

NEW ERA ASSOCIATION of Grand Rapids, Michigan

4,498 Grand Rapids Citizens



—and so, we LAUGH!

—for that's the number of New Era Association life policyholders in this city—LAUGH ONCE MORE! Fooled our critics again! The September report shows **Largest Net Resources in our History of Twenty-four Years!**

Read the facts. Then you men who want to help yourselves, your dependents, your city, your state and nation, write or wire for a \$5,000 Twenty-Pay Investment and Life Contract. It costs a little less; the gain is yours. Our irrevocable purpose is that you **shall** be the gainer.

Two Ideal Life Insurance Contracts:

- (a) **A 20-Pay Investment and Life Contract Certificate**—Rate is no higher than the whole life rate—stop paying at end of twenty years. In event of death previous to maturity of twenty years your savings at 4% interest added to the face of your certificate. Though your rate is no higher than ordinary whole life rate, at end of twenty years practically 50% of face value of your policy becomes paid-up insurance.

You pay no more even if you live to be 100 years old or more. **THIS IS THE BEST WHOLE LIFE CONTRACT ON THE MARKET.**

- (b) **New Era's Group Current Cost Policy with Co-Operative** features is the one best GUARANTY of buying life insurance at near fifty cents on the dollar.

Some Quick-Fire Facts:

- (a) Near Forty Thousand policyholders with over \$43,000,000.00 (Forty-three Million Dollars) insurance in force.
- (b) \$3,500,000 (Three MILLION Five Hundred Thousand Dollars) paid to beneficiaries.
- (c) \$423,491.00 or nearly a HALF MILLION DOLLARS paid to Grand Rapids beneficiaries alone.
- (d) Over \$4,800,000 NEAR FIVE MILLION dollars) protection carried by Grand Rapids citizens—in New Era Association.
- (e) \$10,000 in Grand Rapids "Sunshine Bonds" held by New Era. Have you heard of any so-called "adequate rate" folks with big "reserves" investing in Grand Rapids "Sunshine?"

Two New Era Slogans:

"Keep Michigan Money at Home."

"Real Mutual Co-Operative Life Insurance Contract Guaranteed by the 'Little Ballot.'"

New Era Association

HOME OFFICE
Grand Rapids Savings Bank Bldg.

Citizens 65437.
CORNELIUS L. HARVEY,
Gen'l. Secretary.

Bell M. 446
CHARLES D. SHARROW,
President.

Are You Out For Customers?

Have you told your customers about the rich health-building properties in yeast?

If not, begin now. Yeast-for-Health opens up an immense new field of profit in yeast selling.

FLEISCHMANN'S YEAST

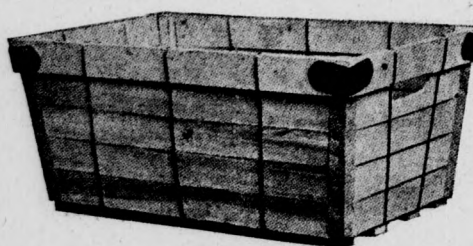
is a sales-maker. Every cake you sell leads directly to other sales. For the satisfied customer likes to do all grocery shopping over the same counter.

Ask the Fleischmann salesman for our store cards, leaflets, etc.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service



Delivery and Carrying BASKETS

Built of Ash, and bound together with heavy galvanized wires and metal corners. Light and strong. Guaranteed to stand the hardest usage. Wires inside and outside of basket tied together with Brock Patent Rings.

1 Bushel size	-----	\$1.50
1 1/2 Bushel size	-----	1.90
2 Bushel size	-----	2.20
2 1/2 Bushel size	-----	2.60
3 Bushel size	-----	2.80
4 Bushel size	-----	3.40

Agents wanted.

Archie J. Verville Co.

608 Quincy St.

Hancock, Michigan



Ask us about our new Tea Sugar

Help Your Customers Succeed

Your success depends on the success of your customers—the retail grocers.

Their success depends on their profits; use your influence to induce them to concentrate on

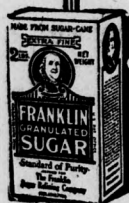
Franklin Package Sugars

To save them the cost of twine, bags, labor, overweight and breakage.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



Service!



Our conception of service is not only what we do in the manufacture of Calumet Baking Powder but also includes what you and your customers get out of it.

Protected Service means that the customer satisfaction and the profit that Calumet brings is yours - all yours - you don't split it with some mail-order house or peddler.

Make your store service valuable to your trade by featuring *loyal advertised products* - insuring *quick turnover* - *real profit*.

Calumet Baking Powder Co.
Chicago

MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 28, 1921

Number 1984

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

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Grand Rapids.

E. A. STOWE, Editor.

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REVIVAL NEAR AT HAND.

It is indicative of the growing optimism of the times that in almost every discussion of business conditions today the terms most frequently heard are "revival" and "recovery." It is encouraging to see these terms supplanting such phrases as "taking losses" and "consumers' strike," of which the business world grew heartily weary a good while ago. The word "revival" seems to be used in ordinary conversation in several different senses. One commentator on business conditions, for example, speaks of the revival as an accomplished fact, while another refers to it as having already begun, and still another as being in sight. Those who look upon it as already accomplished evidently think of revival as synonymous with general improvement. In that sense trade has revived; it is getting better instead of growing worse. Most business statisticians, however, use the term revival in a more technical sense, to refer to a distinct phase of the business cycle, the phase which comes after liquidation and readjustment and precedes the long swing of prosperity. A revival in that sense may require several years for its completion. It is used in this sense when one speaks of the revival as being in sight. This means that readjustment is nearly over, and that a distinctly new phase of the business cycle is soon to be noted, in which bank loans will expand, profits will increase and industrial establishments will enlarge their buildings and equipment.

Past experience goes to show that each successive phase of the business cycle—prosperity, liquidation, readjustment, and revival—is generally ushered in through unforeseen circumstances. In earlier times, when liquidation usually began with a sharp financial panic, this phase of the cycle usually came suddenly, being precipitated by some spectacular failure, like that of the "Three W's" in 1837, of Jay Cooke & Co. in 1873, and of the Carnegie Trust Company in 1907. It

seems that we have progressed far enough now to enter the liquidation stage without the accompaniment of a panic, but the circumstances attending each change in the cycle are still unforeseen. One of the leading statistical organizations in the country, for example, predicted last October that liquidation in the commodity markets would have run its course by April, 1921. Five months later liquidation was still running its course, although at a diminishing rate, and this organization felt constrained to announce that there was nothing in the data it had at hand to show when the processes of readjustment would be completed.

The foregoing facts seem, therefore, to furnish ground for the belief that the coming business revival may be ushered in under circumstances which no one now contemplates. We do not grasp the significance of many little events until they are matters of the past and can be viewed in proper perspective. For instance, no one would have dreamed six weeks ago that the ravages of an insect in the cotton fields of the South would have created a buoyancy in the commodity markets of the country such as had not been noted for more than a year. In like manner, the "overalls movement" of about a year and a half ago, although apparently a fad for the approaching silly season, was at bottom a symptom of an underlying economic maladjustment resulting from the increasing spread between price levels and purchasing power, and it proved to be one of the forerunners of the world-wide consumers' strike. There may be little developments of the same sort whose significance is not yet fully grasped, but which are really forerunners of the revival of business. We may indeed be much nearer this new phase of the business cycle than many of us believe.

HIGH PRICES CHECK BUYING.

Every report concerning the condition of the cotton crop which came from the growing districts last week was of a gloomy character. The predictions all were that the next Governmental estimate would show an even worse state of affairs than did the last one, which itself was the most pessimistic in many years. Ordinarily, this would have been followed by a marked and continuous rise in cotton quotations, possibly fulfilling the hopes of the optimists. But, somehow or other, this was not the result. One reason for what has been happening is that a too great rise in cotton values tends to check the use of it. This has already been shown as the result of certain rises in cotton goods. It was the same way with flax and linen fabrics. Prices of these

went soaring because of the scarcity due to the absence of the usual supplies from Russia of the raw material and of the profiteering of the linen makers. As a result, very little linen has been bought for quite a while, and the supplies are more than ample to meet the demands. The linen makers, meanwhile, have been having a strenuous time to make both ends meet.

The goods market has been notable, mostly, because of the small, although sometimes frequent, purchases. Jobbers, to whom an enquiry had been sent asking their policy in view of the rises in price of cotton goods, stated that they purposed proceeding cautiously, as they did not think the increases were warranted or would hold. Some of the advances are regarded as in the nature of trial balloons. Everything depends on whether the ultimate consumer will stand for higher prices. Meanwhile the buying of fabrics and knit wear is mostly for filling-in purposes or to take care of orders actually placed.

WOOLEN GOODS WOBBLY.

Enough encouragement has been had to warrant the continuance of the wool auctions abroad on quite a liberal scale. All of the recent sales in England and Australia have shown active bidding, most marked for the finer varieties of wool, although by no means confined to them. Prices have advanced for both merinos and crossbreds. No change has yet been made in the manner of disposing of the accumulations held by the British-Australian Wool Realization Association, but there is a growing feeling that larger quantities should be marketed. At the present rate of doling out the supplies, it will take five years or longer to dispose of the surplus stocks, and many of those interested are impatient. In this country the War Department will conduct an auction sale at Boston on Oct. 6, when about 5,500,000 pounds will be offered. The Census Bureau's report, issued during the last week, showed a lessened activity at the mills on Sept. 1, as compared with Aug. 1. The drop was most marked in the number of worsted spindles, as compared with woolen ones. The fabric market presents few new features. Fall supplies are nearing the end, and spring requirements, which are quite extensive, will soon be on the looms. No date has yet been set for the openings of spring dress goods, although they are not likely to be delayed much more than a fortnight. The best indications are that the prices to be fixed will show declines rather than advances.

PLAGUES FOR SLOW TRADER.

There are seven plagues for the dealer who adheres in these times to a policy of slow merchandising. These plagues are the losses which may be obviated by means of a rapid turnover of goods. They are the losses on invested money, of interest on borrowed money, of salaries and wages, of return from shelf and storage room, of efficiency, of prestige and reputation, and from the inevitable mark-downs. The slow turnover means a loss of return from the dealer's own invested funds. Doubling the turnover would mean doubling the stock without increasing the investment. As most merchants are borrowers the interest charges are greater the longer the goods are held. So long as the shelves and storerooms hold idle goods they are unproductive capital. Mark-downs must come eventually if the goods prove unsalable at the original mark-up, and so on. The way in which these losses will accrue to the slow trader is set forth in detail in a booklet which has just been prepared by the domestic distribution department of the Chamber of Commerce of the United States. Copies are available on application to the headquarters of the Chamber at Washington.

If conditions were anything like they used to be, the beginning of fall this year would have afforded the opportunity of sizing up business prospects and tendencies. As it is, merchants continue to be in doubt and pursue a waiting policy. The cooler weather has had the effect of forcing many of them to come to market for seasonable goods, but the buying is still in dribbles as compared with former seasons. One thing that has discouraged any tendency there might have been toward more liberal purchases is the disposition on the part of too many sellers to raise prices the moment any considerable demand seems to show itself. This is particularly marked in the case of certain textiles. Such a policy does not take into account the mood and disposition of the general public toward any advances. Neither does it consider the position of the retailer who is in closest touch with the consumer. Yet the whole structure of mercantile business is dependent on the buying power and willingness of the people at large, who seem dead set against exploitation or what they consider as such. With lessened resources to apply to expenses, which show no signs of decreasing materially, the really surprising thing is that sales have kept up as well as they have. It is taken as an indication that a lot of goods are really imperatively needed, and that buyers can refrain no longer from meeting their undoubted wants.

SELLING MERCHANDISE.

Circumstances Under Which the Process Should Start.

When all is said and done, the gospel of life is the gospel of work. You have never found a lazy man a genius, because if he were an idler he would not be a genius.

That is the reason why I work as hard to-day as I did when I worked in a general store from 6 a. m. to 9 p. m. six days a week and cleaned horses and washed wagons after church on Sundays, thirty-five years ago for \$1.50 a week.

I realized and appreciated what my boss was doing for me—teaching me to work and think and that this would be the means in future years of keeping the "wolf from the door."

That was the definite reason why I put the very best of me into it. I never assume that because I now happen to be the President of my company that it will automatically prosper because of its big reputation. My whole attitude toward it is that it must "get over" and that only can be done through hard work and applying the Golden Rule.

I have known business men who became careless after a first success, because they felt that their reputation could carry the overhead burden of unsatisfactory service, but that burden is always excessive and in the end they go into discard unless they get back to the faith, enthusiasm and determination that marked their earlier efforts, before it is too late.

The moment a man slacks up in his sincerity or thinks that he can afford to be slipshod, he sounds his own doom.

Because the various companies of which I am President, employing in the neighborhood of about 800 people, demand that work start at 8 a. m., I feel that it is my duty to be at my desk at that time or earlier to see that we all start our day's work promptly and in a progressive way.

In the years to come, we will all feel grateful for the experience we have had the last year, regardless of how detrimental it has been, because conditions are such now that we must work and think and the man who does both is bound to prosper. But if he works and doesn't think, he will not reach the goal or, if he thinks and does not work, he will not accomplish much.

Theory won't go to-day. The public wants facts quoted in reliable, easy-to-understand English. That is why advertisements should be written in modern language. That is why they should be written by a man who knows the goods and not by a mere academic word coiner.

A good plan to follow when buying merchandise is to make sure of having truthful advertisements and to advise your clerks to make a list of the chief points of quality and style at the time of purchase from the jobber or manufacturer. This list should be passed on to the advertisement writer. Then your advertisement writer can write intelligent and descriptive advertisements—as describing your merchandise correctly is very important.

How can you expect your clerks to sell goods if they do not thoroughly

understand their stock? It is your chief duty as owner of your store to educate your clerks regarding the quality and style of nearly every article in your store.

In fact, first sell yourself your merchandise. Then sell your clerks 100 per cent.

The first thing I do each morning upon arising is to impress myself anew with a greater sincerity and faith in my business, as well as to determine daily for its greater and steadier improvement. Primed to the core with this realization that I have the biggest and best business in the world, I cannot help but pass my enthusiasm, my loyalty, my faith; in fact, my deep affection for my work, on to my fellow co-workers, associates and employees.

This, in terms of the vernacular, is what a salesman means by "selling himself" first, then his customer, and it is this, my dear merchants, that I bid you do: Sell yourself and do it strongly, as to the merits of your store and stock. Then you can and will surely sell your clerks, your customers and all with whom you come in contact.

During the summer season from May 1 and on through to early autumn, I live about twenty miles from my office, which, necessitates my arising promptly at 7:30 to prepare for our regular morning get-together meetings of about twenty-five executives.

The remainder of the year, which, of course, takes in the blizzard and inclement weather of midwinter, I live in the city, but make a practice of daily walking from my home to the office, a distance of a mile or more, many times having the experience of ploughing the first path or tracks through a heavy snowfall. But no matter what the condition of the weather, no matter if I have been up the night before until midnight, at a bank director's meeting—winter or summer, I never deviate from my custom of being the first and the promptest attendant at our early morning meetings.

I regard these meetings as the barometers of the day's happenings, virtually the pendulum upon which swings the enthusiasm and loyalty and unbounded efforts of all my employees in starting their day's work right.

It is this custom I would like to pass on to you. Try it out at your store—not once a week or bi-monthly; but give it an honest-to-goodness fair trial daily for thirty consecutive working days.

Assemble your clerks promptly at 8 a. m. in your office or the rear part of your store; having previously prepared yourself thoroughly the night before on the points you wish to impress. Take, for instance, a sample garment or yardage from three or four of your slowest selling lines in the store. Look at them carefully yourself from all angles; their beauty, their style, their durability, excellent wearing qualities, splendid value embodied therein, etc., and when you have thoroughly sold yourself, start in with dynamic force to sell your clerks. In this way you can eliminate

from your stock rooms and also from the vocabulary of your salespeople, the very term of slow movers, as applied to anything specific in stock.

Then for instance, take your new stock as it comes in from the jobbers. Has it been your custom in the past to delegate the task of unpacking, sorting, pricing and assembling this on your shelves without a word of detailed information to your salespeople as to the relative merits of same? If so, I beg of you, stop this custom at once. When you are expecting consignments of new merchandise—be the articles great or small—assemble your sales force in advance of the goods' arrival and elaborate at length and in detail to them upon the reliability of the makers of the goods, the class of stores handling the same brand; the great values therein, and advanced style, the beauty of texture, or any one of the 100 per cent. good, impressive salesmanship points which they, in turn, can, should and must pass on to their customers.

Because in 90 per cent. of the cases, customers in entering your stores have not in advance centered their minds on specific goods; but it is up to you and your clerks to convince them that it is the particular brands of goods you carry that they want and need and must have. Seventy-five per cent. of salesmanship is a thorough knowledge of the product you are trying to sell and the other 25 per cent. is not to follow the same plan in selling President Harding that you would in selling ex-President Wilson, for they represent two opposite and diverse types of men. In other words, don't deal in generalities, but study the personality of your customer, his likes, his whims, his soft side; yes, even in fact his grouches—for if you listen closely to his opening requests he will usually give you a keynote to his preferences. If he says he likes blue ties, don't commence showing him green or purple, but pull out all the best of your blue tie stock.

Sounds elementary doesn't it? Yet I have seen, in my visits at stores throughout the country, salespeople doing just these elementary stunts and it is up to you to see that practices similar to this are never done by your salespeople in any department.

Thomas Kendall Kelly.

Reindeer Steak Now Invading Our National Menus.

Reindeer meat from Alaska promises soon to become a quite usual dish on our menus. Several thousand carcasses have been received at Pacific Coast ports in the last few months and a few have reached Eastern retail markets. So far, however, most of the shipments have been consumed in Seattle and San Francisco. As soon as New York realizes what excellent roasts and steaks venison makes it is probable that the demand for this new meat from the Far North, already much sought after in the West, will spread to the Atlantic coast.

Reindeer meat is juicy, tender, and very nearly free of the gamy flavor that one might expect to find. It is a good deal like yearling beef.

In less than thirty years a few herds totalling 1,200 animals, taken to Alaska from Siberia by the United

States Government, have so multiplied that to-day they number approximately 200,000.

The herds were established for the benefit of the Eskimos, because of the rapid disappearance of wild caribou and the greatly reduced number of seals and other sea animals along the coast, which seriously threatened the food supply of the natives. At this time the Eskimos own about 150,000 of the 200,000 deer, white men possessing the remaining 50,000.

Many persons consider it not at all improbable that some day reindeer raising in Alaska may vie with cattle raising in this country. Of course, it would be a number of years before this could be brought about, but a beginning has been made, and it is easy to see that the possibilities are boundless.

Reindeer live on the treeless Arctic plains, where in summer they feed mainly on the abundant vegetation which the short Arctic summer produces, and in winter they eat the lichen, commonly called reindeer moss, which covers great areas in the North. These plains, or tundras, spread out over many millions of acres along the Bering Sea and Arctic coasts of Alaska. The introduction of reindeer into Alaska has demonstrated that these vast stretches of territory, which hitherto have been considered desert wastes, are really valuable grazing lands, which will be a source of a new supply of food to meet the world's increasing demands.

