@1 25	Foenugreek pow.	8@ 15	Soda, Sal	2 1/2@ 5
Almonds, Sweet,	1 00@1 25	Hemp	8@ 15	Spirits Camphor	@1 25
Almonds, Sweet,	1 00@1 25	Lobelia, Powd.	@1 75	Sulphur, roll	@4 10
Almonds, Sweet,	1 00@1 25	Mustard, yellow	10@ 15	Sulphur, Subl.	4 1/2@ 10
Almonds, Sweet,	1 00@1 25	Mustard, black	18@ 25	Tamarinds	25@ 30
Almonds, Sweet,	1 00@1 25	Poppy	30@ 40	Tartar Emetic	1 50@2 25
Almonds, Sweet,	1 00@1 25	Quince	1 25@1 50	Turpentine, Ven.	50@2 25
Almonds, Sweet,	1 00@1 25	Rape	15@ 20	Vanilla Ex. pure	1 50@2 00
Almonds, Sweet,	1 00@1 25	Sabadilla	30@ 40	Witch Hazel	1 60@2 15
Almonds, Sweet,	1 00@1 25	Sunflower	7 1/2@ 15	Zinc Sulphate	06@ 15
Almonds, Sweet,	1 00@1 25	Worm American	30@ 40		
Almonds, Sweet,	1 00@1 25	Worm Levant	2 00@2 25		

GROCERY PRICE CURRENT

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

ADVANCED

Evap. Apples
Split Peas
Whole Cloves
Mince Meat

DECLINED

Salmon
Whole Allspice
Whole Peppers
No. 12 Chocolates
Flour
Oats
Corn
Feed

AMMONIA

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

AXLE GREASE



25 lb. pails, per doz. 22 60

BLUING

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

BREAKFAST FOODS

Cracked Wheat, 24-2 4 85
Cream of Wheat 9 00
Pillsbury's Best Cerl 2 70
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Quaker Corn Flakes 2 80
Ralston Purina 4 00
Ralston Bran 2 70
Ralston Food, large 3 60
Ralston Food, small 2 90
Saxon Wheat Food 4 80
Shred. Wheat Biscuit 4 90

Kellogg's Brands.

Corn Flakes, 36s 3 50
Corn Flakes, 24s 3 50
Corn Flakes, 100s 2 00
Krumbs, 24s 2 55
Krumbs, 36s 4 20
Krumbs Bran, 12s 2 25

Post's Brands.

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

BROOMS

Standard Parlor 23 lb. 5 75
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 50
Ex. Fcy. Parlor 26 lb 10 00

BRUSHES

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

Stove

No. 1 1 10
No. 2 1 35

Shoe

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

BUTTER COLOR

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

CANDLES

Paraffine, 6s 14 1/2
Paraffine, 12s 15
Wicking 60

CANNED GOODS

Apples
3 lb. Standards @2 15
No. 10 @6 50

Blackberries

3 lb. Standards @7 00

Beans—Baked

Brown Beauty, No. 2 1 15
Campbell, No. 2 1 15
Fremont, No. 2 1 10
Van Camp, No. 1 1 00
Van Camp, medium 1 30
Van Camp, large 2 30

Beans—Canned

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

Clam Bouillon

Burnham's 7 oz. 2 50
Standard 1 20@1 75
Country Gentmn 1 85@1 90
Maine 1 90@2 25

Hominy

Van Camp 1 50

Lobster

1/4 lb. Star 2 95
1/2 lb. Star 4 80
1 lb. Star 10 50

Mackerel

Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75

Mushrooms

Choice, 1s, per can 56
Hotels, 1s, per can 32
Extra 65
Sur Extra 80

Plums

California, No. 2 2 50

Pears in Syrup

Michigan 4 00
California, No. 2 4 25

Peas

Marrowfat 1 35@1 90
Early June 1 45@2 10
Early June sild 2 25@2 40

Peaches

California, No. 2 1/2 3 50
California, No. 1 2 25@2 75
Michigan, No. 2 4 25
1/2c, gallons @8 50

Pineapple

Grated, No. 2 2 80@3 25
Sliced, No. 2 1/2 3 50

Pumpkin

Van Camp, No. 3 1 60
Van Camp, No. 10 4 50
Lake Shore, No. 3 1 60

Salmon

Warren's 1/2 lb. Flat 2 75
Warren's 1 lb. Flat 4 00
Red Alaska 2 85
Med. Red Alaska 2 50
Pink Alaska 1 50@1 60

Sardines

Domestic, 1/4 3 65@5 00
Mustard, 1/4s 4 50@5 00
Mustard, 1/4s, 48s 4 00@4 50
California Soused 2 00
California Mustard 2 10
California Tomato 2 00

Sauerkraut

Hackmuth, No. 3 1 50
Silver Fleece, No. 3 1 60

Shrimps

Dunbar, 1s, doz. 2 50
Dunbar, 1 1/2s, doz. 5 00

Strawberries

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

Tomatoes

No. 2 1 10@1 40
No. 3 1 75@2 25
No. 10 @5 00

CATSUP

Snider's 8 oz. 1 90
Snider's 16 oz. 3 15
Royal Red, 10 oz. 1 35
Royal Red, Tins 11 75