Congress gave the Biological Survey of the Department of Agriculture an appropriation to assist in developing the reindeer industry in Alaska. In order to carry out the purposes of this fund, Dr. E. W. Nelson, chief of the Biological Survey, accompanied by experts, went to Alaska about a year ago and established a reindeer experiment station at Unalakleet, on the coast of Bering Sea, for the purpose of studying the parasites and diseases of reindeer and working out remedies for their control, as well as to conduct an investigation into the grazing conditions and requirements of the animals and to determine improved methods of handling them.

Dr. Nelson says that since his return to Washington he has received from the experts in Alaska reports showing that they have gained information sufficient to facilitate important changes for the betterment of the industry and for reducing the death rate of the animals in the herds.

Not only is the reindeer prized highly for its flesh, but says Dr. Nelson, the skins are valuable for glove-making. Tanned with the hair on, they are very light, and robes made from the soft, tanned skins with the hair on are for weight probably by far the warmest covering known. These might become extremely useful as automobile robes for winter in colder parts of the country.

The Canadian Government also is taking an active interest in this novel industry. Some months ago the Dominion leased a large area in the extreme Northern section of Canada to Stefansson, the Arctic explorer, who is making plans to stock his holdings with reindeer.

Edward Owen Dean.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 26—Barney Chudakoff has rented the former Winkelman store room, in Manistique, where he will open a cash-and-carry grocery with a complete new line of goods and expects to be ready for business about Oct. 1. The location is a good one and prospects are very bright for a successful business.

Miss Pearl McKee, for the past three years book-keeper for MacLachlan Bros., at Dafer, has resigned her position and is contemplating a prolonged vacation in Southern Michigan cities.

The many friends of Murray Clark, manager of the Grand Hotel at Mackinac Island, were shocked to learn of his death, which occurred last Monday. Mr. Clark was a hotel manager of long experience and was especially well known to the many visitors from the Soo during the tourist season. It was largely due to Mr. Clark's efforts that the Grand was the success that it has been during his management and he will be greatly missed.

The approaching dissolution of the Dunbar Construction Co., which was incorporated in 1912, has been announced.

"About all most people saved here this summer was daylight."

The annual fair held in the Canadian Soo last week was one of the finest exhibits ever held in that place. The attractions were numerous and the Merchant's building far exceeded the expectations of the fair committee.

"Rockefeller, Jr., is building schools in China. Money talks in all languages."

Escanaba sportsmen have started a campaign to change the game laws. They will endeavor to have the board of supervisors close the deer season for a term of two years. It is planned to interest hunters in every county of the Upper Peninsula in a similar movement.

It would seem that there are some men who are still hard-up, judging from the number of burglaries which have taken place here during the past few weeks. Apparently some of them intend to go into the clothing business as the Man's store was relieved of a large amount of stock. The barber shops are among some of the places which were visited. The police force are on their trail and numerous suspects are being held for further investigation.

One business that still operates on a paying basis is the surgeon's.

William G. Tapert.

Shark Skin Found Good For Shoes.

Recent tests of sharkskin uppers for shoes by the United States Bureau of Standards were made in a way both ingenious and practical. Pairs were made to order, with one upper of kid and the other upper of shark leather, and these worn by employees of the bureau.

It was found that the shark leather wore better and longer than the kid. It has the special advantage of being waterproof.

It is officially announced that shark hides yield leather of high quality, suitable for many purposes and attractive for traveling bags, brief cases, desk sets and the like. When the value of the livers for "cod-liver" oil and the availability of the flesh as a meal for feeding animals are taken into consideration, it seems obvious that there is an important future ahead of the shark fishery.

As far as the coal situation is concerned, the question is whether coal will come down or the consumer come across.

LONG-SHOTS

The cigar case in a retail grocery store should be an earner. It should contribute a considerable amount of profit to the store during the year.

In some grocery stores the cigar case does pay. In these stores it is filled with well-known, fast selling brands which pay a fair profit.

In other stores the cigar case does not pay because it is filled largely with slow selling so-called "Long-Shot" cigars—cigars which pay a big profit, give the customer poor quality and become dry and unfit for sale long before the box is empty.

Is your cigar case a source of profit or a source of annoyance?

Do you handle good cigars or do you handle long-shots?

Are you making few sales with a long profit or many sales with a fair profit?

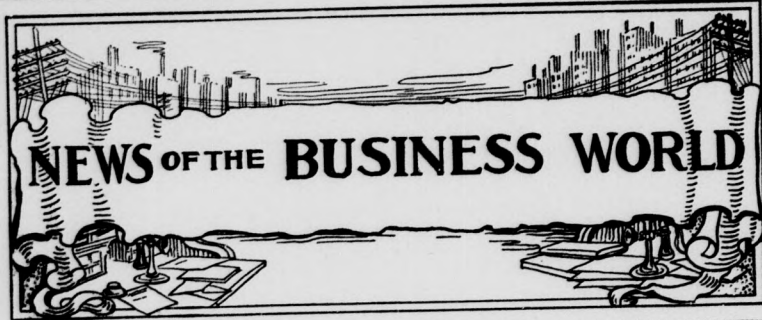
Put your Harvesters, LaAzoras, Websters, R-B and New Currency Cigars in a prominent place in your case and watch your cigar business grow.

Avoid long-shots.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Marquette—Morris Bros. have engaged in the grocery business.

Ironwood—Peterson & Lindbloom have engaged in the shoe business.

Belleville—Grant W. Martin has opened a confectionery, ice cream and cigar store.

Detroit—The Montclair Grocery Co. has engaged in business at 1806 Jefferson avenue.

Detroit—The Gold Star Grocery & Meat Co. has engaged in business at 6600 Michigan avenue.

Gaylord—The Gaylord Lumber & Fuel Co. has increased its capital stock from \$5,000 to \$12,500.

Adrian—The Monroe Mutual Oil Co. has increased its capital stock from \$15,000 to \$20,000.

Ishpeming—The Northern Orchards Co. has increased its capital stock from \$25,000 to \$35,000.

Freeseil—Frank N. Eddy has sold his buildings and his fuel and cement stock to Brunke Bros., of Fountain.

Detroit—The International Purchasing & Engineering Co. has increased its capital stock from \$5,000 to \$30,000.

Flushing—The First State & Savings Bank has extended its corporate existence for thirty years from Nov. 12, 1921.

Grand Rapids—The Liberty Candy Co., 1229 Madison avenue, has decreased its capital stock from \$25,000 to \$7,500.

Jackson—Thieves entered the grocery store of Wahl & Son, 514 North East avenue and carried away considerable stock.

Detroit—Thomas J. Jackson, Inc., shoe dealer at 41 East Adams avenue, has increased its capital stock from \$25,000 to \$50,000.

Manistique—Barney Chudocoff will engage in the cash and carry grocery business at the corner of Cedar and Elk streets, Oct. 1.

Ishpeming—E. V. Eman has purchased the Jaedecke block and will occupy the main store in the block with his stock of shoes, Oct. 15.

Peacock—Henry R. Bartlett has sold his store building and stock of general merchandise to S. T. Curtis, who has taken possession.

Lansing—The Neller Hardware Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000.

Grand Rapids—Saginaw—Paul Nissen & Co. has merged its wholesale and retail auto parts, accessories, snubbers, etc., into a stock company under the style of the Paul Nissen Corporation with an authorized capital stock of \$50,000, of which amount \$21,000 has been subscribed, \$500 paid in cash and \$20,000 in property.

Lansing—C. L. LaChance has leased one of the store spaces in the Kearns hotel building and will occupy it Oct. 1, with a stock of men's furnishing goods.

Marquette—Thieves entered the shoe store of John Lammi and carried away considerable stock and the contents of the cash register, a trifle over \$50.

Lansing—The Lansing Warehouse Co. has been incorporated with an authorized capital stock of \$1,500, \$600 of which has been subscribed and paid in cash.

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

Olivet—C. E. Reese and L. A. Read have formed a co-partnership and leased the Parker building which they will occupy with a complete stock of meats, fish, etc., Oct. 1.

Detroit—The Tedd Co. has been incorporated to deal in automobiles, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash.

Ypsilanti—Roy Dickerson is erecting a new store building at the corner of Ellis and Summit streets, which he will occupy with a modern cafeteria and fancy groceries about Oct. 15.

Kalamazoo—The Farmers' Produce Co. has been incorporated with an authorized capital stock of \$36,000, of which amount \$19,950 has been subscribed and \$9,000 paid in cash.

Elkton—The Elkton Co-Operative Farm Produce Co. has been incorporated with an authorized capital stock of \$50,000, \$34,780 of which has been subscribed and \$6,000 paid in cash.

Albion—The Martin grocery store has been closed by reason of a mortgage for \$1,500 being unsatisfied. George Martin, the latest proprietor of the place, is said to be en route to Europe.

Muskegon—Alex Myer, proprietor of the Square Clothing Co., has purchased the lease, store fixtures and stock of the Jackson Clothing House, Inc., and will continue the business as a branch store.

Lansing—E. H. Parsons and G. A. Berner have formed a co-partnership and engaged in the garage and automobile supplies business at 809 Sycamore avenue, under the style of the West Side Garage.

Kalamazoo—Thieves entered the clothing and men's furnishings goods store of Theodore Eisenberg, 113 Portage street and carried away stock valued at about \$100 and the contents of the cash register, about \$15.

Benton Harbor—The Warner Auto Equipment Co. has been organized

with an authorized capital stock of \$25,000 preferred and 5,000 shares no par value, of which amount \$25,000 has been subscribed and \$1,000 paid in cash.

Alden—It is reported that Charles H. Coy is closing out his stock of general merchandise and will retire from business, owing to continued ill health. The business has been conducted by the family for the past fifty-one years.

Detroit—Potts Motor Sales Co. has merged its business into a stock company under the same style with an authorized capital stock of \$75,000, \$65,000 of which has been subscribed and paid in, \$10,000 in cash and \$55,000 in property.

Negaunee—The grocery stock and store fixtures of Curley Bros., who recently went into bankruptcy, will be sold at auction to the highest bidder, by Thomas M. Wells, receiver. The stock and fixtures have been inventoried at \$11,000.

Reese—C. R. Lendle has removed the Sanitary Garment Steamer Co. to this place from Bridgewater and incorporated it with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$25,000 paid in property.

Detroit—The Montseu Importing & Trading Corporation has been incorporated to import and deal in coffees, teas, spices, foodstuffs, etc., with an authorized capital stock of \$50,000, of which amount \$5,000 has been subscribed and paid in, \$500 in cash and \$4,500 in property.

Sault Ste. Marie—Fred Taylor has merged his hardware, agricultural implement, automobiles, accessories and parts business into a stock company under the style of the Sooford Auto Co., with an authorized capital stock of \$25,000, all of which has been subscribed and \$15,000 paid in cash.

Hillsdale—The Chamber of Commerce has just closed a deal whereby J. W. Baumgarten, David L. Golden and J. Folk, of Chicago, will move their clothing manufacturing plant to Hillsdale. The new concern has been incorporated as the Hillsdale Knee Pants Co. and will employ about 150 hands. The Chamber of Commerce has purchased and turned over to the company on a contract sale the Ellis rink, which for years has been the scene of all big political meetings, concerts and lectures. Work on remodeling the building has been commenced and a carload of machinery is now on the way for installation.

Manufacturing Matters.

Detroit—The Brown-Hutchinson Iron Works, 1831 Clay avenue, has increased its capital stock from \$150,000 to \$300,000.

Grand Rapids—The Taplin Furnace Co. has increased its capital stock from \$30,000 to \$530,000 and 50,000 shares no par value.

Hillsdale—Allen Borton is building an addition to his bakery and installing modern machinery throughout.

Kalamazoo—The Shakespeare Co., manufacturer and wholesale dealer in fishing tackle and sporting goods, has increased its capital stock from \$425,000 to \$1,000,000.

Albion—The Albion Bottling Works operated by Mike Magotta, has been

closed, owing to a mortgage of \$3,000. The goods and fixtures will be sold at sheriff's sale.

Buchanan—The La Mode Garment Co., of Chicago, has leased a store building which it will occupy in manufacturing its line of men's clothing until a site can be selected and a plant erected.

Atlas—The Atlas Clay Products Co., Inc., has been organized with an authorized capital stock of \$14,000 common and \$16,000 preferred, \$24,000 of which has been subscribed and paid in cash.

Benton Harbor—Byron S. Hyatt has merged his cigar manufacturing business into a stock company under the style of the Hyota Cigar Co., with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in property.

Grand Rapids—The Leafless Spring Co. has been incorporated to manufacture and sell auto springs and deal in auto parts, accessories, etc., with an authorized capital stock of \$300,000 preferred and 30,000 no par value, of which amount \$20,240 has been subscribed and \$12,799 paid in cash.

Grand Rapids—The Balba Corporation of America has been incorporated to manufacture, import and deal in vending machines, bottles, corks, perfumes and other articles used in vending machines, with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in, \$1,000 in cash and \$11,000 in property.

Detroit—The Detroit Starter Co. has merged its manufacturing business into a stock company under the style of the Detroit Starter Co., Inc., with an authorized capital stock of \$24,000 preferred, 2,500 shares at \$1 per share, of which amount \$15,000 has been subscribed and paid in, \$11,000 in cash and \$4,000 in property.

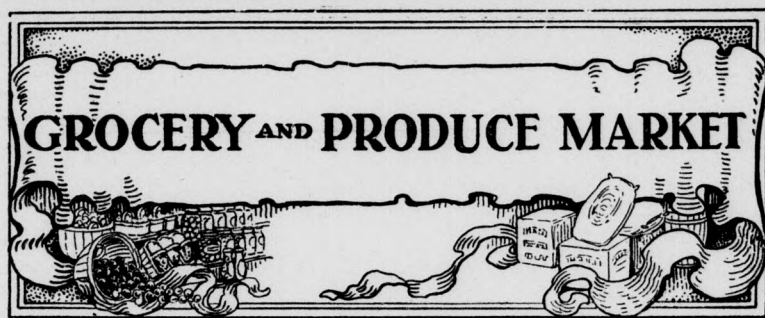
Detroit—The Wireless Vacuum Cleaner Co., with offices in the Book building, has been incorporated under the laws of Michigan to manufacture and sell wireless vacuum cleaners. Present production is being carried on in temporary quarters, but negotiations for a factory in Detroit are nearing completion. The officers of the company are: President, W. S. Richards; Vice-President, F. D. Siebert; Treasurer, F. W. Edward; Secretary, A. F. Stryker. The wireless vacuum cleaner is operated without electricity by movement of a shuttle, which slips up and down the handle.

Fresh Country Hides In Good Demand.

There is very much more enquiry for country hides and apparently more anxiety on the part of tanners to make purchases, but good, fresh country hides are very scarce and most lots offered contain some old, damaged hides. Several transactions are pending, as firm offers were made on several cars, but up to the time of writing no trades were completed.

The calfskin market continues firm with very few skins offered excepting old, damaged skins that are not wanted at any price.

Horsehides are so low in price that the great majority of them are being allowed to go to waste.



Essential Features of the Grocery Staples.

The canned foods market is livening up and buyers are gaining courage. They are finding that canners are not compelled to put their products upon the market for lack of credit to carry them. The policy of buying no canned foods for future delivery in order to depress the market had its effect for a while, but it has failed, for the canners, thrown upon their own resources, have established credit for themselves and are prepared to hold their output until it is needed at a fair price.

The steel and other great industries are employing more people. The farmers' stock loans and farm loans have been authorized, cheaper money is coming. Bankers are asking merchants if they can use some money, when some time ago they looked with surprise upon any one who would presume to ask for a loan. The Federal Reserve rate of discount has been reduced, and we are coming back to the days of 5½ and 6 per cent. interest on bank rates. Values seem stable and secure, and to be leaning toward even higher levels, consumption of all foods is increasing, and the outlook for good business is greatly improved.

The pack of peas for 1921 in the United States is announced to be 8,207,000 cases. The comparative figures are as follows:

Cases of peas packed in the United States in 1918, 11,063,156; in 1919, 8,685,000; in 1920, 12,317,000; in 1921, 8,207,000.

It will be seen that the output of canned peas for 1921 is 4,000,000 cases less than that of 1920 and about 2,000,000 cases less than the average pack of four years. The consumption of canned peas in the United States is about 10,000,000 cases per annum. There were no peas carried over by canners, and the country confronts a shortage of 2,000,000 cases. This is not an estimate but a statistical fact.

It is reported that a Federal Judge recently held that the agreement between U. S. Attorney General Palmer and several meat packers in which they were given two years to retire from handling canned foods and groceries, should be modified and that he has proceeded to modify it so as to permit packers to sell and ship anything they wish to sell and ship. This decision has been anticipated, but will not, it is thought induce meat packers to re-enter the groceries line heavily.

The special articles in canned foods are now experiencing some demand—tuna fish, crab meat, Norwegian sardines, fancy canned tomatoes, canned figs, shrimp—are all attracting some interest as retail grocers are disposed to replenish in all lines of canned

foods in order to complete their stocks for a revival of business.

The general public is uninformed as to the extent to which canned fruits are used for manufacturing purposes. Preservers like to use refrigerated fruits, frozen while fresh and held in barrels in cold storage until used, but the fruits cannot be kept as safely in that way as in cans, and occasionally there is a great loss from spoilage of such refrigerated fruits.

It is the proposition of the preservation of the fruits by cold exposed to the atmosphere as opposed to the sealing of them hermetically in cans absolutely protected from air, and the latter method is, of course, safer, although more expensive. Big pie bakers also use great quantities of frozen fruits, kept in cold storage in the original crates and carriers as they come from the growers. In this there is also an occasional big loss from spoilage, while the canned supplies are safe keepers.

The most important consideration, however, is that hermetical sealing in cans and preserving by heat seems to preserve the flavor and the color of the fruit, while the freezing process, exposed to the air, seems to lose both color and flavor and necessitates the use of coloring and much sugar.

The hermetical sealing with heat of fruits in five gallon cans is apparently reconciling the conditions described, combining a low cost with desirable color and flavor for manufacturing purposes.

Although the evidence of a short yield of canned salmon is apparent and it is being rather firmly held on the Pacific coast, the buying is in small quantities. Wholesalers seem determined not to carry any salmon over until spring, and are therefore buying only for immediate needs.

Sugar—The market is unchanged from a week ago—6.40c for cane granulated and 6.20c for beet. The outlook is weak and lower prices are by no means unexpected.

Tea—There is a demand for tea, but it at no time reaches the proportion of briskness. Every day there is something doing from dealers who need to replenish stocks. Tea should be good property at present prices, but nobody seems to be inclined to anticipate his wants very much. News from primary markets is still of scarcity and rising prices. The market is firmer over there than it is here, although the market here is entirely dependent on market conditions there, plus, of course, our business conditions in this country.

Coffee—The market for all grades of Rio and Santos is about the same as last week. News from the primary

markets continues to be fairly strengthening. While the demand here is not heavy by any means, the general situation is fairly well protected. Milds remain unchanged from last week.

Canned Fruits—The general situation continues steady to firm, with extra sliced No. 2½ pineapple particularly strong on account of prospective scarcity.

Beans and Peas—The market for all varieties of beans has been dull during the week, with no change in price, but generally easy markets. This applies to pea beans, marrows and California limas. Green and Scotch peas show no change; demand is very light, but prices fairly well maintained.

Syrup and Molasses—The demand for molasses is showing some improvement. Better grades are wanted and from now on should show a still further improvement. Prices are unchanged. Sugar syrup is in small demand, both for home and export, with prices in buyers' favor. Glucose and compound syrup are in very quiet demand, but with the market fairly steady.

Canned Vegetables—The weather is fine for the finish in packing tomatoes and corn—bright, cool at night, and warm in the middle of the day. Canning of tomatoes in the Central West is now about finished and will be entirely wound up this week. The canning of corn is also about closed and probably will be entirely finished this week. Then it will take about two or three weeks to gather accurate statistics of the pack of each of these staples in canned foods, and the story will be told for 1921. There has been packed 8,250,000 cases of canned peas. It is predicted that the pack of canned tomatoes for 1921 will be about 6,000,000 cases and that the pack of canned corn for 1921 will be 8,000,000 cases.

Canned Fish—Salmon has shown no further change during the past week. This applies both to red and pink Alaska salmon. New pack goods are beginning to arrive in the East, which has made spot demand very quiet. Europe is buying salmon now, especially the lower grades, and this has a strengthening influence. American packers are reported, however, to have let considerable European business get away from them because they would not meet the price. A good many people are predicting an advance in both pink and chum salmon. Sardines remain unchanged and dull.

Dried Fruits—Spot prunes have had a lively week, meaning particularly remnants of the 1920 crop and large sizes. These are wanted at full prices.

Currants are weaker. The balance of the dried fruit list is steady to firm, but not very much of a demand this week. Evaporated apples are scarce and firm. The California Associated Raisin Association has issued the following letter to the trade: The first two weeks of our selling campaign on the 1921 crop of raisins ended Saturday, Sept. 24. Our records show that buying on the part of the wholesalers for activity in this short space of time has broken all records of previous years. We have exercised the greatest care to protect the legiti-

mate trade and not only eliminate the speculators but also in many cases with orders from jobbers, where the quantity was in excess of normal requirements, the quantities were reduced before same were confirmed. We have sold in this division 70 per cent. of our entire allotment of all varieties, and the number of varieties on which we are sold out we are withdrawing from the market, as indicated below. Our allotment on Little Sun Maids, the 5c package, has been oversold for 1921, the sales amounting to over 370,000 cases, or more than 130 carloads. No further orders can be accepted on this item, but we are bringing all the pressure to bear with our home office to give us at least a few more cars from some of the other districts who possibly have not sold their allotment on this item. However to date we have been unsuccessful in securing any additional tonnage. On the following varieties of new crop the sale has been withdrawn: Twenty-five-pound re-cleaned Thompsons, 45-16s package Thompsons, 6-24 Little Sun-Maids, soda dipped Thompsons, extra fancy sulphur bleached, fancy sulphur bleached and choice sulphur bleached. The remaining quantity of our allotment is very small and we expect to close out the greater part the coming week, which consists principally of package seeded, bulk seeded, a few 1920 soda dipped Thompsons, sultanas, and also a few 1921 3-crown loose."

Sugar Syrups—No change in the situation is apparent, demand being light and the tone of the market easy.

Cheese—The consumption has increased to some extent during the past week. The quality of cheese arriving is very good for the season and we do not look for much change in the near future.

Cranberries—Local jobbers hold Early Blacks at \$13 per bbl. and \$6.50 per ½ bbl.

Provisions — Everything in the smoked meat line is steady, with a light consumptive demand, at prices ranging about the same as a week ago. Both pure lard and lard substitutes are steady at unchanged prices with an extremely light demand. Dried beef, canned meats and barreled pork are steady at unchanged prices.

Salt Fish—Mackerel is quite firm on account of the scarcity expected by reason of the short foreign catches.

New Officers of Dry Goods Association.

At the annual meeting of the Michigan Retail Dry Goods Association, the following officers were elected:

President—J. W. Knapp, Lansing.
First Vice-President—George T. Bullen, Albion.

Second Vice-President—H. C. Wesener, Saginaw.

Secretary-Treasurer—Fred Cutler, Ionia.

Directors—C. E. Hagen, Mt. Pleasant; L. C. Cook, Jackson; C. W. Carpenter, Kalamazoo; H. E. Beadle, Sturgis.

Place for March convention, also dates and places for district conventions, will be determined at the November meeting of the board of directors.

FROM BEHIND THE COUNTER.

How Our Mercantile Friends Regard the Tradesman.

Fremont, Sept. 21—I want to congratulate you on your long and successful reign as BOSS and IT of the most valuable journal of its kind in existence. I say this without hesitancy and with a thorough understanding that I am covering considerable territory. I not only believe it the most valuable, but I believe it is appreciated more than any other publication of its kind. The Michigan Tradesman stands alone in a class by itself. To be real truthful with you, at times I am somewhat ashamed to look it "in the face," knowing that at one time I was so ungracious as to take advantage of one of your special offers and pay a few years in advance. I am getting too much paper for the money and you are giving me more than you have received fair remuneration for. I well remember the time when you were fighting the typographical union to a standstill and how near they came to winning an unjust fight. I believe that fight was the beginning of the end of unionism. Although they have seemed to prosper since, their prosperity is a sham and of short life. Far be it from me to offer you—the veteran that you are—any suggestions regarding the Tradesman. You have proven your right to your generalship and it would almost seem a farce for me to even suggest—even though you are, as I know sincere in your desire even at this great hazard—to improve your service. Kind regards to you and your good wife and accept my assurance of my continued good wishes.

D. D. Alton.

Saginaw, Sept. 20—I congratulate you on your thirty-eight years of publishing a good trade journal, the best that can be had, so far as I know. It helps me in my business in every way. My suggestion is to keep on publishing in the true facts and you will have a great success with your Tradesman. I have been reading your paper now for four or five years and would not be without it.

E. G. Trommer.

Bay City, Sept. 20—Such an event as celebrating a thirty-eight year anniversary is certainly worth observing. It shows that you have done your work well or otherwise you would have gone by the wayside, as so many of the other trade papers have done. Your Tradesman is a welcome friend in its weekly visits and although I may not always agree with your views on all matters, I would miss it as a friend should it not put in any appearance on the first mail Thursday morning. In regard to suggestions, would say, keep up the good work, so long well done; possibly add a window trimming and advertising writing department; also add a section wherein information is contained about the various articles handled in a general store. Such a department would be of especial interest to clerks and would help to bring up the standard of employees. I wish you continued success and good health. We all hope that we may be able to help you observe your fiftieth anniversary.

William G. List.

Kalamazoo, Sept. 20—We wish to congratulate you on having rounded out thirty-eight years of service to the retailer and wholesaler, and believe you have established a record in this respect, as we know of no other publication similar to yours which has had this length of continuous service, and which has served the trade so well. We do not know how you could improve your publication, for you have been fearless in your editorials, have exposed every scheme which would work to the detriment of the trade, and we feel your publication is in a class by it-

self. We wish to assure you that you will have our continued support and in closing wish to express the hope that you will for many years continue with your work. With kindest regards from the members of our organization.

Wm. S. Cooke.

Manager Worden Grocer Co.

Sand Lake, Sept. 21—In regard to making the Tradesman more interesting and valuable, I have depended on the Tradesman about thirty-seven years and I don't know of any way to make it better. I don't know how I could do without the Tradesman.

George F. Cook.

Saginaw, Sept. 21—We want to add our little quota to the many congratulations you have no doubt, received in commemoration of your thirty-eighth milestone in the management of Michigan's greatest trade journal. We wish you an overflowing measure of success for the future and trust that you may be able to guide the destinies of the pre-eminently valuable and fearless Tradesman for many years to come. If we had a customer who said he liked our policy or service and proved his or her consistency by trading with us uninterruptedly for a long period of years, we would believe him to be sincere, even if he did not suggest to us improvements that we ought to make in our business. Therefore, we can simply say: we assume a publisher knows the newspaper business if he succeeds in it, as we assume a merchant or manufacturer does if he succeeds. If he makes a higher mark, even much higher than the average, we congratulate him upon his achievement. Consequently, we congratulate you very heartily, Mr. Stowe.

Charles G. Christensen.

Bay City, Sept. 21—It is with pleasure that I extend to you my heartiest congratulations for having rounded out thirty-eight successful years as editor of the Michigan Tradesman, one of the best trade journals in the country.

I do not happen to be one of your many admirers "from behind the counter," but am one of the army of commercial travelers who are continually boosting the Tradesman to the man behind the counter who is looking for helpful suggestions that will improve his business and condition. There is no doubt but what every merchant or commercial traveler can find something of value between the covers of every issue of the Michigan Tradesman.

With reference to making the Tradesman more interesting and valuable, I might state that I intended to write you about this very thing some time ago and, as you have now asked for expressions along this line, I will take this opportunity of making a suggestion, which I believe, if acted upon, will prove mutually beneficial to the Tradesman, as well as to your subscribers in the Eastern part of the State.

I believe that if you could arrange to have several correspondents located in the Eastern part of Michigan who would keep you in touch with the movements of merchants and other mercantile news from this part of the State it would make your paper more interesting to the merchants and more valuable to the traveling men who are located in the Eastern part of the State.

Many of the wholesale houses and specialty salesmen who are subscribers to the Tradesman get valuable tips from your Movement of Merchants column and you could, no doubt, make this department more valuable to them by enlarging same, so as to include news items from all parts of the State and to cover building activities of prospective merchants, as well as the movements of established concerns, and by giving the street

addresses of such concerns, especially of those located in the larger cities, so that the wholesale house or salesman might get in touch with such concerns by mail.

I have received many valuable tips through the columns of the Tradesman which have resulted in business which, I believe, has been as profitable to my customers as to myself.

F. J. Fenske.

Saginaw, Sept. 19—We are surprised and at the same time pleased to think that the Michigan Tradesman has been published by you for thirty-eight years. You surely have made it the best paper of its kind published in Michigan. We have taken the Tradesman for a good many years and know that our office would not seem complete without seeing a few copies of your paper laying around for people to read. I wish you continued success and assure you that you have our good wishes.

J. E. Thom.

Kalamazoo, Sept. 22—I wish I could comply with your request and tell you how you can make the Tradesman more interesting and valuable to your subscribers. As a reader of your paper for many years I am conscious of the fact that it fills a need, supplies what I want, and is satisfying to a superlative degree. A spinster can tell her married sister just how to train her children, and I imagine almost any one can tell you just what you should do in running your paper. Perhaps almost any one is just as competent to do this as is the spinster in bringing up other people's children, but I doubt if any more competent. I embrace this opportunity to wish you continued success and congratulate you upon attaining ripened years in creditable journalism.

Samuel Folz.

Bay City, Sept. 17—I do not think you can improve the Tradesman very much, but I do miss the interesting information you used to give from week to week on meats and I think there are others in the meat business who miss it also.

L. F. Wirth.

Kalamazoo, Sept. 22—I am pleased to suggest a way in which I think you can improve your paper, the Michigan Tradesman. I have known you personally for twenty-five years. During all that time I have liked and admired you, in spite of the fact that you have lambasted me once or twice on account of my connection with the hotel business. You have during the past years pounded pretty hard some of my friends in the hotel business throughout the State. In fact, you hammer so much I am frank to tell you no one takes seriously what you say in criticism of the hotel business. Your paper has great prestige in its field and I would suggest that at your time of life especially, you can afford to sweeten things up a little in your columns. Don't pass out so much sour stuff, and in any event, no matter whether you dish up honey or dill pickles, don't pass judgment on reports you receive until you can get all the facts in the case verified. You have asked for such a letter and I can assure you it is written in the most friendly spirit.

Ernest McLean.

Kalamazoo, Sept. 20—Thirty-eight years, eh! Well, the kids did go into business "them days," as suggested by one of your correspondents in your last week's issue. One column of encyclopedia work on when and how ordinary things come from or come about might be interesting.

But—Why not continue the Tradesman along the same lines as heretofore? Nothing succeeds like success.

Congratulations.

J. D. Clement.

Kalamazoo, Sept. 22—I am surprised to learn that the Tradesman has been published for thirty-eight years. As I go round occasionally from town to town, I hear many remarks about the Michigan Tradesman. Our members who come into our office look for it and you can be proud of your record, because thirty-eight years is a long time for any paper to live.

Ray O. Brundage,

Sec'y Chamber of Commerce.

Grand Rapids, Sept. 23—I note the compliment which you received from the three drug merchants of Lowell in regard to the Michigan Tradesman.

The city of Lowell is particularly favored in its drug merchants and, therefore, the compliment they pay you is the more significant. It is very seldom that you will find, in a small city, three men of such sterling worth and standing in the community as is possessed by the three drug merchants of Lowell. Over and above all this, I consider the compliment they pay you as just and deserving.

Many men are good starters in life but poor finishers, and the same thing is true in business, whether it is merchandising, banking or editing a trade paper. It is not so much a question of what a man does, if it is an honorable pursuit, as to how he does it, and I join with the others of my good drug friends in taking my hat off to you for your successful work during a long period of years.

I hope that after a little, when my mind and my efforts are a little more steady than they have been of late, I can contribute, once in a while, something that not only yourself, but your subscribers, will spare time enough to read, and possibly consider worth while after having done so.

Lee M. Hutchins.

Kalamazoo, Sept. 23—I can gladly state that I have read the Tradesman for the past twenty years, having been employed by parties who were subscribers or being myself a subscriber for that length of time. I consider it a help to me personally in my work

50% Penalty

MANY taxpayers used appreciated or inflated values in determining invested capital on returns filed for 1917 and subsequent years.

A recent ruling of the Treasury Department gives taxpayers until November 24th only, to correct this erroneous method of computing invested capital.

Unless amended returns are filed within the time specified, a penalty of 50% will be imposed in addition to the increased tax due.

It is obvious that no time should be lost in filing amended tax returns.

SEIDMAN & SEIDMAN

Accountants & Tax Consultants

Grand Rapids Savings Bank Bldg.

GRAND RAPIDS

New York Washington Rockford
Chicago Newark Jamestown

as a traveling salesman. I for one think every salesman should be very grateful toward you for the help you have given us in regard to the hotels, railroads, service, etc. Sometimes I think you bear down pretty hard, but I have not been hurt as yet. The only suggestion I can offer to help the Tradesman is to keep on in the future as you have in the past in your fearless manner. H. S. Prey.

Kalamazoo, Sept. 22—Allow me to congratulate you as a subscriber of the very best trade paper published. A career of thirty eight years in the harness, with all the ups and downs which come to the honest and successful business man, is worthy of the highest mention. The Tradesman is a great inspiration and help to me. I read it, follow closely its editorials, the writings of other good men, the market changes and all that goes to make it the best paper in Michigan. I think the most of it because it always takes a stand for the right. It is not afraid to protect the honest and not afraid to expose the dishonest.

Again, I want to congratulate you for the wonderful success you have made of the Tradesman. I thank you for your courteous treatment and prompt service, as a subscriber and eager reader of your trade paper. R. Bell.

Holton, Sept. 22—For many years I have been a subscriber to the Tradesman and I look anxiously for it every week, as nearly every issue has some good advice to the general public and especially to the mercantile trade. I cannot see any chance for improvement in your paper and congratulate you on the success you have made. H. A. O'Connor.

Kalamazoo, Sept. 23—I am sure glad of an opportunity to express my appreciation of the Tradesman as a merchant's paper, because it contains so many seasonable suggestions and so much good advice. The only added feature I can think of is a page of seasonable menus. The question that a grocer has to answer most is, "Tell me what to have for dinner" and "What shall I pack in his lunch pail?" Most of the suggestive menus in the papers and magazines are to use peaches in strawberry time; always suggesting things out of reach of the ordinary purse. Yours for better business.

S. F. Fenner.

Byron Center, Sept. 24—I have always enjoyed reading your paper. As a business paper I do not think there are any improvements to be made. The only thing I have to say is, please keep up the remarkable things you print on the front cover, as they are always good. C. Veldman.

Otsego, Sept. 23—We have taken the Tradesman for many years and read it with a great deal of interest. Can truthfully say I am anxiously waiting for it every Thursday morning. I think it is very valuable in enabling the merchant to keep in close touch with the articles that are advancing and declining. It also helps us to shun the fakes and crooks and is very beneficial in many other ways. I don't think you could improve the Tradesman any more. I wish you continued success.

Mrs. H. R. Daniels.

Saginaw, Sept. 27—I have been a reader of your journal for a number of years and I wish to say that I have always enjoyed reading it very much. The articles contained in it each week are interesting and instructive. I cannot at this time think of a thing to suggest in the way of an improvement in publishing this valuable journal. You are to be congratulated on having successfully edited this publication for such a length of time and I trust that

you will continue in this capacity for a number of years to come.

Wm. C. Krohn.

Casnovia, Sept. 23—Well do I remember a warm autumn day about thirty-eight years ago that I directed the editor of the Tradesman out into the country to interview my father for a subscription to the trade paper which has since proved itself of such benefit to the retail trade that, once a subscriber is landed, he is always a reader of its valuable contents. It has come to my desk from the first number to date and I trust it may come for many more years with the same characteristics that it now possesses. J. L. Norris.

Kalamazoo, Sept. 24—Permit me to congratulate you on the splendid record you have made as publisher of the Tradesman for so many years past. We all read your paper with great interest and would certainly feel lost without it. Here's hoping that no wise doctor will consider you a subject ready to be chloroformed for many years to come.

Frank H. Bowen.

Grandville, Sept. 26—I hesitate to prescribe in a case where the patient is in such a sound condition as the magazine you publish, and which has passed its majority by nearly a score of years.

As a magazine of business it seems to me it can scarcely be surpassed. As a welcome visitor to the home I might suggest some slight innovation, something to please the women in the household.

All work and no play makes Jack a dull boy. All business and no recreation sometimes pulls on the strongest nerves. A little nonsense now and then is relished by the wisest men, hence I would suggest a page given to something outside of the routine of business life, a sketch, either humorous or a story of human interest such as will add a glow of happiness to the reader, and take him or her away from the humdrum everyday work of life.

Business men and women are quite human like the rest of the world, and who is there who does not enjoy a good story? All in all, I consider the Tradesman one of the best magazines published in this country.

J. M. Merrill.

Saginaw, Sept. 24—You may be sure that we have always appreciated each issue of the Tradesman as received and we highly commend the manner in which you handle all issues in your paper. Koehler Bros.

Salmon One of the Best of Canned Foods.

One of the great canned food staples is salmon, and it has been given a wrong place in the popular dieting lists because the impression seems to prevail that it is a salad food only, to be used in hot weather and served cold. This is all wrong, for canned salmon is a fine food served either hot or cold. The U. S. Department of Agriculture has given the following comparative food values:

Canned salmon	21.18
Sirloin steak	16.5
Sugar cured ham	14.2
Macaroni	13.4
Eggs	13.1
Spring chicken	12.0
White bread	9.0

There is very little difference between fish and beef. Both are chiefly made up of protein and water, and fish contains slightly more protein than lean beefsteak and much more oil or fat, and is more easily digested than sirloin steak. All species of Pa-

cific coast salmon are highly nutritious and differ from one another only in the color and relative firmness of the flesh, and the proportions of fat. Canned salmon should never be considered a luxury. It is an every-day food, ready for use at any and all times, always prepared, easy to serve, hot or cold. It is not a substitute for any food, but is much in demand as an alternative nutritious food, for it is not always convenient to obtain fresh meat or fresh fish. There is positively no waste to canned salmon, and nothing has to be thrown away except the can. Canned salmon will keep indefinitely if unopened.

The price of canned salmon is now so low that it is within the reach of all classes and it is a great business builder for those who specialize in the finer grades and qualities. No. 1 red Alaska salmon is quoted strong on the Pacific coast at \$2.35. The new rate of freight places it in a position to be retailed at a reasonable price.