CHEESE

Brick 25
Wisconsin Flats 26
Longhorn 28
New York 26
Michigan Full Cream 24

CHEWING GUM

Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chiclets 65
Adams Sen Sen 65
Adams Yucatan 65
Beeman's Pepsin 65
Beechnut 75
Doublemint 65
Juicy Fruit 65
Spearmin, Wrigleys 65
Zeno 65
Wrigley's P-K 65

CHOCOLATE

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

CIGARS

Worden Grocer Co. Brands

Harvester Line

Kiddies, 100s 37 50
Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Pacemaker, 50s 75 00
Panatella, 50s 75 00
Favorita Club, 50s 95 00
Epicure, 50s 95 00
Waldorfs, 50s 115 00

The La Azora Line.

Opera (wood), 50s 57 00
Opera (tin), 25s 57 00
Washington, 50s 75 00
Panatella, 50s 75 00
Cabinet, 50s 95 00
Imperial, 25s 115 00
Agreements, 50s 58 00

Sanchez & Haya Line

Clear Havana Cigars made

in Tampa, Fla.

Diplomatics, 50s 95 00
Reina Pina (tin) 50s 115 00
Rosa, 50s 125 00
Victoria Tins 115 00
National, 50s 130 00
Original Queens, 50s 150 00
Worden Special,
(Exceptionals) 50s 185 00

Ignacia Haya

Extra Fancy Clear Havana
Made in Tampa, Fla.
Delicades, 50s 115 00
Primeros, 50s 140 00
Queens, 25s 180 00
Perfecto, 25s 185 00

Garcia & Vega—Clear

Havana
New Panatella, 100s 60 00

Starlight Bros.

La Rose De Paris Line
Couguettes, 50s 65 00
Caballeros, 50s 70 00
Rouse, 50s 115 00
Peninsular Club, 25s 150 00
Chicos, 25s 150 00
Palmas, 25s 175 00
Perfectos, 25s 195 00

Rosenthals Bros.

Ology, 50s 60 00
R. B. Londres, 50s, 58 00
Tissue Wrapped 58 00
R. B. Invincible, 50s, 75 00
Foil Wrapped 75 00

Union Made Brands

El Overture, 50s, foil 75 00

Manila 10c

La Yebana, 25s 70 00

Our Nickel Brands

New Currency, 100s 37 50
Mistoe, 100s 35 00
Lioba, 100s 35 00
Eventual, 50s 36 00

Other Brands

Boston Straights, 50s 55 00
Trans Michigan, 50s 57 00
Court Royals (tin) 25s 57 00
Court Royal (wood) 57 60
Stephan's Broadleaf, 50s 58 00
Knickerbocker, 50s 58 00
Iroquois, 50s 58 00
B. L., 50s 58 00
Hemmett Cham-
pions, 50s 57 50
Templar Blunts, 50s 75 00
Templar Perfecto, 50s 105 00

CLOTHES LINE

Hemp, 50 ft. 3 25
Twisted Cotton, 50 ft. 2 15
Twisted Cotton, 60 ft. 3 00
Braided, 50 ft. 3 50
Sash Cord 2 60@3 75

COCOA

Baker's 1/4s 52
Baker's 1/2s 48
Bunte, 15c size 55
Bunte, 1/2 lb. 48
Bunte, 1 lb. 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Epps 42
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/4s 43
Lowney, 1/2s 47
Lowney, 1/4s 46
Lowney, 5 lb. cans 41
Van Houten, 1/4s 12
Van Houten, 1/2s 13
Van Houten, 1/4s 36
Van Houten, 1/2s 36
Van Houten, 1s 65
Van Houten, 1/4s 33
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 33

COCOANUT

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

COFFEE ROASTED

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

Package Coffee

New York Basis
Arbuckle 23 00

McLaughlin's XXXX

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

Coffee Extracts

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

CONDENSED MILK

Eagle, 4 doz. 9 50
Leader, 4 doz. 8 00

EVAPORATED MILK

Carnation, Tall, 4 doz. 5 60
Carnation, Baby, 8 doz 5 30
Pet, Tall 5 60
Pet, Baby 4 00
Van Camp, Tall 6 50
Van Camp, Baby 4 50
Dundee, Tall, doz. 6 60
Dundee, Baby, 8 doz. 6 00
Silver Cow, Baby, 8 doz. 5 30
Silver Cow, Tall 5 60

MILK COMPOUND

Hebe, Tall, 4 doz. 4 00
Hebe, Baby, 8 doz. 3 90
Carlene, Tall, 4 doz. 4 25

CONFECTIONERY

Stick Candy Pails

Standard 17
Jumbo Wrapped 19
Pure Sugar Stick, 600's 4 20

Mixed Candy

Grocers 13
Kindergarten 22
Leader 18
Century Creams 22
X. L. O. 15
French Creams 20
Cameo Mixed 23

Specialties.