John A. Lee.

Combination of Black and Silver in Millinery.

That the French modiste is inclined to the combination of black and silver is shown, the latest bulletin of the Retail Millinery Association of America will say, by the collection of French models just imported by a well-known concern. Describing some of the more important characteristics of the collection, the bulletin will state:

"Black for the foundation of the hat is hard to replace, and with this tendency toward bright metallic trim-

mings there is a still stronger need of the black foundation. Silver for hats of very elaborate inclination takes its place among the ranks of the newest offerings.

"Little is done with the hat of medium size, according to this new collection. The turban of diadem cuff is considered very smart when it is extremely close fitting. There is a great deal done with this type of hat, extreme in line very often, or rounded at the top by a soft treatment of the edge. There are hats of Continental persuasion—as designed by Mme. Suzy—the only medium-sized models that have come over in this shipment. There is a tailored 'chic' approximating this type of hat that is simply bound with ribbon and cocarde trimmed, and that is most effective.

"Large sailors, very slightly rolled, are simply treated, with their lines portrayed in very wide-sided effects with short backs. The mushroom type of hat does not consistently carry out its line, a slight tilt to one side of the brim being the newer effect.

"There is quite a marked tendency toward duvetyne in this collection, it vying even with the much-favored hat-ters' plush. In a Germaine Page model is seen a lovely shade of platinum duvetyne used in a fitted effect over a sailor of almost imperceptible roll. It is trimmed with a hand-wrought buckle formed of pearly sea shells—the very smallest shells being thickly clustered in it—with a galloon of gilt braid outlining the edge."

A Dependable Source of Supply at Right Prices

In view of the recent rapid advances in cotton and cotton goods your merchandising problem has been further complicated; more than ever you need a dependable source of supply at right prices. We believe that we are in as good or better position to take care of you than anyone else for the following reasons:

In addition to the many reasons why you should trade with us, on account of being close to you, saving on freight, etc., we were lucky enough to go to the market during the early part of August when cotton was selling at around 11 cents per pound and when cotton goods were priced accordingly. Before cotton reached the price of 20 cents per pound we had covered in most departments for a reasonable amount of Fall merchandise and many staple items for Spring, so that at the present time with a large variety and quantity of merchandise coming in we have as good or better stock than you will find anywhere else. One of the biggest problems you will have this Fall will be to get the kind of merchandise you want when you need it.

The other reason why you should trade with us is that we have not advanced our prices in accordance with the advance in cotton and cotton goods generally.

We do not believe that you can think of two better reasons for trading with us than we have given you above.

Remember that we give you the same low prices on mail orders and just as prompt service as when you buy from our salesmen or in the House.

Grand Rapids Dry Goods Co.
GRAND RAPIDS, MICH.

Exclusively Wholesale

No Retail Connections

DECLINE OF GERMAN MARK.

The most striking financial event in the last fortnight has been the fall of the German mark. Since May 11, when the London reparations "settlement" was effected, the German mark has fallen in value almost 50 per cent. The present quotation is about ninety-four-one-hundredths of a cent, as against a parity of 23.8 cents. At present quotations, therefore, a mark is worth about one-twenty-fifth of its pre-war value.

The mark is falling in value for a very plain and simple reason, namely, that the German financial system is in a process of rapid disintegration. The process has been under way ever since the armistice; the reparations burden laid upon Germany has merely intensified the situation.

The enormous expansion in note issues, and in deposits, carried the reserve ratio (of gold to paper money) down from 40.7 to 6.3 per cent. during the period of the war. Since the armistice the gold supply of the Reichsbank has been cut in two, and the volume of outstanding notes and deposits has been considerably more than doubled. During the single year, 1919, the note issues of the Reichsbank were increased over 60 per cent. and in the year 1920 almost 100 per cent.

There is still another form of paper currency in Germany, known as *darlehenskassenschiene*. These notes are issued by certain loan banks. Although they are now permitted to be used as reserve money, they are not redeemable in gold. The volume at present in circulation is 8,707,000,000 marks. To measure the full extent of the inflation in Germany this figure must be added to the above totals.

On the banking side, Germany is therefore rapidly approaching a situation similar to that which Austria has been in for the past year and approaching that of Russia, where complete financial dissolution is an accomplished fact. To understand the chief reason for the rapid deterioration of the German financial system one must appreciate the budgetary situation of the German national government, which shows a deficit of 24,122,363,000 marks during 1920 and 71,200,000,000 marks so far this year.

These budgetary figures do not include all the items of government expenditure. For example, they do not include a little matter of 131,000,000,000 marks, expended for "compensation to German citizens arising out of peace treaty, i.e. for the ships of the mercantile marine, the liquidation of German property abroad, the delivery of war material, etc."

The budget estimates for 1921 do not, moreover, include reparations, which, according to present estimates, would add from 60 to 70 billion paper marks to the annual budgetary requirements of Germany.

In consequence of the enormous discrepancy between government revenues and expenditures in Germany it is necessary for the German government to borrow continuously from the Reichsbank. It is this process by which ever increasing quantities

of paper money are put into the channels of circulation.

Germany has been bending every energy this summer to stimulating industrial output in order that exports might be increased and the means thereby acquired for meeting the reparations payments. To this end subsidies have been granted right and left and the support of the government has been everywhere given to the export trade. No other method appears to offer any hope of expanding foreign trade sufficiently to meet the reparations requirements. But the policy itself is fatal, as recent financial events are clearly indicating. The whole reparations issue is, therefore, again in the forefront of financial discussion both in the United States and abroad. It is an open question whether the process of making payments, with its unsettling effects upon foreign exchanges and upon the trade of the world, is not doing more harm than good. It is a settled question that Germany cannot continue to meet her obligations for so long as a single year. What then?

HATE-MONGERING KU KLUX.

Of the 650,000 members enrolled by the Ku Klux Klan, it is certain that a large number are citizens who have been duped and who will recoil from it now that its real character has been so thoroughly exposed by some of the leading newspapers of the country. The Emperor Simmons, the Imperial Kleagle Clarke, and their fellow-agitators have been shrewd enough to clothe their appeal in a garb of devotion to law and order, to 100 per cent. Americanism, to lofty patriotism. There are simple-minded "jinners" everywhere always ready to take the oath of a secret order. The gaudier the vestments, the more fantastically exalted the titles, the more sonorous the ritual, the quicker do these dupes take the bait. More practical considerations enter. Rise in the order, they are told, and they get a neat rake-off from friends whom they enroll. Great numbers of Ku Kluxers who did not realize that they were joining a vicious organization will flee it now that the searchlight has caught it; especially since the publicity exposes it to ridicule as well as to condemnation.

For those who joined with their eyes open, or who at least remain in it with their eyes open, and participate in its criminal acts, stern measures by Federal and State authorities are required. There are doubtless scores of thousands of such members. The Ku Klux is but the latest of many organizations which at different times have appealed to lovers of secret violence in various parts of the nation—the Regulators, the Knight of the Golden Circle, the Whitecaps, the Night Riders, the Ku Klux of Reconstruction days. The instinct of the cowardly gangster who dares not commit his evil deeds alone, but must have the support of fellows, finds an outlet in such bodies.

Organizers of the new Ku Klux have overridden sectional boundaries by giving to their body a comprehensive basis of racial and religious

prejudice. If anti-negro alone, it would have been confined to the South; if anti-Semitic, to large cities; it is both that, and anti-Catholic and anti-alien, while in every locality its heads can make it anti-whatever-else-they-please.

In scores of localities the local branches of the Ku Klux have laid themselves open to prosecution for tarring and feathering men and women, for maiming victims, for driving reputable citizens from their homes and for menacing all who cross their path. It is for state and local authorities to take drastic action to punish the guilty local officers of the Ku Klux. Federal officers should undertake to establish whatever connection exists between the lawless acts of the various local branches and the teachings and orders of the central authorities. The enterprises by which the high Klux officers are making fortunes out of their organization demand the attention of both Attorney General Daugherty and Postmaster General Hays. There are assuredly statutes under which the hate-mongering of the Ku Klux, its excitements to violence, can be dealt with. This monstrous growth, throwing its coils over every State, can be slain by the united force of public sentiment and the law.

RETAIL CLOTHING SURVEY.

The business of retailing is subject to laws and principles which operate with as much effectiveness as the laws of chemistry, physics, or any other of the exact sciences, according to Prof. Secrist of Northwestern University, who recently completed an exhaustive survey of the retail clothing trade in co-operation with the National Association of Retail Clothiers. The results of this survey are being published in six volumes by the Bureau of Business Research of the Northwestern University School of Commerce, and they give the findings of the most thoroughgoing investigation of retail problems ever undertaken. As a result of this work, probably more is now known about the buying and selling of clothing than about the distribution of any other product. In addressing the National Association of Retail Clothiers at their convention in Rochester this week Prof. Secrist stated that there were about a hundred fundamental principles established as a result of the survey, and that their observance would place the retail clothing business on a scientific basis and eliminate hit-or-miss methods. The principles thus established, he said, are not transient, but will be applicable to the business at all times, or at least so long as it is conducted according to present methods.

The six volumes containing the results of this survey contain an analysis of every factor in retail distribution, such as the types and locations of stores, sales, and sales ratios, rents, turnover, purchase discounts, and advertising methods and expenses. The work will have especial value in enabling retailers to obtain specific information with regard to costs and methods of obtaining greater economy and improved practices and policies.

Heads of various types of stores, operating under widely divergent conditions, have co-operated by furnishing confidential information. This has been carefully analyzed and presented in such manner that it may be easily understood by any retailer and used as a means of gauging his own costs and merchandising practices.

BLAMING THE PAPERS.

A merchant in a neighboring city has come to the defense of the newspapers, which in past months were sometimes criticised for giving publicity to the decline in prices and thus leading the public to refrain from buying while expecting further reductions. The newspaper management is not to blame, says this merchant, as it is always too glad to co-operate with its advertising patrons, but the reporters, being salaried folk, are frequently prejudiced and manage to slip things into print which are prejudicial to trade, and which fail to catch the editor's eye at the moment. Thus the much abused reporter is made the goat for the consumer's strike. He will probably modestly disavow any such far-reaching influence—if he has any modestly left. It is possible that as a wage-earning consumer his personal viewpoint sometimes appeared in his stories last year when prices began to break, but this ought to have helped the merchant to gauge what was going on in the minds of the masses of his customers. The press of the country has given just as much publicity to the recent signs of strength in commodity prices as it did months ago to the break in these prices. It claims responsibility for credit for neither occurrence, but has tried to give the facts to the readers as part of the day's legitimate news.

Announcement is made that the unfortunate theater situation in Grand Rapids is soon to be improved by the elimination of the present lessee of Powers opera house, who has sent every year more cheap and nasty shows to the city than Grand Rapids can reasonably stomach. The present lease expires one year hence, when the dominant owner of Powers theater will undertake to secure a manager who will put Grand Rapids on the map for the best to be obtained in the amusement line, instead of the poorest, cheapest and nastiest. If he cannot find a manager who measures up to his requirements, he will manage the theater himself. Grand Rapids has been given so many filthy shows that many honest people utterly refuse to patronize Powers theater at all. Many mothers refuse to permit their children to darken the doors of the house, except when local talent furnishes the amusement, because there is no assurance that the outside attractions brought here by the questionable management will be clean and wholesome.

If you can take advice from others and if you have the good sense to seek the opinion of others you can make a success of your work.

Without being an all around efficiency expert, if you are able to do some one thing well, you will achieve success.

MEAT FROM ALASKA.

Thirty thousand pounds of dressed reindeer meat from Alaska landed in San Francisco marks the beginning of a new industry in the Far North. Some thirty years ago our Government stocked the Alaskan plains with 1,200 reindeer to serve as food for the Eskimos, whose wild caribou and sea animals were fast disappearing. The reindeer have increased to 200,000, of which 150,000 are owned by the natives and the remainder by white men. The latter have established a slaughter house and refrigerating plant near Nome and have begun shipping the meat to Seattle and San Francisco. Reindeer meat is described as juicy and tender, nearly free of the gamy flavor, and tastes a good deal like a yearling beef.

What were considered a few years ago as desert wastes in Alaska are now found to be good grazing lands. The plains or tundras spread out over many millions of acres, producing abundant vegetation in summer. In winter the animals feed on the lichen or reindeer moss common in the Bering Sea and Arctic coastal regions. It may well be that in a few years this new industry will have assumed important proportions, adding justification to the wisdom of Seward in acquiring for one-fifth the cost of a modern battleship possession of a land of gold, of fisheries, of forests, of 20,000 square miles of coal-bearing rocks, and 30,000 square miles of arable land.

RESTORING THE BALANCE.

Negro workers of the South, their war jobs a thing of the past, have been returning home from all parts of the country, glad to get work at \$1.25 per day.

Many thousands of our population, lured from country to city by high wages and easy jobs, add seriously to the congestion and unemployment in our urban centers.

Even in normal times, there is an excess of city population. But circumstances will tend inevitably to reduce this excess and restore the balance between agriculture and industry in this country.

Reconstruction in Europe depends upon adequate supplies of the products of the soil in other parts of the world. The need, therefore, is not ours alone; but ours alone is great enough to call for every practical means that will facilitate the movement from the cities to the land.

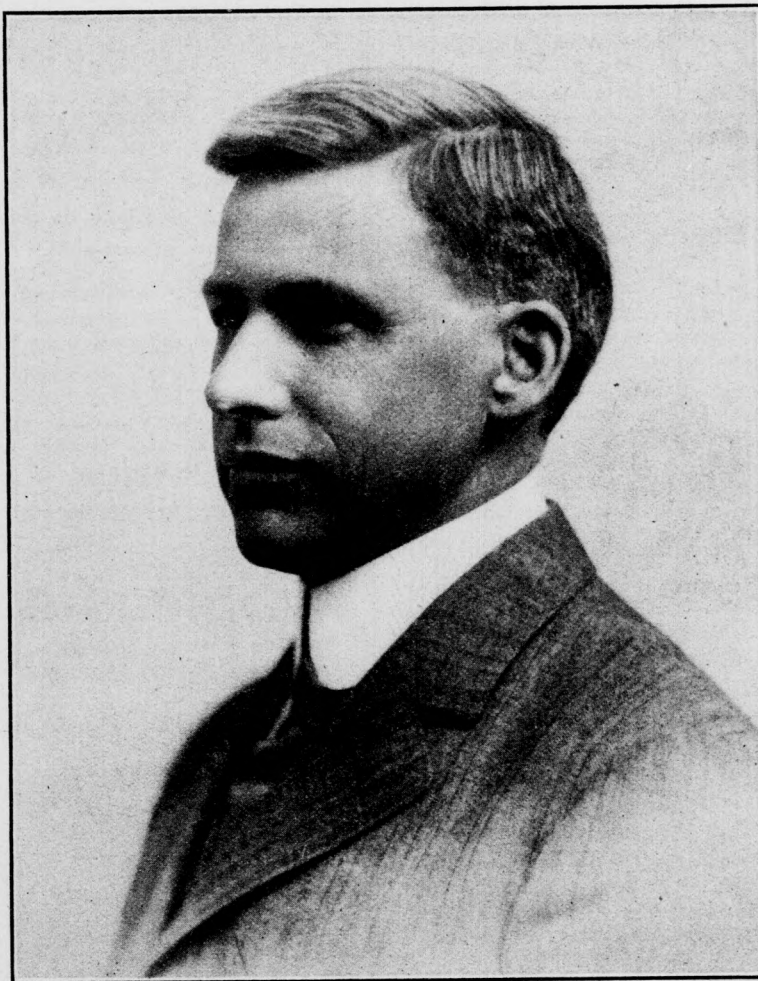
Two years ago C. A. Blodgett, a merchant of Spokane, Washington, made a change from credit to cash. His store had been doing a business of about \$85,000 a year in high-grade goods. After a few months, however, customers who were really worthwhile began to drop off, and in spite of the best efforts of the management, sales dropped to \$35,000. The credit system was again adopted and sales improved immediately. The reasons given as affecting the change are as follows: 1. To compete with cut-rate stores, it was necessary to carry a cheaper line of goods, and in many

cases the business did not repeat as well as in the quality goods. 2. Customers did not call up and give orders in the old way, because they did not wish to wait at home for deliveries. 3. Most customers would rather pay monthly and thus keep track of their expenditures. Many were offended if goods were brought back to the store when no one was at home to receive them. 4. The cash trade proved to be anybody's trade; the customers going to the store that offered the best inducements, and therefore did not trade regularly. 5. Sales in the better class of goods fell off to a much greater extent than on cheaper lines, with a corresponding reduction of profits. The charge customer will buy what appeals to him

MEN OF MARK

L. H. Baker, Well-Known Mutual Fire Insurance Expert.

Luther H. Baker was born in Lansing Sept. 8, 1872. His antecedents were American on both sides. He attended the public schools of Lansing, finishing his education at the Michigan Agricultural College, where he graduated in 1893 on the agricultural course. The next ten years were devoted to the occupation of pedagogue, having served as principal of the high schools at Galesburg, Albion and Kalamazoo. In 1903 he accepted an offer to join the staff of the Michigan Millers Mutual Fire Insurance Co., at Lansing. The first three years he devoted himself to the work of under-



Luther H. Baker.

without thinking of the price if he does not have to pay at once.

Stores wishing to utilize every inch of window space still give the essential publicity to the firm name by having it inscribed in a rectangular piece of plate glass and placing it in a bronzed frame held at an angle of about 45 degrees. The sign catches the eye of the spectator, but being small and low does not obstruct from view any object in the window.

If you want to be in a position to name your own salary find what work you are fitted for, and work night and day to perfect yourself along that line.

There never was a man so fat that his wife didn't tell him sometime that she could see through him.

writing. He was then promoted to the position of Assistant Secretary, which position he still holds. When his brother was made Treasurer of the organization, a year ago, Mr. Baker was elected Assistant Treasurer. At the annual meeting of the directors of the Michigan Shoe Dealers Mutual Fire Insurance Co., held at Detroit week before last, he was unanimously elected Secretary and Manager of that organization. He has already entered upon his new duties with the Shoe Dealers, having spent most of last week at Fremont in company with an expert accountant, going over the books and records of the organization. Everything was found to be in excellent condition, due to the painstaking care with which the late Mr. Bode handled the affairs of the com-

pany. Mr. Baker will devote his entire time to the work of expanding the business which has been erected on such a secure foundation. The company had total premium receipts of \$85,000 during 1920 and Mr. Baker believes that, with proper effort on the part of himself and his associates the volume of business can be doubled during the next three years. All of the directors and officers of the company are working heartily with him to achieve this result.

Mr. Baker is Secretary of the Mutual Fire Prevention Bureau, of Chicago, and Manager of the Michigan Mill and Elevator Rating Bureau, of Lansing. He is a director of the East Lansing Realty Co. and also of the East Lansing Building & Loan Association. He served East Lansing four years as member of the Common Council and is now serving his fourth year as member of the Board of Education of East Lansing. He is a director of the Kiwanis Club of Lansing and trustee of the State organization.

Mr. Baker was married June 28, 1899, to Miss Una Jacobs, of Galesburg. He is the father of two sons—one 17 and the other 14 years of age. The elder boy is a student at the Wisconsin University, at Madison, where he is pursuing the business administration course. The younger boy is a student in the East Lansing high school. The family reside in their own home at 205 Delton street, East Lansing.