Auto Kisses 22
Bonnie Butter Bites 25
Butter Cream Corn 27
Caramel Bon Bons 30
Cream Waters, Pep. and Pink 24
Fudge, Walnut 22
Italian Bon Bons 22
Marshmallow Peanuts 26
Manchus 24
National Cream Mints, 7 lb. tins 32
Nut Butter Puffs 30
Persian Caramels 34
Snow Flake Fudge 24
Sugar Cakes 24
Toasted M. M. Drops 17
A A Jelly Beans 34
Wintergreen Berries 22
Sugared Peanuts 22
Cinnamon Imperials 22
Cocoanut Chips 26

Chocolates.

Champion 22
Honeysuckle Chips 40
Klondikes 80
Nut Wafers 30
Ocoro Caramels 30
Peanuts, Choc. Cov'd 35
Quintette, Assorted 25
Mount Royals 25

Fancy Chocolates.

5 lb. Boxes
Bittersweets, Ass'ted 2 00
Choc. Marshmallow Dps 2 00
Milk Chocolate A A 2 25
Nibble Sticks 2 25
Primrose Choc., Plain 1 45
Dipped 1 75
No. 12 Choc., Plain 1 75
Chocolate Nut Rolls 2 00

Gum Drops.

Pails
Anise 20
Raspberry 20
Favorite 24
Orange Jellies 20
Butterscotch Jellies 21

Lozenges.

Pails
A. A. Pep. Lozenges 18
A. A. Pink Lozenges 18
A. A. Choc. Lozenges 18
Motto Hearts 22
Malted Milk Lozenges 22

Hard Goods.

Pails
Lemon Drops 19
O. F. Horehound Dps 19
Anise Squares 19
Peanut Squares 18
Horehound Tablets 23

Pop Corn Goods.

Cases 100s
Cracker Jack, Prize 7 00
Checkers Prize 7 00

Cough Drops

Boxes
Putnam Menthol Hore-
hound 1 30
Smith Bros. 1 45

CRISCO

36s, 24s and 12s 18
6 lb. 17 1/4

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes 55
3 lb. boxes 60

DRIED FRUITS

Apples
Evap'd. Choice, blk. 16

Apricots

Evaporated, Choice 25
Evaporated, Fancy 30

Citron

10 lb. box 52

Currants

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

Peaches

Evap. Choice, Unpeeled 15
Evap. Fancy, Unpeeled 18
Evap. Fancy, Peeled 19

Peel

Lemon, American 32
Orange, American 33

Raisins

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

California Prunes

80-90 25 lb. boxes @08 1/2
70-80 25 lb. boxes @10
60-70 25 lb. boxes @12
50-60 25 lb. boxes @14
40-50 25 lb. boxes @16
30-40 25 lb. boxes @18

FARINACEOUS GOODS

Beans
Med. Hand Picked 05 1/2
Madagascar Limas 06
Brown, Holland 06

Farina

25 1 lb. packages 3 20
Bulk, per 100 lbs. 3 00

Hominy

Pearl, 100 lb. sack 3 00

Macaroni

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

Pearl Barley

Chester 4 75

Peas

Scotch, lb. 5
Split, lb. 8 1/2

HIDES AND PELTS

Hides	
Green, No. 1	05
Green, No. 2	04
Cured, No. 1	06
Cured, No. 2	05
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
Shearlings	05@ 10

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

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

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

HORSE RADISH	
Per doz.	8 50

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

JELLY GLASSES	
8 oz., per doz.	44

MINCE MEAT	
None Such, 3 doz.	
case for	5 35
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
Pilberts, Barcelona	32
Peanuts, Virginia raw	11
Peanuts, Virginia,	
roasted	13
Peanuts, Spanish	25
Walnuts, California	29
Walnuts, Naples	25

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

OLIVES	
Bulk, 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	38
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	16
Good	12
Medium	14

Lamb.	
Good	22
Medium	20
Poor	17

Mutton.	
Good	13
Medium	11
Poor	10

Pork.	
Heavy hogs	11
Medium hogs	15
Light hogs	15
Sows and stags	11
Loins	23@24
Butts	18
Shoulders	16
Hams	28
Spareribs	09
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 1/4
Pure in tierces	13 1/2@14
Compound Lard	11 1/2@12
69 lb. tubs	advance 1/4
55 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
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, 16-18 lb.	30 @35
Ham, dried beef	
sets	38 @39
California Hams	17 @18
Picnic Boiled	
Hams	34 @36
Boiled Hams	49 @51
Minced Hams	14 @15
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
1/4 bbls.	7 00
1 bbl.	14 15

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/4 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
Rolled 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 doz.	3 25
Snider's large, 1 doz.	3 50
Snider's small, 2 doz.	2 35

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

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

SALT

Solar Rock	
56 lb. sacks	75

Common	
Medium, Fine	2 70



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

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

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

Herring	
K K K K, Norway	20 00
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 35
Miller's Crown Polish	90

SEEDS

Anise	30
Canary, Smyrna	07 1/2
Carabao, Malabar	24
Celery	32
Hemp, Russian	07 1/2
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	30
Rape	10

SNUFF

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

SOAP

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

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

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

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

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

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

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

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

SODA	
Bl Carb, Kegs	4

SPICES

Whole Spices	
Allspice, Jamaica	@13
Cloves, Zanzibar	@32
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochiti	@20
Mace, Penang	@70
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@15
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	

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Awful Things Went On, Even in Grandmother's Day.

Cornelia looked after her grandmother as she went up the stairs, the picture of gentle dignity and propriety. The girl did not move or speak until the old lady's door had closed. Then she turned to me and said:

"I suppose I ought to feel like a very wicked and reckless girl. I guess there oughtn't to be any such things as girls. They used to be all right, and fit to become mothers and grandmothers; but since woman suffrage, or the war, or the invention of the automobile, or something—I don't know what—they have all just gone to—to the dickens."

"Connie, what in the world are you talking about?" I asked in amazement at this outburst from a more than ordinarily quiet girl.

"Grandma has been given me hail Columbia, and then some."

"What about?"

"About the terrible things girls do—girls that are supposed to be nice and well bred."

"Terrible things? Such as what, for instance?"

"Oh, all kinds of things; 'specially such as using powder and—and—a very little bit of rouge. Grandma found a box of rouge on my dressing table. It wasn't mine; May Adams left it here when she went back last week. That didn't make any difference to grandma's lecture. You'd suppose I bought rouge by the ton. And, anyway, May Adams is a friend of mine, and grandma insinuated that no respectable girl would own a box of rouge, or have anything to do with a girl that owned one. Aunt Prudence what did grandmothers have to lecture about in the old days—fifty years ago, when grandma was a model young lady."

I looked at the flushed face of the twenty-year-old girl. There was no rouge on it, nor powder, that I could see; only the high color of an unusually radiant complexion, and the touch of something bordering on injured innocence and indignation.

"Connie, if you will promise to keep it to yourself, I will tell you a secret."

"Oh, auntie, do! Is it about something awful that you used to do? Did you use a little rouge once, just to see how it would look?"

"Never mind, there are some things in my past that I keep locked in my own bosom. Suffice it to say that I was once very young—almost as young as you and May Adams. But that isn't the secret I was going to tell you."

"Oh, go on and tell me; I'll never breathe a word of it to a soul."

"Well, it is this: Fifty years ago

grandmothers talked about 'the Modern Girl' exactly the way they talk now. Sometimes I almost believe their grandmothers did the same a hundred years ago."

"Oh, you're joking! What was there for them to find fault with? Girls weren't foolish and frivolous then, the way they are now. Grandma as good as said so."

"Well, Connie, you go into the library, and bring me the small green book from the end of the third shelf, behind the door. The title of it is 'Talks on Women's Topics'—by Jennie June."

She brought it, and I opened to "A Chapter About Girls."

"This book, published in 1864, just fifty-seven years ago, was very popular when grandma was seventeen," I said. "Somebody gave it to her; here is her name on the flyleaf. I don't know why they thought she needed it; they couldn't have meant her to read the part about 'Why Young Ladies Don't Cook' or 'Don't Be Ashamed of Grandmother'! But see here:

"One wonders what has become of the modest and timid girls we read about. They surely are not to be found among the assured and practiced young ladies who sail in, take out their rouge and powder balls, and proceed to make up their toilets without a symptom of shame, and with all the ease and nonchalance of accomplished old dowagers. Formerly the use of powders, paints, and lotions was supposed to be confined to faded beauties of middle age, who, having passed the time when the charms of youth had power to attract fed a miserable vanity by the use of adventitious aids, to preserve the admiration which had become necessary to existence. Now, however, the race of young fresh-complexioned girls is almost extinct."

"Why those are almost grandma's exact words!" cried the girl.

"I dare say. 'There is nothing new under the sun.' But let me read a little more:

"Active, temperate and cleanly habits will secure complexions finer than all the pearl powder that ever was made could confer, and the small temporary advantage which they gain is greatly more than compensated by the dull, yellow, faded and wrinkled visage which is left behind."

"I don't seem to have to use rouge," Cornelia said, very naively. "My own complexion is if anything too brilliant. And as for powder—really, Auntie, you don't like to have a shiny nose, do you?"

"Never mind my nose. One secret is enough for one day. I read that only so that you could see how girls have been going to the dogs, and then growing up into the finest kind of grandmothers, for certainly fifty years, and maybe a good deal longer than that." Prudence Bradish.

[Copyrighted 1921.]

Free Electricity From the Wind.

From Indiana comes a loud hail, conveying, in large, breezy, Western style, the information that, instead of having to face the electric light bill at the beginning of each month, they just take it out of the air—just like that. The well-known prestidigitator extracting rabbits from the well-known top hat has nothing on Indiana it is said. And they really do take it out of the air—through an aerolelectric outfit which generates electricity from the wind and stores it up for use as needed.

The method of generating electricity is expected to bring in a new era to the farm power and light field, putting electric light within the reach of many who live where no electric lighting plant exists. There are many thousands of small towns and villages which are in the same position as farming districts in this particular. If electricity can be extracted from the wind by an outfit which practically runs itself, requiring oiling only once a year, and which can be erected at any distance from the house or other building where the current is to be actually utilized, then electric lights, irons, vacuum cleaners and washing machines, not to mention cream separators and other typically farming machinery will be available for a great number of people who now yearn for them in vain.