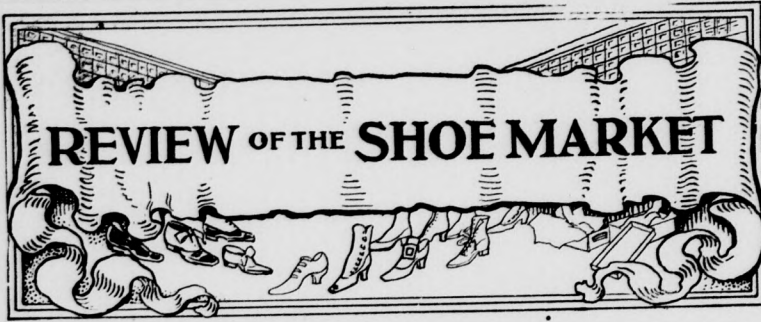
Mr. Baker is a member of the Peoples church, which is probably the only distinctly interdenominational church in the United States.

Mr. Baker has several hobbies which have served to add to the enjoyment of his life. He plays golf occasionally, but does not care enough about the game to become an expert. He delights in gardening and the study of bird life, on which he specialized while a student at the Agricultural College. He knows the name, characteristics and peculiarities of every feathered creature which favors Michigan with its presence and does much to make their visits to East Lansing pleasant.

Mr. Baker attributes his success to frankness in dealing, hard work and a devoted adherence to the theory and practice of the Golden Rule and the Square Deal. He believes in the application of mutual ideas to everything he undertakes, long experience having fully persuaded him that both parties to any deal are the gainers from such a practice.

Personally, Mr. Baker is a most companionable gentleman. He has no frills and always speaks directly to the point, without evasion or circumlocution and he thinks quickly, speaks deliberately and acts promptly. He has every reason to regard his status in life with keen satisfaction and his future with composure and confidence.

If you cannot keep your store looking busy with patrons, you can at least keep the store force busy, and prevent that deadly effect upon customers that comes by seeing idle salespeople.



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.

Annual Convention of Michigan Shoe Dealers' Association.

President Tom Jackson brought the annual convention of the Michigan Shoe Dealers' Association to attention at the Statler Hotel, Detroit, Sept. 12. Invocation by E. C. Harmon, of Charlotte, followed. Deputy Police Commissioner Walters, representing Mayor Couzens, welcomed retailers in behalf of Detroit.

The message of the President, as delivered by Tom Jackson, dealt chiefly with the work of the Association during the past year, and with the success in forming numerous community or group associations in various parts of the State. President Jackson said that another great achievement of the Association during the year was the establishment of closer relations between employer and employe by the founding of associate memberships for clerks.

Following the President's message, various convention committees were appointed. The Treasurer's report, as rendered by Secretary-Treasurer Owens, of Saginaw, showed the Association in healthy condition, financially, and revealed a good growth in membership during the year.

The general manager of Carl E. Schmidt Co., of Detroit, Nicholas J. Schorn, gave an interesting analysis of conditions in the tanning industry, in which he has had a lifelong experience. He reviewed briefly the progress of tanning to the present day with its highly efficient processes and machinery. He explained the process of tanning, from the time that the hide is taken from the animal's back until it was ready for the market in the form of finished leather. Following his formal address, he was asked numerous questions by retailers in attendance, relative to hides, to tanning, to prices of hides and their comparative bearing on the price of finished leather and shoes, and then made a very interesting statement regarding business, declaring that the country at large was consuming at the present time only 15 per cent. less than it could produce; that if merchants and manufacturers could be told the idea of buying 5 per cent. more than they planned in order to absorb the 15 per cent. surplus, everything would start up and business would really be normal. In his present state of mind, he said, the merchant could not be induced to do anything of the kind, so this theory

seemed to be hopeless. In his opinion the European markets would likely be the first to open up, and he hoped that this country would see its opportunity in ample time so as not to be "scooped" by foreign business men.

Charles Jacobs, President of the Jacobs Systems Co., gave the retailers much valuable information about systems and record keeping for retail shoe stores. He showed how it is possible to have an inexperienced clerk know the stock of any store within a very short time after entering its employ, and also explained how it is possible, with perpetual inventory systems to have a daily check on the stock, to keep same as low as possible, thereby securing the greatest turnover possible.

The style show was given for the first time on Sunday evening previous to the opening of the convention. This show was in the nature of a rehearsal, but at the same time the public was given an opportunity to witness the performance. On Monday evening, at the Adams theater, everything was in "apple pie" order for the retailer hosts and the show was put on with a smoothness that smacked of professionalism, although the style show promoters insisted that it was a shoe retailers' association effort in its entirety, and that even the models were not professional manikins, but beautiful young ladies, specially schooled for the occasion. The second show was given on the same stage, at nine o'clock. Costumes worn cost many thousands of dollars, and were completely delineative of the current mode. The shoes worn were specially selected to suit the costume in each case, and were furnished by Detroit merchants exclusively.

Tuesday's Session.

The attendance of retailers at the convention was considerably augmented by the arrival of several score up-State merchants early Tuesday morning. The forenoon was given over to inspecting the many lines on display, and to renewing acquaintances among the retailers themselves, many of whom had not been together since the convention last year at Saginaw. Among the notables to arrive on Tuesday morning was William Pidgeon, Jr., of Rochester, N. Y., Past President of the Retail Shoe Dealers' Association of New York State. He was scheduled as one of the speakers on the afternoon program.

The local entertainment committee of Detroit ladies escorted visiting ladies about the city on a shopping tour among the various retailing institutions. At 4 p. m. tea was served for them at Newcomb, Endicott & Co.

The convention started immediately after Chairman Jackson called the session to order at 2 o'clock on Tuesday afternoon. He asked all committees to convene promptly after the regular session had adjourned.

A. H. Fyfe, Detroit's shoe retailer, occupied the chair of honor on the platform. Chairman Jackson introduced Mr. Fyfe, and the words he chose were inspired without question by a feeling of respect and love for this man, who had not only built a monument in the form of one of the finest buildings devoted to the retailing of shoes anywhere in the world, but who is one of Detroit's most respected citizens.

"Any man who can make money in the shoe business," said Mr. Fyfe, "is deserving of a lot of credit." He told

of his long connection with the retail shoe trade, and said that he had never followed any other business and that he would feel very much lost without it. He used the opportunity while on the platform to tell about the

SPECIAL FOR SEPTEMBER
8 to 10 lb. Clear Oak Bends ---- 55c
11 to 15 lb. Clear Oak Bends ---- 70c
12 to 14 lb. 1 Brand Oak Bends-- 60c
SCHWARTZBERG & GLASER
LEATHER CO.
57-59 S. Division Ave. Grand Rapids

Home Ease Strap Sandal in Stock
Glazed Colt, Flexible McKay, Stock No. 500, \$1.99, Terms 3-10. Net 30 days. Write for pamphlet.
BRANDAU SHOE CO., Detroit, Mich.

Sell Shoes That People Know

SHOE dealers who carry **MORE MILEAGE SHOES** enjoy the advantage of their good reputation. People know them. They walk into a store and ask for them by name. We establish consumer consciousness of our shoes by means of advertising.

It is an asset to carry our shoes in stock. Write us for particulars about our full line for men, women, boys and girls, and get our dealer terms.

HIRTH-KRAUSE

Tanners—Manufacturers of the
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

A Splendid Value

At a remarkably low price.

This Shoe is Rapidly Gaining Favor



Genuine Black, H-B KANGAROO bal. Round Toe Last, Single Sole, Solid Leather Insole and Counter; a splendid fitter and a real value, E and D widths Number 980 ----- \$3.50

This shoe will meet your demand for a comfortable, stylish looking shoe, with a round toe. It is built over our number ONE last, which is one of our best fitters. In stock for at once delivery.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear.

11-13-15 Commerce Ave.

GRAND RAPIDS, MICHIGAN

success of another speaker on the program," Alfred W. Donovan, of E. T. Wright & Co., Rockland, Mass. Mr. Fyfe formally introduced Mr. Donovan.

Mr. Donovan immediately took up the analysis of the slump in men's shoe business.

"As I see it," he said, "retailers are causing the men's end of their business to be the trailer to the main issue. It is perfectly all right for your distinguished citizen Henry Ford to make a trailer for his needs and general purposes, but retailers should get the idea out of their minds that the men's shoe business is a hopeless proposition at this time, and should give at least as much thought and effort to the men's end as they do to the women's trade.

"A great many retailers openly remark that if they could only build their men's business up so that it would constitute 20 per cent. of the gross they would be happy, whereas if I were a retailer I would aim to have my men's business be at least 40 per cent. of the whole, and if it didn't do that I would see why not. The proprietors of various stores have done their part to kill interest in men's shoes. Why is it that the poorest clerks are generally relegated to the men's side? The women's side generally has the peppiest and most capable sales people, which is all wrong. The trouble with nearly all retail stores is that the personal contact is not there. The prospective customer is not made to feel, from the very moment that he enters the store, that the institution is anxious to es-

tablish such contact, the hearty handshake and glad smile are missing; and how in the world can a retailer expect to educate his clerks to be more courteous and gracious to the trade if this same proprietor does not practice what he preaches? It seems to me that it would be a capital idea if some shoe stores would put a sign in the window:

Chairs Reserved for Gentlemen in the way that other trades advertise chairs reserved for the opposite sex. According to well figured out and accurate statistics each prospective customer crossing the threshold of your store is valued at and probably costing you from one dollar to a dollar and eighty-seven cents, which is ample reason why the retailer should do his utmost to clinch the sale. As a man thinketh of his business, so is it; and it is high time for the trade to think in terms of success and opportunity in the retailing of men's shoes. Every person in the United States today is the owner of \$56 as against \$23 before the war, and I'll wager there is not a merchant within the range of my voice who would trade his balance sheet of to-day with his balance sheet of a year ago. Don't gauge business by yesterday alone. About every ten years this country stops for breath, and then proceeds immediately to prosper and become greater. This is only one of the many decades in the history of the country, so I would advise you to think in ten year periods and there is apt to be more accuracy to the figuring and fewer business mistakes made."

Mr. Donovan advised his listeners

to come to market often in the year instead of buying six months ahead as formerly. He stated that a merchant should be pretty safe if he planned his needs sixty days in advance, in that way allowing himself every advantage of the market, and besides giving him a greater turnover.

Mr. Donovan was given a great ovation at the close of his address and was tendered a rising vote of thanks.

Some folks are born artists, some musicians, some orators, and probably some shoe merchants, but very seldom do you find the combination of shoeman and orator, as is found in William Pidgeon, Jr., of Rochester, N. Y. Mr. Pidgeon chose for his subject, "The Human Element in Business," and let it be known that there was very little of the human element that was overlooked by Mr. Pidgeon. The silver tongued orator of the Empire State was never more interesting or more eloquent. He was at his best at the Detroit convention. He told how necessary it is for retailers to think about and study the human element, emotions, and the general purpose of life itself. He admonished retailers to discontinue thinking about their stores as machines for grinding out money. He said that the bugaboos of shoe retailing were fading one by one into insignificance; first, the department stores, which came, went so far, and no farther. Recently the chain stores appeared; they have come, gone just so far, and will not go much farther.

"There will always be room for the legitimate retailer," said Mr. Pidgeon, "and the really big retailing stores of the country are now, and always will

be, owned by retailers, and not by manufacturers and chain store operators." Another rousing ovation, and a rising vote of thanks followed.

At this point the chair called attention to the passing recently of one of the oldest and most active members of the Michigan Association, George Bode, of Fremont, who died at his home Sept. 4. Chairman Jackson recited Mr. Bode's Association experiences, and informed the members that he had been the founder of the idea of an exclusively retail shoe dealers' insurance company, the present company, sponsored by the National, being the outgrowth of this idea. E. B. Mouwer, of Saginaw, one of the founders of the Michigan Association, and one who had known Mr. Bode for a score of years, told of the life, particularly the retailing and association experiences, of the deceased. At his request, assembled retailers arose while Mr. Mouwer led in prayer. The meeting adjourned at five o'clock.

Wednesday's Session.

The convention gained impetus as it progressed towards the final and closing session. The attendance of out-of-town retailers on the last day of the convention was the largest on record in the seventeen years' history of the Association. Merchants were out bright and early to look over the displays. Reports from travelers were to the effect that a very fair amount of orders was taken at the convention, while one or two travelers did a volume business. Most of the buying was for immediate needs and in-

(Continued on page thirty-one)



IMPORTANT NOTICE!

SOLD



Our Complete Stock of Jobbing Merchandise

More than seventy-five thousand pairs of shoes were sold last week, completely cleaning out our stock.

As mentioned in previous announcements, we had to move this class of merchandise to enable us to devote all our time, energy and floor space to the manufacture of our HOWARD shoe for boys, for which there has been such a demand.

We now have IN STOCK for immediate shipment, Boys, Youths, and Little Gents shoes in both black and tan on English and Nature lasts. Every pair is manufactured with OUR CELOID CHROME sole, the best wearing sole on the market, insuring 100% more wear. Remember the Celoid Chrome sole is our own patent, used exclusively in Howard shoes and obtainable in no other.

Are you acquainted with the HOWARD line?

If not, would you like to have a recent catalogue or better still have a silent salesman, containing IN STOCK shoes, call on you? A card will bring you either, without further obligation.

We thank you for your patronage in the past and trust that we may serve you in the future.

HOWARD
Boys Celoid Chrome Soled Shoes

R. K. L. Shoe Co.
Grand Rapids, Michigan

HOWARD
Boys Celoid Chrome Soled Shoes



Monthly Review of the Business Situation.

The sharp rise in cotton continues to spread cheer in the thoughts of business men in many lines. An improvement in feeling came with almost dramatic suddenness upon the announcement on September 1 of a forecast of only 7,037,000 bales. Following the drop of over one million bales since the previous monthly estimate, the resultant increase in the value of the visible supply—nearly six million bales—and of the new crop has restored confidence and buying power to the South, and has had a stimulating effect on the outlook of the whole country. There is undeniably more buoyancy in many trades as the fall season approaches.

August was the first month of the year to show a decrease in industrial unemployment. Gains occurred in the output of pig iron, steel and coal. Silk consumption was the highest since January, 1920. August cotton consumption was the largest in twelve months. Exports made the first substantial gain since December. Weekly bank clearings are again on the increase and reflect the passing of mid-summer dullness.

Seasonal expansion might possibly be mistaken for the beginning of an immediate and substantial business revival. But there is no broad, general sweep forward in business yet visible. Progress is careful, in some lines such as rubber and copper almost painfully slow, yet, on the whole, economic and financial improvement is gathering momentum. The mere fact that eighteen months of reaction, doubt, uncertainty, cross-currents and dullness have been lived through and surmounted is in itself a distinctly encouraging sign. The advance in wholesale food prices, together with the heavy movement of grains stimulated by reduced railroad rates, are enabling many farmers to pay off loans and make long deferred purchases of equipment and merchandise.

Farmers have been put in a favored position by the greatly broadened powers of the War Finance Corporation, whose revolving funds will aggregate one billion dollars. The Agricultural Relief Act, while confessedly an emergency measure, seeks to cope with fundamentally altered conditions of international credit. The European political and economic situation shows some betterment in the last month, and the German reparations payments of 1,000,000,000 gold marks, due August 31, were met in full. A separate treaty covering important economic matters was signed by France and Germany, on August 27, at Wiesbaden.

Enlarged Powers of Credit Assistance

Despite these favorable developments, it is none the less true that foreign purchasers of basic American products to-day cannot carry large stocks as in former years. Due to the risks arising from fluctuations in foreign exchange, merchants abroad for a long time to come will probably sail close to the wind, keeping their purchases down to actual requirements. This means that the marketing abroad of our raw products and possibly of our manufactures must henceforth be financed in larger part on this side of the water. Mr. Eugene Meyer, Director of the War Finance Corporation, points out that where a broad speculative market exists, as in the case of cotton, dealers can protect themselves by hedging; this special form of insurance would make it possible to carry reasonable stocks of cotton in the leading European markets and hedge them not in foreign currency, but in dollars. The full possibilities of the Corporation are not yet manifest; it has been suggested that the Corporation could be instrumental in reorganizing our railroad finances, so seriously disturbed during the period of Federal control.

Comparing the first eight months of 1921 with those of 1920, leading chain stores show increases in the value of sales. These increases in dollars accompany much greater increases in the total physical volume of goods sold. The two leading mail order houses, on the other hand, show an average decrease of 30 per cent. from the value of sales during the first eight months of 1920. In New York department stores the number of individual transactions in July, 1921, was 10.6 per cent. larger than in July, 1920, whereas total sales were 11½ per cent. below the values of July, 1920.

The automobile industry reported shipments equal to 72 per cent. of

Mr. Business Man—

Perhaps, some years ago, shortly after you were married, you made a Will. As time has passed your family has increased in size and you have acquired property. You have doubtless thought about a new Will, but have put off executing it, because healthy men are notoriously inclined to procrastinate about their Wills. Perhaps you have even made a rough draft of your ideas, naming a Trust Company as executor and trustee, and providing for trust funds for your wife and children.

Suppose you met with an accident on a business trip and were killed. Even though your real wishes were expressed in this latter document, found in your effects, they could not be carried out because they had not been completed by proper signatures.

If time has imposed new obligations, or if there have been changes in your personal or business affairs, let us help you avoid a real danger by making a revision of your Will.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

CADILLAC STATE BANK

CADILLAC, MICH.

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

We pay 4% on savings

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

RESERVE FOR STATE BANKS



JOIN THE
GRAND RAPIDS
SAVINGS BANK
FAMILY!
44,000
Satisfied Customers
know that we
specialize in
accommodation
and service.

BRANCH OFFICES

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

those of August, 1920, but 2 per cent. greater than July, 1921. July exports of American cars as a whole were the poorest for any month in recent years. Price reductions during the first ten days of September by manufacturers of nine passenger cars have somewhat upset retail purchases. The truck business is picking up.

For three successive months Bradstreet's wholesale index of 96 commodities has shown advances, rising from \$10,6169 on June 1, the lowest since November 1, 1915, to \$11.0868 on September 1, 1921. The figure on September 1, 1913, was \$9.1006. In other words, what \$1 would buy eight years ago would cost nearly \$1.22 today as against \$2.23 at the high point in February, 1920. Dun's index fell from \$163.777 on August 1, to \$162.619 a month later. In England, commodity prices also registered an advance during August, according to the Economist index number. The figures at the beginning and end of the month were respectively 4798 and 4819. The Statist index, however, compiled in a different way, declined from 158.2 to 155.5. Prices in Japan rose ½ per cent. in June and 2 per cent. in July. In India the trend was toward a higher level, the increase for the month of July amounting to 3 per cent. In Australia and Sweden, however, the downward movement has not yet ceased, although the turning point seems near at hand.

According to statistics compiled by the U. S. Department of Labor covering 15 principal cities of the country, retail food prices increased between July 15 and August 15 as follows in the cities indicated: New York, 6 per cent.; Rochester, 8; Buffalo, 7; Baltimore, 6; Milwaukee, Newark and Norfolk, 5; Charleston, S. C., Louisville, Manchester, and Portland, Me., 4; Houston, 3; Butte and Dallas, 2; Minneapolis, 1. As compared with the average cost of food in the year 1913 the retail cost of food in New York on August 15 was still 59 per cent. above the level of 8 years ago. In other cities the advances in 8 years were 62 per cent. in Manchester; 60 in Buffalo and Milwaukee; 58 in Boston and Charleston, S. C.; 50 in Minneapolis and Newark; 47 in Dallas and 43 in Louisville.