The principle is explained as being simply a development of Benjamin Franklin's famous experiment when he successfully made the lightning travel down his kite and imprisoned it in a Leyden jar. He got electricity without cost. And just as he got his mite of current from the clouds, so modern mechanical developments have made possible the converting of wind power into electricity for light and power. It utilizes the waste energy in the wind and stores it up for use when needed.

Engineers of the Perkins Corporation have been working, in conjunction with those of the Westinghouse Electric Company and for the Hyatt Roller Bearing Company, for about two years, and have now succeeded in producing an outfit that "charges" on all winds from seven to thirty miles per hour and which will work day and night without attention. A heavy fifty-foot steel tower is topped by a large windwheel, and a generator switchboard and battery are included in the equipment.

Men in all countries have been wrking on this problem for years, but America, it is said, is the first to solve it. Included in the problem was the necessity of getting an outfit that would work day and night and store electricity at a rate more than sufficient to meet the needs of the average farmer or householder where electric current was not available.

Keen interest on the part of farmers and others has centered on the first perfected outfit erected at Mishawaka, Ind., where the most careful records have been kept from the day of its installation. Every known instrument for recording results in terms of wind velocity and amount of current generated have been in constant use. An anemometer placed on top of the big wind wheel has automatic-

ally recorded the velocity of the wind during every minute of the day. A registering ammeter on the switchboard inside has told just how much current was being generated in the same period of time. These records furnish data as to the amount of electric current generated under different wind conditions.

Kept for a number of months and carefully checked with Government wind data, they indicate that it is possible to produce and store enough current to cover average farm needs.

There is nothing at all complicated about the apparatus or its installation, and its operation is said to be practically identical with that of the best gasoline driven farm light and power plants, the main difference being that it requires no gasoline—or other fuel. The wind does all the work, taking the place of the gasoline engine and furnishing the power and light without any expense for fuel. The operation is practically automatic, and there is no engine starting or similar details. The outfit may be installed on a knoll, a high spot of ground or wherever wind conditions are most favorable.

"We have simply to put the wind to work," is the way the successful experimenters put it, adding that, especially through the Middle West and prairie States, where the supply of wind is practically unlimited, the outfit is creating tremendous interest.

Going—Going—Gone!

Ten doughty bootleggers standing in a line:
One drinks his own stuff—then there are nine.

Nine cunning bootleggers; one meets his fate
Trying to tote his profits—then there are eight.

Eight sneaking bootleggers; one feels the heaven
Of decency a-working—then there are seven.

Seven guilty bootleggers, busy dodging bricks;
One gets it in the neck—then there are six.

Six ornery bootleggers, hiding in a dive;
The blue-coats pinch one—then there are five.

Five frightened bootleggers think the game's a bore;
One deserts the others—then there are four.

Four frantic bootleggers go upon a spree;
One gets the jim-jams—then there are three.

Three saddened bootleggers, don't know what to do;
One commits suicide—then there are two.

Two despairing bootleggers start upon the run;
One falls and breaks his neck—then there's but one.

One repentant bootlegger melts into tears,
Says, "Here goes nothing!"—and simply disappears.

What Do You Think?

Oh, what do you think?
I went to the Zoo.
And what do you think
Nurse let me do?
She gave me some buns
And biscuits, too.
To feed the bears
And the kangaroo.

The lions growled.
As they sometimes do
If you stare at them
And they don't want you.
Nurse said: "Be careful!
Mind what you do!"
But I wasn't afraid.
And I fed them, too.

But I liked the best.
In all the Zoo.
The little monkeys.
And so would you.
Oh, the things they did!
And what they knew!
There didn't seem much
That they couldn't do.

America's Oldest Store.

The Gladding Dry Goods Co., of Providence, R. I., (whose earliest advertisement appeared ten years before the signing of the Declaration of Independence) has enlarged and re-equipped its store. The new building is L shaped, and although the front has a width of less than 40 feet the entrance gives an impression of much greater width. Instead of the usual island window, with entrance on each side, and the narrow window adjoining each entrance, there is a spacious opening into the arcade, with a good-sized window on each side. Inside the arcade widens and the windows of the arcade at each side are narrower, or less deep, than at the front, so there is plenty of space for two double door entrances. The front windows slope slightly toward the entrance and the entrance slopes slightly upward from the sidewalk. The woodwork and ceiling of the arcade are of selected American walnut of beautiful grain. The ceiling is slightly vaulted, with a slightly arched marquise of glass and iron. The display windows are well finished, and have indirect lights. Their bases are of granite.

The floor of the store is of rubber tiling, which eliminates slipperiness. The one broad aisle is not in the center but at one side—an innovation. On the left of this aisle bays formed by shelving and floor-cases run out at right angles. In each of these bays is a "thrift table" on which specially priced goods are offered. Different departments having the use of these tables are encouraged to supply them with merchandise of low price but good grade. "Thrift tables," at right angles to the others, are placed by the elevator.

The wall tone, deep yellowish mottled with gray, makes the walls recede and gives the effect of distance.

The fourth floor, especially handsomely fitted in American walnut of exceptional grain, and carpeted throughout, is used for dresses, suits, coats, etc. Evening dresses are shown in an antique ivory Louis XVI salon with mulberry brocade draperies, from which doors with mirrors set in graceful window pane effect lead into the dust-proof stock rooms.

The space back of the elevators is used for stock rooms and on one floor, a fully equipped hospital.

Reward of Alertness and Self Control.

A woman doesn't need a college education to become a good buyer. But there are a lot of things she does need. A few of them are intelligence, good taste, judgment, hard, driving persistent work—and patience to wait for her chance.

This is the opinion of a man who has watched more buyers develop than perhaps any other successful merchant in Cleveland.

"Minnie, for instance. I first knew Minnie when I took her on for the millinery section in my store down state. She swept out her section before the trade began coming in in the morning and she worked until midnight Saturday night. For four dollars a week. Everybody asked for Minnie. Somehow she always had the knack.

"She knew the art of making a personal contact with every customer and she treated them all the same no matter how she judged their buying capacity. It was in that country store that she had the selling experience, which is the only ladder for every buyer."

Minnie came up to Cleveland when Mr. Runner did. When she told him that a wholesale millinery house had offered her a good position some time later, he advised her to accept and to come back for advice. He had come to believe in the girl's future.

It was the same in the manufacturing establishment. Everyone asked for Minnie. She had a way of selecting the right thing for the right dealer and her experience gave her merchandising ideas.

At present Minerva is drawing upwards of \$6,000 a year in Rochester and makes two trips to Europe each year. Mr. Runner says that she could still sweep out the section if necessity demanded.

"The moral," he insists, "is to be on the alert, use plenty of self control and pinch your leg if you start to grow discouraged."

I Am Ages Old Ambition.

I was born of the hearts of men, and nourished at the breast of poverty!

I have destroyed the monuments of kings and builded temples to the heavens!

I have risen from the lowly places to the most high!

I have studded the earth with jeweled sepulchres!

I have groveled at the feet of the merciless, that I might sit in favor of those in power!

Yet, I—ambition—have kept the faith in self and wisdom!

I have trodden the path of uncharted seas, explored the wilderness, pierced the mountains, fathomed the depths of the waters, searched the zone of eternal space and countless worlds—the stars are my companions.

I have flashed the message of man through empty space, and girdled the earth with his precious cargoes.

I have encompassed the earth, and planted the flags of nations at its poles.

I have builded the temple of mercy where might shall no longer trample unchallenged the cause of right!

I was reborn when the heel of the Hun would have destroyed the light of freedom, and in the light of burning cathedrals I have seen with a clear vision that which is before me.

My handmaiden is opportunity, and my allies are strength, health and desire!

I oft may have hesitated at the very threshold of human achievement.

I may have suffered defeat for the moment through self inflicted impotency, but my course is ever onward, my goal somewhere, even in the unknown! My reward is the ransom of dreams come true, and homage even from the doubters and scoffers of attainment.

I will raze these false barriers from my present day progress—I shall live on through wisdom—I will conquer.

I. G. Kennedy.

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.

Will you invest from \$5,000 to \$10,000 in good-paying \$80,000 wholesale baking business and be assured of good executive position? Give reference, and let us show you our proposition. Address No. 461, care Michigan Tradesman. 461

BUSINESS OPPORTUNITY—\$80,000 stock dry goods, ready-to-wear and millinery. Old established business, must be sold, to settle estate. Wonderful opportunity for a live merchant to step into a real established business handling merchandise of superior quality. A real bargain for cash or equivalent. No trades considered. Stock now being reduced. Located in southern Kansas. Must be seen to fully appreciate its value. Address Henry Durst, Cherryvale, Kansas. 462

Grand opening for boot, shoe and clothing store in Springport, Michigan. Address No. 463, care Michigan Tradesman. 463

Wanted—To sell stock of clothing only. In first-class condition. Reason, want to withdraw from clothing. Will sell cheap if taken at once. Address No. 464, care Michigan Tradesman. 464

Good ninety-five acre farm three miles from Alma to exchange for merchandise. A. E. Osmer, Owosso, Michigan. 465

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

WANTED TO BUY—Second-hand bakery equipment. Must be in first-class condition. Address No. 454, c-o Michigan Tradesman. 454

Wanted—Position in a general or grocery store. Have had several years experience as manager. Can give best of references. Am married and want a steady position. Address Paul Perego, Kiefer, Oklahoma. 455

If you want to sell any or all of your stock, write the "Big 4 Auctioneers, Fort Pierre, S. Dakota." 456

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.

Wanted—Stock of dry goods. Have a brick and frame terrace on the best street in the best city in Michigan. Always rented. Income will show 10% gross. Will trade for stock of dry goods or stock of dry goods and shoes, and will assume a reasonable indebtedness. Herbert D. Lyon, Owosso, Mich. 457

For Sale—Grocery, soft drink and ice cream parlor. Cream buying station in connection. Doing a fine business. Address No. 458, care Michigan Tradesman. 458

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.

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.

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

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

For Sale—Large oak display refrigerator 3½ ft. deep, 9 ft. high, 11 ft. long. In first-class condition. Used one year in store, was sold as part of bankrupt stock. Will sacrifice at \$150. Photo on request. Voght's Greenhouse, Sturgis, Mich. 461

For Sale—Ice cream parlor in Muskegon. Located in heart of town, opposite depot and Goodrich Transit Co. Will give terms. Steady all-year-round business. Reason for selling, sickness. Address No. 453, c-o Michigan Tradesman. 453

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

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 666

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



**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building



THE TRANSPORTATION TAX.