Better Outlook for Iron and Steel.

In iron and steel, the price situation has grown steadily better during the current year. On September 7, the market average of fourteen representative iron and steel products stood at \$35.35, the lowest point reached since the January 5 average of \$52.75. In September, 1920, the average was \$68.86 and in September, 1914, \$23.17. Wages and price reductions are putting the industry on a firmer basis, as is indicated by the increase of output during August both of steel ingots and of pig iron. Of the former 138,071 tons were produced as compared with 803,376 during July; the pig iron output rose from 864,555 tons during July to 954,193 tons in August. The increases, although small, are considered a herald of definite and stable improvement. The unfilled orders of the U. S. Steel Corporation at the end of August were 4,531,926 tons, a decline of nearly

300,000 tons from July, and the lowest total since May 1919.

The bituminous coal output from January 1 to August 27 was nearly 257,073,000 tons and for the entire year may reach 400,000,000 tons. This is the smallest annual production since 1914, but probably ample to meet the demand. Anthracite production for the calendar year to the same date makes a better showing, with 57,486,000 tons compared with 57,713,000 tons for the corresponding period of 1920. The anthracite industry is particularly affected by the new Koehler Act recently passed by the Pennsylvania legislature, imposing a tax of 2 cents a ton to be paid by coal producers. The act prohibits "second mining" in order to prevent caving in of the surface soil. Several large operators have been taking out pillar coal in workings mined many years ago, but these operations must be stopped to comply with the new law.

Increase in Railroad Operating Income.

The railroad situation continues to grow distinctly brighter and more encouraging. July earnings for 201 leading railroads show gross receipts of \$462,953,000 a decrease of 12.5 per cent. from July, 1920; reduced traffic virtually cancelled all the gain resulting from higher rates. Operating expenses, on the other hand, aggregated only \$362,776,000, a decrease of 29.4 per cent. as against July last year, which reflects rigid economies and a 12 per cent. reduction in wages. The net railway operating income was \$69,485,000, an increase of \$17,000,000 over June and a contrast to the deficit of \$11,878,000 a year ago.

Car loadings have increased each week since July 9, reaching the record figure of the present year, 829,709 cars, on August 27. The principal increases have been in merchandise and

Grand Rapids Merchants Mutual Fire Insurance Company

Economical Management
Careful Underwriting, Selected Risks

Affiliated with the
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Protect Your Loved Ones—

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

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

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

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

"Oldest Trust Company in Michigan."

THE
MICHIGAN TRUST
COMPANY
GRAND RAPIDS, MICHIGAN

IMPORTERS AND EXPORTERS



ESTABLISHED 1853

OUR FOREIGN DEPARTMENT

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

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

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V.-PRES. AND CASHIER

Grand Rapids National City Bank CITY TRUST & SAVINGS BANK

ASSOCIATED

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

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

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

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

miscellaneous freight and in coal. The cut in rates on grain intended for export has been doubtless an influence in the heavy movement of some cereals. For the ten weeks ending September 8, wheat exports totaled 98,527,167 bushels against 99,938,210 in the corresponding period a year ago; corn exports for the ten weeks totaled 21,952,827 bushels, against only 744,135 bushels a year ago. The increase in traffic is seasonal in character, but the fact that the previous slump in traffic had been in coal and general merchandise makes more favorable the improvement in these two grades of commodities shipped.

Expansion in Building Construction.

August building construction exceeded July by 4 per cent. In Chicago, the arbitration settlement by Judge Landis in cutting wages from 10 to 30 per cent., and, what is more important, doing away with several vexatious union rules limiting production, resulted in the largest total of building permits recorded for the present year. The granting of a rehearing, however, is reported. The New York Federal Reserve Bank's index on the cost of building, which takes account of both material and wages, declined during July from 186.6 to 184.4, a fall of 1.4 per cent. Bradstreet's total of new building permits filed in 145 cities amounted to \$145,850,330, which is not far from the total permits of \$149,456,170 filed in 163 cities for July.

For the first time during the year industrial unemployment showed an increase. Reports from 1,428 firms in 65 principal industrial centers, each firm normally employing 501 or more workers, show a net increase of 1.8 per cent. as compared with the month of July.

The general crop situation, according to the Government estimate of condition of crops on September 1, 1921, shows some gains as compared with the situation a month ago.

Gracious Gift To Citizen of Sister City.

Petoskey, Sept. 26.—At the conclusion of Petoskey's harvest festival Sept. 22, the Chamber of Commerce made a gift of a new Ford sedan to H. G. Wilson, of 603 South Lafayette avenue, Grand Rapids, who was one of the attendants.

That some one in Grand Rapids should be the fortunate person in this instance is pleasurable in that it may emphasize the spirit of friendship which we of Petoskey have for our big and beautiful sister city.

Every year at this time this city has visitors in large number who come from all parts of the country to avoid asthma and hay fever troubles. This year from the male portion of these visitors there has been formed an association for summer amusements with nearly 150 members. The city manager has been instructed by the commissioners to prepare for this association suitable and permanent grounds for out-of-doors games, to be ready early next season. This is one of many plans for the further entertainment of our many visitors now under consideration.

The Trade Extension Committee of the Chamber of Commerce, Frank French, chairman, will hold a meeting at the Cushman House Tuesday, Sept. 27, to adopt plans for a big community trade event to take place the last of October.

J. Frank Quinn.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Redford Pharmacy, Ltd., Redford.
Peoples' National Co-Operative Co., Bay City

Birmingham Masonic Temple Assn., Birmingham.

Monarch Construction Co., Kalamazoo.

Florida-Michigan Highlands Co., Marshall.

Garage Sales Co. of Michigan, Detroit.

Dematti Wheel Co., Detroit.

Alt Heidelberg Co., Detroit.

J. E. Dillon Co., Ypsilanti.

Oakway Land Co., Detroit.

Reid & Carlton Co., Jackson.

Vogue Shop of Big Rapids, Big Rapids.

American Boiler Alarm Co., Howell.

C. H. Beck Realty Co., Detroit.

Meyer Burgess Drug Co., Redford.

Detroit Farm Products Co., Detroit.

B. F. Hall, Jr., Co., Lansing.

Productive Service Co., Detroit.

Metropolitan Detective Agency, Detroit.

Big Rapids Publishing Co., Big Rapids.

Farr Realty Corporation, Detroit.

Empire Laundry Co., Detroit.

J. C. Hatfield Co., Kalamazoo.

Garber-Chevrolet Co., Saginaw.

Good Investment in South Bend.

Grand Rapids, Sept. 27.—I seldom commend any investment to Tradesman readers, but I feel no hesitation in stating that the announcement of the Palace Theater Corporation, of South Bend, is worthy of confidence because of the character and experience of the men who are promoting the undertaking and the assurance of large profits the business affords. The offering comprises an 8 per cent. preferred stock, with a 50-50 participation in further profits after 8 per cent. has been paid on the common stock. The retirement of the preferred stock at 110 within a few years is also provided for in the plan. I cannot see how it is possible for such an investment, managed by such men, to wrong. I have made an investment in this stock myself in the belief that I will never have occasion to regret my action. South Bend is growing rapidly and has many of the earmarks of a metropolitan city. The city has 80,000 population and her leading citizens expect to see her pass the 100,000 mark within the next five years. Mr. J. Handelsman, the chief factor in the theater enterprise, has already achieved several theatrical successes elsewhere. He was one of the successful promoters of the Blackstone theater, Chicago.

E. A. Stowe.

Owosso—Closing of the Detroit Creamery Co.'s local plant recently was necessitated by a stagnant market for the company's products, according to Lenius Hook, local manager. Mr. Hook declared that the company had twenty-five carloads of condensed milk in storage and that there was no market for it. Its storage space was all filled and the only thing that could be done was to shut down the plant. This is the second time the plant has been closed down in a few months. It is a hard blow to the farmers, who up to as recently as a year ago, were increasing their dairy herds.

Fourth National Bank

Grand Rapids, Mich.
United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President

LAVANT Z. CAUKIN, Vice President

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HARRY C. LUNDBERG, Asst. Cashier

ELVA T. EDISON, Asst. Cashier

Preferred Risks! Small Losses! Efficient Management!

enables us to declare a

30% Dividend For Year 1921

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

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

WM. N. SENF, Sec'y

Invest Now
While
You Are
Producing

Buy Consumers
Power Company
7% Preferred
Stock

—Yielding

at \$95 Per Share and Dividends

Ask any of our employees for information.

28

7.37%

WE OFFER FOR SALE

United States and Foreign Government Bonds

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

HOWE, SNOW, CORRIGAN & BERTLES

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

WE ARE SPECIALISTS

Writing only Automobile Insurance.

Live Agents Wanted.

MICHIGAN AUTOMOBILE INSURANCE CO.

Grand Rapids, Mich.

A Stock Company.

Why Put Inferior Men in Responsible Positions?

One of the unsolved problems of life is the reason why the stock fire insurance companies almost invariably fill the executive offices of the bureaus they create to enable them to function with the greatest degree of profit and the largest measure of secrecy with men of small mental caliber and with men who have little or no regard for their word. Perhaps all officials of this character do not come under this category, but most of them do; at least, those with whom the writer has had occasion to negotiate of late years have been men of such inferior mentality and such vicious dispositions as to excite disgust, rather than antagonism. That men of this type are placed in positions of responsibility and trust is probably due to the fact that there is dirty work to be done and that no high minded man will consent to be made the tool of such unscrupulous employers.

Particularly is this the case in the administration of a certain feature of fire insurance machinery in this State. The person who attends to this branch of the fire insurance monopoly so conducts himself in the presence of gentlemen as to create the suspicion that he is an utter stranger to all the fundamentals which characterize a gentleman.

He has no regard for his word and appears to repudiate his promises as soon as made.

He undertakes to convey the impression that he is the sole repository of the wisdom of the ages and that any one who questions his superior knowledge along certain lines is a proper object for insult and derision. He is so narrow in vision and so jealous of his personal prerogatives that he undertakes to create almost unsurmountable barriers to hinder those who, through ignorance or inexperience, are so unfortunate as to seek relief through other channels than himself.

What he cannot accomplish by bluff, bluster, bombast or cajolery, he seeks to achieve by attempted bribery.

Instead of giving the men with whom he is negotiating direct and manly answers to direct and pertinent questions, he invariably resorts to evasion, circumlocution and sarcasm.

He appears to have no conception whatever of the rights of others and refuses to accord them the privilege of expressing an opinion unless it happens to coincide with his own.

His manner is so personally offensive to men of refinement and wide business experience as to stamp him at once as a person with whom one cannot conduct any negotiations with any pleasure or satisfaction.

So long as the fire insurance monopoly continues to employ persons of such a stamp to represent it in an official capacity, it will have only itself to blame for the actions of thousands of large and small insurers who are cutting out stock insurance altogether and substituting mutual and reciprocal insurance therefor.

Python Eggs.

It was nearly ten years ago that I listened to a lecture in which the speaker, whose name I am sorry to

have forgotten, showed that Habits are like pythons. The python is one of the most beautiful of snakes. With exquisite grace and poise it wraps itself about the body of its victim and crushes it.

Yet there is nothing more silken, more attractive, more soft than a young python. One may place it in the cradle with the baby without danger. One may feed it from the same bottle of milk.

But let the snake and the baby grow side by side and the day will come when the snake will be discovered wrapped about the human body and it will be found that the human soul has left.

So it is with habits. A bad habit at the start is often attractive, silk-like, colorful and soft. One may crush it in an instant. It is so delicate, though, that one waits until it grows.

"I can stop it growing any time," we say. "I can quit this habit when I get ready."

But habits are like pythons. They gracefully glide to their victim and he doesn't know how strong and dangerous they are until their coils are about him and the red tongue is shooting at his face.

Few of use are snake charmers.

Negative, uninspirational thoughts are python eggs. From our thoughts spring our deeds. It is up to us to choose between the occupation of snake charmer or gardener.

Our thoughts will produce pythons or flowers. We can take our choice.

Thomas Dreier.

Fire Prevention Day Program For Schools.

Because October 9, 1921, falls on Sunday, the school observance of Fire Prevention Day will take place on Friday, October 7, in some cities and October 10 in others. Programs will, of course, be arranged according to the wishes of the teachers and the facilities of the schoolrooms, but the Tradesman, in response to a widespread desire, is following its usual custom in presenting herewith a few suggestions.

Three items are judged to be of the first importance, viz.:

1. A talk by the teacher.
 2. "The Trial of Fire."
 3. Practical advice, including fire alarm instruction, by a fireman.
- Three additional items, which are desirable if time will permit, are:
4. Girl's essay on "Why Our Homes are Dangerous."
 5. Boy's essay on "The Hazards of Matches and Tobacco Smoking."
 6. A fire drill.

It is advised that parents be invited to attend, since a valuable purpose of the observance is that of arousing the interest of the older people.

Bay City—The Michigan Engineering & Manufacturing Co. has been incorporated with an authorized capital stock of \$12,000 common and \$8,000 preferred, of which amount \$11,760 has been subscribed and paid in in property.

The hen has a right to kick; she is never so much as allowed an egg of her own production.

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Michigan

Primarily a Shoe Dealer's Company
Secondarily, writes the
Best Banking and Mercantile Business

The Company, under its new management, will maintain the same high standards of Efficiency, Square Dealing and Prompt Adjustments that have characterized it since its organization.

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FIRE

TORNADO

BETTER INSURANCE AT LESS COST

During the year 1920 the companies operating through

The Mill Mutuals Agency

paid more than \$4,000,000 in dividends to their policy holders and \$6,300,000 in losses.

How do they do it?

By INSPECTION and SELECTION

Cash Assets Over \$20,000,000.00

We Combine

STRENGTH and ECONOMY

THE MILL MUTUALS
AGENCY

120 W. Ottawa St.

Lansing, Michigan

THE BACKWOODS BARBER.

How He Shingled Boyish Heads Fifty Years Ago.

Grandville, Sept. 27—Bobbed hair in the days of lang syne was not what it is to-day.

There was much said about short-haired women and long-haired men in those olden days, and even the boys of the woods country took up the cry and called the little misses who bobbed their hair "old maids."

To-day it is not uncommon to see scores of short-haired misses, and an occasional middle-aged dame with her hair trimmed off just below her ears. At any rate there is breathing space for the ears so long hidden beneath swads of snarled hair of which the least said the better.

In the days of hand-sleds, skating, sleigh-riding, coasting, barn dances, bussing and husking bees, it became the fashion to not only bob the hair of the backwoods belles, but to "shingle" them as well, so that the difference between the boy's head and a girl's of that day was even less conspicuous than it is to-day.

Shingled heads were in evidence everywhere, the bobbed style being quite in disgrace, which is why two very sensitive youngsters met with an unexpected adventure while in quest of a barber. Mothers in those days were the only tonsorial artists in our neck of the woods. A genuine barber was looked upon with a certain awe such as appertained to a physician. Twenty miles to the nearest barber shop, the same distance to a physician, yet the denizens of the woods got along famously, seldom requiring the services of either.

The mothers cut the hair of their sons, some doing a fair job, but the most of them giving the square cut which to-day is deominated "bobbed."

Coming from school one day, two small boys were hailed by a sleekly groomed young man from Muskegon with, "Who bobbed your hair, sonny?" Now that expression wrangled. The occasional sight of well groomed people from outside towns was the envy of the meek and lowly lads and lassies of the river country.

Some there were among the boys who managed to induce their fathers to take them to Muskegon and the barber shop. Returning with neatly "shingled heads, these more fortunate lads were the envy of all the stay-at-homes who were compelled to wear bobbed locks. The girls, too, seemed to fall for the cutely trimmed ones, to the intense disgust of the home boys whom mother had trimmed as best she could.

"Ma, cut your hair, eh? She did a whackin' job didn't she?" The sarcastic laugh following always brought the blush of shame to the cheek of the one addressed.

"Wish we could go to a barber, Tom," said big brother Jim one day to his small brother as the two stood before the glass at the sink trying to comb into shape flank locks of tow-colored hair which refused to stay where it was put. "I'm getting tired of being laughed at all the time. If ma could only shingle hair, how nice it would be."

"But she can't so we may as well cut our own hair and done with it," sighed the younger boy.

One cold winter morning just at sunup, Tom rushed into the presence of his brother with an important announcement: "Jim, oh, Jim!" he cried in ecstasy of excitement, "There is a barber out to Robinson camp. Bill Bradley told me so. A lot of the fellers are going there some day and have him shingle their hair. Let's go, will you?"

"I know who you mean," grinned big Jim. "It is Dutchy, the shanty cook. I heard some of the men talking about him. One has to go Sun-

day to get him to cut hair because he is busy week days."

"Well this is Sunday. Let's go, Jim."

Jim demurred, fearing their mother would object, since the two brothers had been faithful attendants at Sunday school all the fall and winter. Tom, who had been the butt of the big boys' jokes—those who had been barbered at Muskegon, was full of the project of going to the camp three miles away, getting their heads shingled, so that they might no longer be the object of covert grins from the big girls as well as the jeers of the boys more fortunate than they.

The father was absent from home. The mother called her sons, tied their neckwear, gave them their testaments, kissed them goodbye, seeing them off to Sunday school with a pleased, motherly interest, accompanied with a broad smile. Those two small wretches never went near the schoolhouse in which one of the elderly mothers of the settlement superintended the teaching of the new testament scriptures. Instead, they shied off just below the hill, on the summit of which the temple of learning was situated, followed the Muskegon river road which led to the Robinson lumber shanties.

Thus it will be seen that the temptation Tom had set before his elder brother overpowered the scruples of Jim, and he led the way to the backwoods dwelling of the imported cook and barber.

Dutchy met the boys with a grin when they came to the shanty door, stamping the snow off their boots, holding their testaments tightly clasped in their hands. By keeping the books with them, and glancing occasionally at the chapter which was their lesson for the day, they seemed to imagine they were not quite so bad after all.

Sunday was a very quiet day at the camp. Many of the men were away on a twenty-four hour vacation, just a teamster or two left behind to look after the live stock. The two boys sat on a pine bench while the Dutch barber used his shears on their bobbed locks. He made a few grinning remarks about the efficiency of the person who had cut the boys' hair previously. When told that it was mother who did the shearing, the little Dutchman exclaimed:

"Oh, dot's different," and let it go at that.

It was past the noon hour when the barbering was concluded. The boys fingered out a few pennies which Dutchy absolutely refused. He invited the lads to stop to dinner. Since both boys were exceedingly hungry, they decided to accept the invitation. A dinner in a logging shanty would be a decided novelty which they would be able to put over on the other boys in a manner of lordly superiority. Since they looked like town kids with tightly clipped hair Jim and Tom felt very much in the seventh heaven.

Dutchy had but one other customer at dinner, a Muskegon jobber who drove up in a pung just as the meal was placed, steaming hot, on the long pine table. The cook made a number of excuses for not having an elaborate layout. Hot biscuit, with new, white butter, appealed to the appetites of our boys of which they ate with gusto. It was then that Mr. Smith, asking about why the butter was so pale in color, Dutchy made the statement that the white butter was not butter at all.

"You see, de ole sow got kick from horse; she die, and dis is de fat I try out so's not to lose anytings. Lard good almost as butter!"