The liveliest issue in the Ways and Means Committee up to the time of the White House conference was the question of the repeal, in whole or in part, of the transportation tax. The Treasury Department was reluctant to sacrifice this juicy revenue producer, so Secretary Mellon suggested that if Congress was determined upon repeal it should be provided that only one-half the tax should come off Jan. 1 next, with the understanding that the other half should be eliminated at the beginning of 1923. This plan will probably be adopted.

The transportation tax is one of the most unpopular of all the war levies and has undoubtedly had a disastrous effect upon business, especially upon the operations of manufacturing concerns of moderate size which have been obliged to maintain a staff of traveling salesmen in addition to paying heavy freight bills. The Interstate Commerce Commission, by various decisions has extended the tax to apply to switching charges, demurrage, and practically every other form of railroad service, privilege, or penalty, with the result that manufacturers merchants in all lines have been heavily bled to make this tax a big revenue producer. Business men will kiss it goodbye with extraordinary enthusiasm.

Harrison Parker Still in the Lime Light.

The notorious Harrison Parker is still having his troubles. In issuing an injunction forbidding the sale of stock or "beneficial certificates" in the Co-operative Society of America at Chicago last week, U. S. Judge Landis referred to Parker and his associates as a "band of crooks." On the strength of this statement, Parker's attorneys succeeding in getting the case transferred to Judge Baker's court.

One of the charges laid against Parker is that he is paying \$80 per day for his sleeping apartments at the Drake Hotel, Chicago. As his family is in California, this looks like a pretty high price for one man to pay for a place to sleep—eating extra.

Before Parker gets through with the three separate receivership suits now filed against him and his co-trustees, he will know that he is in real battle, the reason being a recent attack made by him on what he alleges to be a "bankruptcy ring" among the lawyers of Chicago.

Some time ago Harrison jumped on the bankers of Chicago, threatening to put any one of them in the penitentiary if they made any statement about him which they could not back in court. Apparently, he has dropped his fight on the bankers, and is now training his artillery on the "bankruptcy ring" of lawyers for daring to start three separate suits on his sacrosanct Society.

Openly avowing retaliatory tactics, Parker is backing a self-started movement for an investigation of the activities of this so-called "bankruptcy ring" by the Grievance Committee of the Chicago Bar Association. He evidently wants to have them expell-

ed for alleged unprofessional ethics.

In a signed circular letter, he requests his co-operators to "Help in every way that you can." He suggests that the members call upon their attorneys and through them insist upon an investigation of the "ring."

He claims that his Society and its subsidiaries is now paying taxes exceeding \$20,000 a year in cash; that it has more than \$3,000,000 invested in Chicago; that it does a gross business of more than \$10,000,000 annually; that it employs more than 300 men and women, and yet notwithstanding this prosperous state of affairs, there are three separate suits for receivership in the U. S. courts in Chicago.

In a bankruptcy suit filed by Edward Gentle, a Chicago mechanical engineer, who bought several shares, the charge was made that these dividends were not paid out of profits, but from the proceeds of the sale of certificates or stock, with the purpose in view of stimulating further sales.

Other charges made against Harrison Parker and his co-trustees by the plaintiff, Edward Gentle, include poor management, the hiring of high-salaried but incompetent help, paying more for merchandise than the open market called for, leading shareholders to believe the stores were being run at a substantial profit when they were not, and the use of the Society's office and employes in the furtherance of a gubernatorial campaign by Harrison Parker in Illinois.

Review of the Produce Market.

Apples—Wealthy and Duchess command \$2.25@2.50 per bu.

Bananas—5½¢ per lb.

Beets—Home grown, 40¢ per doz. bunches.

Butter—The market is fairly steady, following the recent decline. The receipts of fresh made creamery butter are about normal for this time of year, there being a good consumptive demand. Local jobbers hold extra creamery at 36¢ in 63 lb. tubs and 37¢ in 40 lb. tubs. Prints 38¢ per lb. Jobbers pay 16¢ for packing stock, but the market is weak.

Cabbage—Home grown, \$2.25 per bu.

Carrots—Home grown, 35¢ per doz. bunches.

Celery—Home grown, 30@40¢ per doz. stalks; large size, 55¢.

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

Cucumbers—75¢ per doz. for home grown hot house; garden grown, \$1.50 per bu.

Eggs—The market is easy and with the cool weather we anticipate a larger supply of fancy fresh eggs. Local dealers now pay 32¢ f. o. b. shipping point.

Green Onions—Silverskin, 20¢ per doz.

Honey Dew Melons—\$3 per crate of 8 to 9.

Lemons—Sunkissed are now quoted as follows:

300 size, per box	-----	\$7.00
270 size, per box	-----	7.00
240 size, per box	-----	6.50

Choice are held as follows:

300 size, per box	-----	6.00
270 size, per box	-----	6.00
240 size, per box	-----	5.50

Lettuce—Home grown leaf, \$1.50 per bu.; head, \$2 per bu.; Oregon head lettuce \$5@5.25 per crate.