Was it? The Dutch cook's statement didn't go down with the boys. Both rose simultaneously, not even casting a longing glance at the cranberry pie of which they had hitherto been exceedingly fond, making a bee line for the outside door. Sick is a mild word to use in connection with

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GRAND RAPIDS

MICHIGAN

the lads who had played truant from Sabbath school in order to get a "shingle."

Dutchy was very sorry for the boys. His inadvertent speech had spoiled the day for Tom and Jim. Both were ill nigh unto death, nearly throwing up their boots. Tom, however, was the most affected, and it was at least an hour before he was sufficiently recovered to start on the back trail in company with his brother. Somewhere in Northern Michigan the Tom of that day, now a man with silvered head and dimmed eyesight, will crack a laugh should he by chance read this simple narrative of that long ago Sabbath escapade.

It was not until a month later that the boys told the whole story to the good mother—that part of it in which the "white butter" came into play. Of course, they had to explain how their bobbed heads were made over into neatly clipped craniums, the butter part being left out of the tale.

More than half a century has passed since that hike to the backwoods barber, yet the memory of it is still as strongly limned on the brain of the big boy Jim as though it happened only yesterday.

Old Timer.

Glimpses of Widow Adams' Auction Sale.

Written for the Tradesman.

"Vendue." It was a word new to me and drew my attention to the big poster displayed in the New England country store and post office where we were getting our mail, hardware, eggs and groceries, and "tonic," as they call everything that comes in bottles to drink. "All household goods and farm utensils of the late Hiram Adams to be sold by his widow at public auction on Saturday, beginning at 9 a. m. standard time. Furniture, carpets, farm tools, antiques, etc."

At the top of a very steep hill we found a great gathering of the country-side; automobiles of every type were parked in the yard, horses hitched to the fences were eating the shrubbery and trampling the flower beds; farm hands in characteristic garb chewed straws and smoked on the stone wall, and the veranda was crowded with chattering women as we came up to see and become part of the strange exhibit of human nature gathered to participate in the scattering of the domestic equipment of a vanished family.

There was something tragic in the spectacle of the widow, left alone in the world, forced to turn into cash the equipment and the treasures in the gathering and use of which she had spent the best years of her life; with anxious face watching the bidding over the relics of forty years of housekeeping, which now brought only a few cents for something that she counted precious, and again afforded an astonishing price for some old thing that had lain for a generation forgotten in the attic.

To the crowd it was a spectacle; to the auctioneer a chance to indulge his heavy-footed wit. Young country couples snapped up eagerly kitchen utensils, bits of old carpet, ugly furniture, and impossible pictures—welcome acquisitions for the beginning of housekeeping. The dealer in antiques with keen eye assessed the things he could buy for 50 cents and sell to folks he knew for \$50. There were a number of "summer people," city folk,

come partly for the show and partly in hope of picking up rare or curious things as trophies for the summer house, or even to take back to the city.

Impossible pictures, I said. There was one crayon portrait, a life-size representation of a cross-eyed man in all his cross-eyedness. Not the late Hiram, but, as the widow told me:

"My brother Peleg, a dear, good brother, deacon in the church and faithful to the milking; never was a cow on this farm that he couldn't call by name and she'd come to him. I hate to let that go, but I ain't going to have no place to keep it."

The antique dealer bought it for a quarter.

"The frame is old," he said. "I am going to put a mirror into it."

Some woman in that family was a skillful and dainty hand-worker; she had time and facility to make really beautiful patchwork quilts, hooked rugs, and at least one handsome rag carpet. The widow seemed not to mind their going so much as she feared that whoever got them would not keep them clean.

"I didn't make them; no," she said. "Twas Aunt Lucy made 'em; but I was always good at keeping such things clean. What do you suppose that boy wants with them dishes?"

A city lad of seventeen was bidding up a set of old china. With inscrutable countenance he was nodding to the auctioneer as the bid went up, a dollar at a time, then fifty cents, then a quarter, at last a nickel. The antique dealer got the china at a price which did not please him at all.

"I didn't want 'em," the boy said to me afterward with a broad grin, "but I knew they were valuable and I didn't want that robber to get away with 'em cheap. Mrs. Adams needs the money."

A city woman, completing a collection of old cooking utensils, smiled all through the proceedings, even when things she wanted very much were bid up beyond her reach. She behaved in sharp contrast to another summer visitor, whose temper broke almost to tears when she lost a lustre sugar-bowl on which she had set her heart.

"One must be a good sport in this sort of thing, as in anything else," the first woman said to me, looking with evident amusement at the glum face of the other, when I said I was sorry she had lost a beautiful rug upon which she had been bidding. "I made up my mind long ago that whenever I began to lose my temper or have heart-burnings, I'd stay away from auctions and everything else. I can't afford to be sour about things."

I took away from that hill-top experience some articles well worth what I paid for them; but what I shall value most is the memory of the jolly "good sport" who laughed at disappointment and could not afford to be sour about things, and of the brave widow whose cross-eyed brother was loved by even the cows.

Prudence Bradish.

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 Secretary - Treasurer — W. O. Jones, Kalamazoo.

GREETINGS FROM INDIANA.

Organization Experience of Indiana Dry Goods Merchants.*

As President of the Indiana Retail Dry Goods Association, I bring you greetings and best wishes for a most successful convention and also wish you prosperity in all your undertakings. You are gathered here to-day for the exchange of ideas for the benefit of your craft and I feel sure that one and all will be greatly benefitted by the talks which have already been given and which are still in store for you.

My subject, as you well know, is, "Benefits we have derived in Indiana from a State Organization." I cannot recite all the benefits we have derived, because there are many who have attended our conventions who returned to their homes well repaid by listening to the talks of those who have had larger and broader experiences in their lines. I have always kept in mind that I can learn something from everybody and if everyone will keep this same thought in mind and profit by the experience they have when they rub shoulders with the successful one, they are bound to reap some benefit from the contact. The Indiana Retail Dry Goods Association is not as large as your own, mainly because we do not cover the territory that you do, but I will say that we have a very good representation of all the leading merchants in most of the towns and cities in our state and expect to reach a membership of 300 by the beginning of next year.

The subject allotted to me is one I really think would interest more those who are not present. I refer to the class commonly known as the "stay at home;" those merchants who think their business cannot get along without them and that they must be on the job every minute of the day. As a rule, that is the same class who think state organizations and conventions are all tomfoolery and a waste of time. Their outlook in life is about as small as, undoubtedly, their business is for I cannot see how a merchant can hope to be successful in business with such narrow views. You who are here, I believe, are the best representation of Michigan's mercantile life and the interest you are taking in this convention would indicate that you are all wide awake and up-to-the-minute merchants and know the true value of co-operation. You can well be proud of your officers and your organization. If every state was as well organized as Michigan, I am sure we would be considered some factor in the Legislature.

I will only recite a few of some of the most important benefits we have derived through our organization.

Itinerant Merchants Law.

First, I will remember when the itinerant merchants bill was presented

*Paper read at annual meeting Michigan Retail Dry Goods Association by L. C. Stiefels, President Indiana Retail Dry Goods Association.

to our State Legislature, it was promoted by our organization while we were still infants. We were very successful in securing the enactment of a law which makes it decidedly uncomfortable, to say the least, and embarrassing for the so-called fly-by-night merchants to locate in our town without paying a just license and taxes to our county treasurer.

Pure Fabric Bill.

This bill was presented by a representative in our Legislature who thought he had a wonderful idea and would be considered a great benefactor to the public if his bill could be enacted. This bill would have held every dealer liable for the composition of every bit of fabric or garment sold by him, notwithstanding he had nothing whatever to do with the manufacturing of the garment or fabric. You can well imagine what this would have meant to any merchant who was trying to do business honestly and use his best judgment in buying merchandise, but found later on that he was misled as to quality and was held responsible by the law, subject to a fine or other punishment. It is unnecessary to state that the bill was defeated and our Association had a great deal to do with its defeat.

The Anti-Trust Bill.

This bill was another bit of wonderful brain work of a wonderfully brainy man—at least, he thought he was. This bill would have effectually stopped every merchant from marking down for clearance any article in his stock without holding himself liable to refund the difference between the marked down price and the original selling price to his customer who had bought the article at the original price. Now, gentlemen, just think what this would have meant to you. Can you not see now why it is absolutely necessary for us to have a State organization, so that we can be protected against such vicious legislation?

Labor Bill For Shorter Hours.

At every session of our State Legislature bills come up for shorter hours for our store employees. While I know that the merchants of Indiana are always willing to be fair with their employees regarding working hours, at the same time we must be alert to the various bills that are presented which really make it a hardship, not alone to the public and merchant, but to the help themselves. On three different occasions minimum wage bills, utterly unreasonable, were introduced, but were not enacted, but I feel sure that some day we will have the hours regulated in our State for our help that will be satisfactory and acceptable to both sides. When that bill is passed, it will have the approval of the Indiana Retail Dry Goods Association. We do not do our work by the aid of a lobby, but we, the members, write personal letters to our representatives and thereby gain much better service.

Bill For Discharged Employees.

At one of our legislative sessions a bill was introduced which would make it compulsory for an employer to give a discharged employee what practically amounted to a letter of recommendation. This was very successfully opposed and you, as business men, can readily see why.

State Fair.

Had it not been for the intervention of our Association every year the large mail order firms throughout the country would have been allowed to use the Indiana State fair as an advertising medium. They did this for one or two years and were successful in disposing of 50,000 catalogues. It is unnecessary to state that our Association got busy and when the matter was properly brought to the attention of the State fair officials, it was promptly stopped. The Michigan Association should watch this movement.

Concerning Patterns.

Do you gentlemen know that it was the Indiana Retail Dry Goods Association that started the agitation of the objectionable pattern contract and that the pioneer of this controversy was Meyer Heller, of New Castle, Indiana, one of our directors? I am pleased to say that he has now enlisted with him other State organizations and we are going to see if we cannot get a pattern contract that is suitable and agreeable to the business man and not be a one sided affair. We feel that we ought to have a right to say our soul is our own and we ought to be allowed to have what we think is right for our own community, as we are supposed to know best, and we don't want to be dictated to by the magnates in New York City who are not posted on our conditions. This subject will undoubtedly be handled by others better posted on the pattern situation than myself.

Merchandise Exchange.

We have in connection with our organization an Exchange Bureau. Briefly stated, if a merchant is overstocked on an item and wishes to dispose of part, he notifies the manager of our organization, who makes note of it and mentions it in the first bulletin going out. If the merchandise is disposed of this way, the State organization gets 2 per cent. commission for the work done. Many of our mem-

bers have been able to dispose of considerable surplus stock in this manner.

Grievance Committee.

This committee is a secret one, appointed by the President, and is only known to the manager and the committee themselves. Any member having a grievance against some manufacturer or firm reports his case to our manager, who, in return, obtains a report from the other side. The matter is then discussed pro and con by our committee. If, in their opinion, our member is wrong, they candidly tell him so and drop the case, but if they consider he is right, they then take the matter up further with the manufacturer or firm and impress them with the fact that the arbitration committee for the State Association considers that they are wrong and gives reasons why and in most all cases the firm opposing our members does not wish the unpleasant publicity, and is willing to settle the case.

Bulletins.

Our manager is continually issuing bulletins when any matters of importance come to his notice, either pertaining to merchandise or legislative matters, or on any matter of importance to the members. These bulletins are alone worth the membership fee.

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County Tax Matters.

There has been considerable unrest by our merchants as to how to give in their stocks at tax paying time. It appears that different assessors have different views, consequently different merchants gave in their stock on different values. This matter was brought up at the recent meeting and the result of the discussion was that we employed a tax expert to go before the State Board and explain thoroughly the situation as to depreciation on merchandise. We enlightened the State Board better than they had ever been on the subject of depreciation and liquidation of merchandise. Being represented as we were, a very satisfactory and thorough understanding was had, so that one and all could give in their stocks at a certain percentage off the inventory, which was acceptable to the State Board and was quite a saving to many of the merchants. The expense was borne by the State Association and saved many members many dollars.

In conclusion, I want to say that you have a wonderful organization in this State and I am sure other states are watching your growth. Keep the good work up. Others will follow in your footsteps.

Indiana has adopted your methods of group meetings and we certainly invite you all to attend any of our meetings.

I thank you for the great honor you have bestowed on me by inviting me to be present here to-day and giving me the opportunity of saying a few words about your neighboring state and its organization.

In a recent conversation with a representative of a certain pattern company who wished me to sign a new contract with them, I explained why I could not do so at the present time, being one of the committee to help formulate a new contract that would be agreeable to the various organizations. I explained to him what was on our minds, that the various State organizations were going to send a committee to meet at some central point to see if we could not draw up a contract that would be acceptable to the merchants. He smiled at the idea and simply said, "You will never succeed. You have tried many times to do this, but you can't get together. You can't agree. You don't co-operate."

Now, gentlemen, let us show them and others that we know the full value of the word co-operation. Let us go to our homes with determination that we will co-operate and that we will have confidence in our various committees and will agree by their decision and show that we are thoroughly organized for the betterment of our craft.

When you go home, remember that the sun shines every day. It is shining now and always will shine. No matter if clouds do appear occasionally and darken the horizon and things seem dark and gloomy in the business world, let us still remember that the sun is shining all the time. It is shining for you and for me and brings light to our business and not darkness. When we go home if business seems bad and you must say that it is bad, then end up by saying, "It is better than I expected."

News Service.

"Do you take a daily paper?" asked the visitor in Poke Ridge.

"No'm" answered Hank Darby's wife, "we don't need to. We live right next door to old Miss Peabody. She brings in all the neighborhood news oncet a day, and if anything speshul happens, she puts on her sun-bonnet and gits out an extra edition without 'delay!'"

Gabby Gleanings From Grnd Rapids.

Grand Rapids, Sept. 27.—Martin Block, the Charlevoix grocer and meat dealer, spent his fall vacation in Grand Rapids last week. He was accompanied by his wife.

Fred T. Kimball, who has been engaged in general trade at Crystal for twenty-seven years—thirteen years with his father and fourteen years on his own account—has sold a controlling interest in the stock to Harzy Fisher and E. S. Hammontree, Mr. Kimball still retains an interest in the business as special partner. The shift in ownership and responsibility will enable Mr. Kimball to take a much-needed respite from business cares and responsibilities and give him time for extended recreation which has been denied him during his long and successful mercantile career. Mr. Kimball and wife spent last week in Grand Rapids as guests at the Livingston Hotel.

Sam Baucina, who for several years has been engaged in the retail candy business at 1501 Wealthy street, this city, has discontinued business, but will re-open with new equipment at the corner of Norwood avenue and Wealthy street. The Hazeltine & Perkins Drug Co. sold him a soda fountain.

P. H. Lewis, the live wire druggist of Watervliet, has placed his order for a new Guarantee soda fountain with the Hazeltine & Perkins Drug Co.

La Verne Turner, who conducts the Norwood restaurant at Lake Drive and Hampton avenue, this city, will open a confectionary store next door under the name of the Norwood Sweet Shop. The Hazeltine & Perkins Drug Co. has the order for fixtures and soda fountain.

Right thinking men and women everywhere will commend the action of Judge Dunham, of the Superior Court of Grand Rapids, in sentencing a young millionaire to 90 days in the county jail for driving an automobile while drunk. The young man in question has never done a stroke of work and seldom drawn a sober breath since he was able to stand up to a bar. His career has been one of public and private debauchery ever since he was old enough to receive the large fortune which came to him by inheritance from his father, who was one of the most estimable professional gentlemen Grand Rapids boasted of in the early days of the town. The unworthy son of a worthy father has been fined repeatedly in police court for driving while drunk, but for some cause reasonable men are unable to understand the police officials have never taken steps to have his license taken away from him, as they should have done. Judge Dunham has not only done public service by protecting the citizens of Grand Rapids from injury by this drunken outlaw, but he has taken steps to secure prohibitive action by the Secretary of State in the matter of cancelling his permit to use the streets of the city and the roads of the country roundabout. For courage and fairness, the writer commends Judge Dunham in the strongest possible terms.

William R. Roach, the master canner of the age, went to New York on business last week. On his way home he slipped up to Watertown, N. Y., to spend Sunday with the friends of his boyhood. Watertown is the place of his birth and about once a year he makes a practice of renewing his youth by visiting the scenes of his childhood.

Miss Dorothy May Malloch, daughter of Mr. and Mrs. Douglas Malloch, of Chicago, was married to Vilas Matheson Swan, of Rochester, N. Y., on Tuesday evening, Sept. 20, at the Sovereign Hotel, Chicago. The father of the bride is known to lumbermen everywhere as the poet of the American Lumberman. Years ago he was a regular contributor to the Tradesman. Both bride and groom were students

at Northwestern University. Mrs. George Fritze, of Port Clinton, Ohio, was matron of honor, and Willis Nance, of Chicago, was best man. Little Amy Jean Malloch, sister of the bride, was flower girl. Rev. George Craig Stewart, of St. Luke's Episcopal church, Evanston, read the service. Mr. and Mrs. Swan will reside at Rochester, N. Y., where the groom is engaged in the practice of law.

In addition to limiting our defenses, we need to cut out a lot of our offenses.

A colloquialism that should be banished is "springing a joke." Most jokes of to-day do not spring; they are pushed and fall helpless a few feet away.

The female fly lays 20,000,000 eggs in a season, it is stated. Now if some Burbankian genius desires to boost himself into the class of the immortals let him work out a practical way of crossing the common fly with the barnyard hen.

Billy Sunday's physician has ordered him to take more exercise. If he acts on this advice, it will be a sight to excite the risibles of the grim gods of gloom, from this on, to observe Billy's gymnastic gyrations in the pulpit.

The former kaiser's daughter has declined his request that she go and keep house for him in his exile. His patient wife is in her grave. His sons are scattered about, spending the incomes left after the collapse of their father's soaring ambition to rule the world by force of arms. And Wilhelm frets and fumes in what is practically captivity in Holland. A weary man, no doubt, and vastly unhappy in a bed whose thorns are discontent, vain regrets, and constant comparisons of his present wretched condition and circumstances with the power and glory that once were his, now wasted away in the blood of millions of his fellow-creatures. No wonder an exchange quotes for him: "Which way I fly is hell; myself am hell."

One nice result of prohibition that most of us haven't thought of is the fact that the walking delegate of the bartenders' union has had to go to work.

We wonder that some of the cellar distillers haven't sought the services of the cotton gin.

Grand Rapids is complaining of its extortionate laundry prices. Evidently the only reduction the laundrymen are capable of is in the shrinking of shirts.

The traveling forces of the three houses of the Worden Grocer Co. held a joint meeting at the Grand Rapids house last Saturday forenoon. More than fifty men were present. Addresses were made by President Rouse and other officials of the company.

Buy Right—Sell Cheap—Keep Down Overhead.

From a mere incidental part of the dry goods business of E. Rosenwald & Son, at Las Vegas, N. M., the grocery department in five years has grown in sales volume until it has reached the \$300,000 mark. "Adver-

tising, buying right—and with courage, small margin and low overhead," are the reasons given by the manager. The store's slogan is, "Save the difference." The effort originally was to draw the business of ranchers not only on groceries, but on other lines as well. It was also endeavored to increase the volume of the average grocery sale. This now has reached \$5.63. The advertising is done twice a month, in the newspapers and by means of a large circular mailed regularly to a large list. The circular is looked for by most families. The advertising costs but a fraction of one per cent. The show windows are never used for groceries. Last year the sales of the whole store were five times what they were in the year before the grocery campaign was started. The grocery department is profitable on its own account. Mail order business is now being developed and has reached one-fifth of sales.