Muskmelons—Michigan Osage, home grown, \$2 per crate. Hoodoos, \$2.25 per crate and \$1.40 per basket.

Onions—California, \$4.50 per 100 lb. sack; home grown, \$2 per bu.; Spanish \$3 per crate.

Oranges—Fancy California Valencias now sell as follows:

126	-----	\$7.00
150	-----	7.00
176	-----	7.00
216	-----	7.00
252	-----	6.75
288	-----	6.75
324	-----	6.75

Parsley—60¢ per doz. bunches.

Peaches—Elbertas, \$4.25@4.50; Proflifics, \$3.25@3.75.

Pears—Bartlett, \$3.50 per bu.

Peppers—Home grown, \$1.25 per bu.

Pickling Stock—Cukes, \$1.75 per ½ bu.; Onions, \$1.65 per 20 lb. box.

Plums—Lombard, \$2.75 per bu.;

German Prune, \$2.50 per bu.

Potatoes—White Cobblers from New Jersey fetch \$6.25 for 2½ bu. sack; home grown, \$2.25 per bu.

Radishes—15¢ per doz. for home grown.

Spinach—\$1.50 per bu. for home grown.

String Beans—\$2.50 per bu.

Sweet Corn—30¢ per doz.

Sweet Potatoes—Alabama commands \$2.50 per 50 lb. hamper.

Tomatoes—Home grown 60¢ per 7 lb. basket; bushels, \$1.75.

Wax Beans—Home grown, \$2.50 per bu.

Water Melons—40@60¢ for Georgia grown.

Cannot Collect For Extravagance From Husband.

Brooklyn, N. Y., Aug. 23—A recent Supreme Court decision here, by Justice Dike, has crystallized into precedent certain legal views of the responsibility of a husband for bills contracted by his wife.

In the case under consideration it was shown that the husband prior to his marriage had bills with a certain department store amounting to approximately \$100 a year.

His wife, under a charge account in her own name, made purchases totaling more than \$15,000 in three months.

The store, in the belief that the husband was responsible, obtained from him an assignment of mortgages nearly covering this amount. Later, the husband sued to recover these.

The court held that the principle of the agency of the wife for the husband holds so far as the purchase of necessities is concerned. It admitted that "necessities" is an elastic term, but not so elastic as to stretch suddenly from expenditures of \$100 a year to the rate of \$60,000 a year, even when it was taken into consideration that the plaintiff's necessities increased with his family.

Since the store had extended the credit to the wife on her own charge account, failing to take ordinary precaution to notify the husband, the Judge ruled that it must stand by the risk it took in extending credit to the woman as an individual, and accept the loss.

No Time For Irish Bluffing.

In spite of de Valera's high tone and uncompromising language there seems to be a confident belief in London, and even in Dublin, that the Irish negotiation will go until an agreement is reached. This would imply that the Irish leader is either fooling his extremist followers to the top of their bent for the time being or that he is trying to play a shrewd game with Lloyd George. Either course would be dangerous. In particular would it be hazardous for de Valera to attempt political tricks with the most adroit and resourceful politician of his day.

Consider what Lloyd George has already done and what he may do next. He has solidified English opinion in opposing separation for Ireland. By publishing the official correspondence he has detached from Sinn Fein the sympathies of the entire outside world. If the British terms are rejected outright, the general verdict will be that the Irish have shown themselves unreasonable, impossible and red handed murderers. That occasion Lloyd George might eagerly seize to bring on a general election on the issue of keeping Ireland within the empire. The Prime Minister would emerge stronger than ever politically, and Sinn Fein more isolated and hopeless.

Decidedly, Lloyd George is not a man for de Valera to endeavor to circumvent. He is the sort of enemy to agree with quickly, whilst in the way with him. It is to be hoped that de Valera's more sagacious advisers will impress this fact upon him in these critical days.—New York Times.

Mercantile Change at Bellaire.

Bellaire, Aug. 23—It is rather late for me to be sending you this kind of news, but it still may be in line.

On the 8th of this month our stock was sold to J. C. McLin & Co., which terminated a twenty-eight year period of business begun by my father, Charles, and after his death continued by my brother, Carl, and myself. During the time we have had in our line agricultural implements, feed and hay, hardware, shoes and during all of the time have carried groceries.

J. C. McLin was formerly a resident of Bellaire, but for some years has lived in Pellston and is engaged in lumbering operations there. The business will be under the management of Clair McPherson, brother-in-law of Mr. McLin, whom I understand completes the company.

My brother, Carl, and myself are engaged in the produce business in Greenville. Maybe you will remember the writer as having called on you shortly after being discharged from military service.

Mr. McPherson says he will continue the subscription to the Tradesman and we ask you to discontinue sending it in our name.

Horace A. Weiffenbach.

An Inspiration.

They had just been married and were about to start on their wedding trip. He was embarrassed to the point of forgetfulness, but he met the situation expertly.

"Why, Harry, you've bought only one ticket," reproached the bride.

"Just like me, dear," flashed Harry; "always forgetting myself."

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