Women Are Best Salesmen.

A woman should make a better salesperson than a man, according to Orville Davis. They have intuition in addition to ability. They have loyalty and are more attractive in appearance. The last becomes a disadvantage if they give too much attention to their dress and complexion.

8%

Cumulative-Participating
Preferred-Investment
OF THE

**PALACE THEATRE
CORPORATION
AND OLIVER THEATRE**

Send for Attractive Circular on a Growing-Going Proposition—now active.

Note—The Editor of the Tradesman recently visited South Bend and was so well impressed with our proposition that he handed us his subscription.

**PALACE THEATRE
CORPORATION**

Oliver Theatre Bldg.

South Bend

Indiana

Graham & Morton



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

CHICAGO

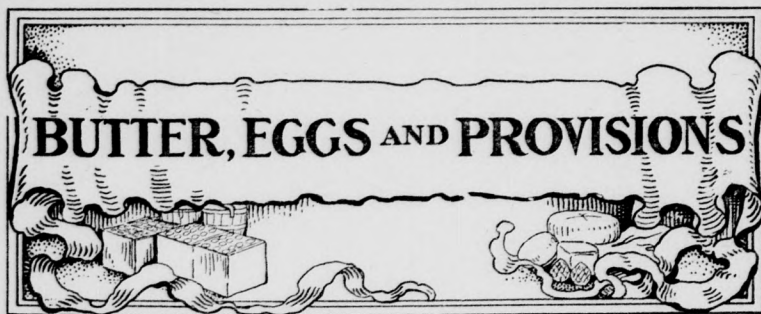
\$4.35 Plus
War Tax
DAILY

Michigan Railway Lines

BOAT TRAIN

Daily Except Saturday's 9 p. m.
Sat.'s 1:00 & 10:20 p. m. G. R. time.
Tel. Citz., 4322; Bell, M 4470

FREIGHT TO AND FROM
CHICAGO and All Points West
Daylight Trip Every Saturday.
Boat Train 1 p. m. G. R. Time



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.

MICHIGAN BEAN JOBBERS.

Annual Address of President Breisch at Detroit Meeting.

Your Board of Directors, in fixing this date for the annual convention of our Association, instructed the Secretary and Program Committee to abandon for this time the customary address of welcome and response and to arrange, if possible, a program which would deal with practical questions in connection with elevator operation and the marketing of the Michigan bean crop.

Before entering upon the regular program for this, our twenty-ninth annual meeting, I wish to briefly review the history of the past year and, possibly, make some recommendations for your consideration.

A detailed history of the past year, which has not been a prosperous one for the bean interests of the State, would probably revive memories of losses which could better be forgotten. In common with dealers in all lines of farm products, the shippers of beans have faced declining markets. During the early period of the crop year, when the growers were marketing their beans freely, the prices were relatively high and there existed at that time a belief that Europe would require all of the food stuffs which could be furnished for export. This belief was not well founded for the reason that while the European nations could well have used larger quantities of American products, the financial situation abroad and the poverty of Europe seriously curtailed exports in many lines and the warehouses at seaboard overflowed with merchandise.

We are starting on a new crop year under many favorable conditions. It is probable that the carry-over in elevator and growers' hands is lower than for many years past and the new crop, according to Government estimates and members' reports, is at least one-third less than the previous year.

The high rail rates from the Pacific coast has given Michigan an advantage in a large portion of the General West which has within the last few years purchased large quantities of beans from California and Colorado.

Ocean rates from the Pacific points through the canal to Atlantic seaboard are practically on a par with freight rates from Michigan, but the difference in time is decidedly in favor of shipments from Michigan by rail.

The emergency tariff bill, carrying a duty of 2 cents per pound on beans, is effective until November 26 and the permanent tariff bill, as passed by the House and which is now in the hands of the Senate Finance Committee, carries a duty of 1 3/4 cents per pound. The permanent tariff bill has been sidetracked by the Senate Finance Committee in favor of the taxation bill and hearings on the tariff bill will not be resumed until sometime after

this date, according to a letter received by the Secretary from Senator Charles E. Townsend. It is to be hoped that if the permanent tariff bill is not passed before November 26 that Congress will extend the time limit on the emergency bill until the permanent bill finally becomes a law; otherwise we would have an interval when large quantities of foreign beans might be dumped upon our market to the serious detriment of the entire bean interests of the country.

Before closing my remarks, I wish to refer briefly to the following suggestions which to my mind are of vital importance. Namely: First, inspection and grades; second, consignments; third, transportation committee; fourth, bean schedule; and fifth, members, monthly reports.

First, inspection and grades. In accordance with a resolution passed at the midwinter meeting, a committee was appointed to report to this convention recommendations looking to possible improvement in our inspection system. This committee will report at the Executive Session tomorrow morning.

Grades. I had the honor of addressing the National Cannery Association at Atlantic City in January and at that meeting the suggestion was made that a special grade for canners' use should be established which should specify that the amount of culls should not exceed 1 per cent., the argument for this grade being that the additional 1/2 per cent. of culls over a choice grade could be more cheaply removed by the elevator than by the canner. My reply to this suggestion was that our choice hand picked grade permitting 1 1/2 per cent. culls was 1/2 per cent. better than the canners' standard of 2 per cent. required under their certification rules.

Our Association grades have become established after many years marketing of the Michigan crop and are recognized the world over and, while we appreciate the tremendous business given to Michigan elevators by our good canner friends, some of whom pack only Michigan beans and who have and are conducting National advertising campaigns, it would not be practicable to establish a special canners' grade.

The action of the Federal Reserve Board, first in increasing the interest rate and later in restricting loans to non-essentials, undoubtedly had a considerable influence in retrenchment in the manufacture of automobiles and other non-essentials and resulted in throwing hundreds of thousands of men out of employment.

The rapid decline in prices of farm products greatly reduced the purchasing power of the farmer. Merchants with shelves loaded with high priced merchandise were forced to take heavy losses and the conditions in the country suddenly changed from a sellers' market to a buyers' market.

The return to normalcy, which was expected to spread over a period of years, was, to a great extent, accomplished in a few short months. Our industry has suffered in common with almost all others and fortunate, indeed, has been the elevator or jobber who has escaped without serious loss.

The profits which were made during the rapidly increasing price of products during the war have in many

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Grand Rapids Distributor

Blue Grass Butter

Good Luck Oleomargarine

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

Flake White and Crisco

Southern Cotton Oil Trading Co.'s Scoco and
Snowdrift

Oxford Brand Oranges

KENT STORAGE CO.

GRAND RAPIDS

MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

For Dependable Quality

DEPEND ON

Piowaty

cases been wiped out in the depreciation of the past twelve months.

In starting upon the business of a new crop year we will do well to forget the past, view the situation as it exists to-day, avoid, if possible, errors which have crept into our business and go forward with a determination to eliminate those errors and market the Michigan bean crop in the most sane and logical manner possible.

Our friends, the canners, need have no fear of any lowering of Michigan grades. This fear was expressed by one canner in a letter from which I quote the following:

"I think that you will agree with us that it is the Michigan grading standard that has given Michigan beans the pre-eminent position that they now occupy. They are recognized all over the United States and in most civilized countries as being the very best beans produced in the world. It is our opinion that this reputation has been earned by the uniform quality that has been put out under your present rules. Before this standard was adopted, Michigan beans did not occupy the position among the world's food that they do now, and this being the case, we do not believe that the Association can afford to have this standard lowered."

Second, consignments. The question of consignments has been discussed for several months past in our bulletins and I do not wish to weary you with repetition, but believe that the Association should go on record in no uncertain terms as opposing what has come to be referred to in many lines as the "consignment evil."

Consigned stocks are invariably a menace to stabilized prices and not only the frequent cause of breaking the market, but practically never are an advantage to the consignor where an advance takes place. Brokers handling consigned goods almost invariably come in direct competition with the wholesale trade and many wholesalers become l. c. l. buyers who have heretofore under normal conditions, purchased in carlots.

Third, Transportation Committee. Recently the Interstate Commerce Commission has been permitting reduction in freight rates on grain products as well as many other lines, and I consider it of great importance that a transportation committee should be appointed for the following year composed of the best traffic men in the Association who can keep in touch with an take proper care of the Association's interests in the matter of rate adjustments.

Fourth, bean schedule. During the past year the established bean schedule of the Association has been based on paying the pickers 8 cents per pound. This was a fair rate considering the light pickage of the 1920 crop.

Reports from over the State indicate that the average pick on the present crop will run from 10 to 12 per cent, and the pickers could earn fair wages on a 6 cent schedule and the lower schedule would work to the advantage of the farmer. I would therefore, recommend that the Association adopt the 6 cent schedule and that the Secretary be instructed to prepare and distribute this schedule for use by October 1.

Fifth, members' monthly reports. During the past three years members have frequently been asked to make reports regarding stocks on hand and estimates regarding crop conditions. The greatest difficulty in connection with these reports was the disinclination of some of the members to answer the questions. The value of these reports and the bulletins giving a summary of the same has probably never been better demonstrated than in the past three months. For several years past State law required threshermen to report acreage and production of all grains and beans. This law was repealed by the last Legislature and this year we will not

have the actual threshing returns to use as a basis of production in the State.

There probably has never been a better time than the present to start a new crop year with a closer estimate of stocks in the hands of elevators and growers. If every member would pledge himself to make the reports weekly of the volume of purchases and sales we would have very accurate information regarding the movement of the crop. This would be of value, particularly to the country shippers, as the jobbers depend upon their own investigations.

In this connection I wish to quote from a letter received by our Secretary from J. B. McLemore, Secretary of the Southeastern Millers' Association. After referring to the various weekly reports of purchases and sales Mr. McLemore says:

"I can recall the time when millers were very much disinclined to report their sales or to supply other information which was considered by a great many as private and personal. Education has gotten them away from this attitude and it is rare for us to ever be refused an answer to any question we may ask."

The Southeastern Millers' Association is probably the most active and aggressive of any of the co-operative associations. The value of the reports issued by Mr. McLemore must be appreciated by their members from the fact that their membership dues vary from \$24 to \$100 per month, based upon milling capacity.

Personal interviews or postcards mailed by each elevator to the farmers whose crops they ordinarily purchase would probably secure from them accurate statements of their 1921 crop and their carry-over from previous crops. If this information could be forwarded to the Secretary's office and sent out in bulletin form to members, it would give information which would be of undoubted value in the marketing of this year's crop.

Lack of mutual confidence, I believe, is responsible for the disinclination of members to make reports. We have all depended in former years for our profits more upon a hoped-for advance than upon the logical method of purchasing on a sufficient handling margin to prevent loss in case of a moderate decline.

If the system of reports referred to above were carefully followed out by every member we would know very closely by Nov. 1 the total Michigan crop. A fair price reasonably stabilized would establish confidence in the minds of the canners and wholesaler grocers.

As I look into your faces I am aware of the fact that at least half of you are saying, "Chris is talking through his hat or having a pipe dream." The other half are saying, "Chris is telling the truth and we will make reports whenever asked."

Why should we not be a real co-operative association spending our money and using our organization to secure and distribute reliable trade information?

It makes a woman heartsick every time she has to cut a valuable piece of lace.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant
Millers

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks



You Make
Satisfied Customers
when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

We are now shipping

Apples - Onions
Grapes - Pears

If you are in the market for
carlots or less, write

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

TOLEDO — NO SPRINGS — HONEST WEIGHT
TOLEDO SCALE CO.

A demonstration puts you under no obligation.

Citz. 51-685 GRAND RAPIDS 20 W. Fulton

"Where does the best coffee come from?"

It comes from a red carton bearing the words

B.B.B. COFFEE

Courtesy is the gulf stream in the cold sea
of business. It melts the icebergs of in-
difference, and bears the ship of trade
safely into the harbor of success.

JUDSON GROCER CO.
GRAND RAPIDS MICHIGAN

Boston Breakfast Blend



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.

Suggestions for the Fall Sporting Goods Season.

Written for the Tradesman.

One of the first requisites to successful dealing in sporting goods is specialization. It is impossible to build up a business by merely ordering a stock, scattering the goods throughout the store, and then depending upon the general knowledge of the merchant and his clerks to promote sales. A department must be organized, devoted exclusively to the display and sale of sporting goods.

The windows should be liberally used to push sales in this department; and every form of advertising matter should be made use of, to impress on the public the fact that these goods are handled in your store. Particularly should efforts along this line be put forth at the outset. Once the public associates your store with the line of sporting goods in which it is interested, it will be easier to get trade.

Put a clerk—the one best qualified for the work—in charge of this department. Encourage him to learn all there is to know about the different lines he handles. Take a young man who is interested in athletic sports and who can keep in touch with the sporting men of your locality; for it is from this class that most of your trade will come. There is really nothing about a complete stock of sporting goods which presents any difficulties to a clerk able to adapt himself, and most young men nowadays grow up with a pretty thorough knowledge of baseball, fishing rods, guns, etc., and it does not take long to supplement this general knowledge with the special information necessary to make sales. The more enthusiasm for sport the man has, the better his chances of making good in this department.

Incidentally, it is a good idea to systematically encourage the boy trade in the sporting goods department. The boy is apt to be keenly interested in many of the lines carried, and as he grows older this interest will develop and spread its influence to other lines to the profit of the dealer and the store. At the outset the boys may not be extensive purchasers; but at the same time they are apt to bring their parents when they come to make purchases. And a few years hence they themselves will be among your big customers. When the boys come to the store it pays to give them personal attention, and to treat them so well that they

will feel at home and want to come again.

Getting in touch with new prospects is always one of the chief factors in building up a large gun, ammunition and general sporting goods trade. Gun clubs and hunting clubs of various kinds are in existence in many places. One large city dealer makes a regular practice of circularizing these every fall, both with circulars and catalog, and this brings him in touch with men most keenly interested in this line of sports.

A keep in touch system is employed by another large city dealer of my acquaintance. This man, in the course of years, spent in the business, had built up a valuable mailing list which he prides himself on keeping live and up to date. A card-index system keeps a record of every customer. This firm issues an annual catalog. Just before this is issued, a letter with an accompanying post card is sent to every customer on this list, announcing that the catalog is being prepared and asking the customer, if still interested in sporting goods, to fill out and return the post-card. By this method the live names are kept on the list, and the rest weeded out from year to year.

Too much attention cannot be paid to the arrangement of attractive window displays. Every normal man possesses a latent instinct to take a gun and go off into the woods. It is, therefore, impossible for the average man to fail to feel an interest when he sees a window filled with hunting goods. A purchase may have been furthest from his thoughts, but such a window is arresting, and even compelling.

A good display of this sort was put on by a small town hardware dealer. In the center of the window was shown a miniature lake, hedged in very naturally with fir boughs. On the surface of the water, decoy ducks were shown. In one corner of the window a tent was pitched. The flap was drawn aside sufficiently to reveal a supply of the many things which appeal to a lover of the wild, even to the bannock pan and a pair of old shoes. The background was filled in with hunters' supplies, guns, etc.

There can be no doubt that display helps considerably in making this department a success. In a great number of stores, however, the sporting goods are given neither adequate space nor sufficient attention. A promiscuous pile of goods on a counter in an obscure corner, or a jumbled collection under a counter or in wall shelves, too often represents the "sporting goods department."

As a result of keen competition in

this line, it is necessary for the dealer as a rule to use his wits, if he desires to get a little more than his share of the business. Thus, one fall an enterprising Ontario hardware dealer had one of his clerks secure a list of all permits for deer hunting issued in his district. The clerk visited the office where licenses were made out every day, and thus promptly got a line on the men who were going to the deer country that fall. The proprietor at once wrote personal

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

THE MCCASKEY REGISTER CO.
 ALLIANCE, OHIO

MCCRAY **REFRIGERATORS** for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
 No. 53 for Hotels, Clubs,
 Hospitals, Etc.
 No. 72 for Grocery Stores
 No. 84 for Meat Markets
 No. 75 for Florist Shops

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

Foster, Stevens & Co. **Wholesale Hardware**



157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

Brown & Sehler Co. "Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

Saddlery Hardware, Blankets, Robes, Summer Goods, Mackinaws,
 Sheep-Lined and Blanket-Lined Coats, Sweaters, 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.

letters to every man on the list, suggesting that they call and see him about supplies before they left for the North. Quite a number responded, and the proprietor was ready to show them his stock. He had already gone carefully into the matter of camp comfort and necessities, and was able to give them much sound advice in addition to selling them certain supplies they had not previously thought of taking.

Now, that was a simple, an almost obvious stunt; yet it is just such little things which many dealers are too busy to think of, that make all the difference between big business and little business.

The sporting goods department presents wide scope for successful featuring. By setting aside a certain section of the store for the display and sale of sporting goods lines, not merely is the department given a fair show, but the general appearance of the store is enhanced.

One dealer has located his sporting goods department in a room at the rear of the store, raised some feet above the general floor level. The sides are lined with cases containing a variety of articles from gloves to guns. Racks in the corners hold baseball bats, tennis racquets, fishing rods, etc. This arrangement has the one advantage, that customers can carefully examine the stock without that feeling of restraint that comes of the proximity of other customers.

"I have secured a lot of business recently by putting up signs," explained a dealer the other day. "The ordinary fence-sign is, to my mind, obsolete, but if you can put up your sign at a place where the people most likely to need your goods will see it, then it is well worth while.

"There were three splendid spots for fishing in and around my town," he continued, "and at each place I had a sign put up advertising fishermen's supplies. Every angler who visited one or the other of these places would sit for several hours, probably, in full sight of my sign. If the fish refuse to bite, the average fisherman is inclined to blame it on his tackle. In such a mood, no one could refuse to give attention to a sign, right before his eyes, which read: 'Latest improved tackle—prices right at Blank's Hardware Store.' I put up signs at points where hunters were most likely to penetrate and that got them, too."

A few words may be said as to the care of guns. One dealer, a veteran in the trade, advises leaving all stock as far as possible, in the original wrappings, and in his own store has built special racks and shelving in order that this can be done the more easily. The stock on exposure he goes over continually to prevent rust.

In another store every gun is wiped off with a specially prepared cloth soaked in oil and other preparations before being replaced in the racks.

Victor Lauriston.

Looking Backward.

A man of 80, looking back over his past life, is apt to decide that most of the things he worried about were not worth worrying about.

The mountains then look like mole-hills.

And many of the things we worried about never happened.

It is a pity not to apply some of this philosophy as we go along.

It would save a lot of worry.

Also a deal of mental wear and tear.

What were you worrying about this day last year?

Can you remember?

And was it worth while?

A business man, if he will cultivate an even disposition, can save himself a lot of worry.

Such a disposition can be cultivated.

Losing one's temper does upset the nerves, and too much of it will often put the nervous system in a deplorable condition.

Avoid it.

It does not pay.

If things do not go exactly right, if subordinates are careless or incompetent, you will only injure yourself by letting conditions work you into a mental stew.

It is proper to try to remedy these things, and that as speedily as possible.

That is a part of your daily job.

But do not let them upset your balance.

We see men who take these things quietly. They may be disturbed, but they do not show it.

And many of these men do not let circumstances worry them too much.

They go through life on an even keel, so to speak.

They seldom lose their tempers and do not let their nerves become ragged.

And they get a tangible reward as they go along.

People like to deal with them.

They make friends and hold them.

It may be a natural tendency to worry, but fight this tendency.

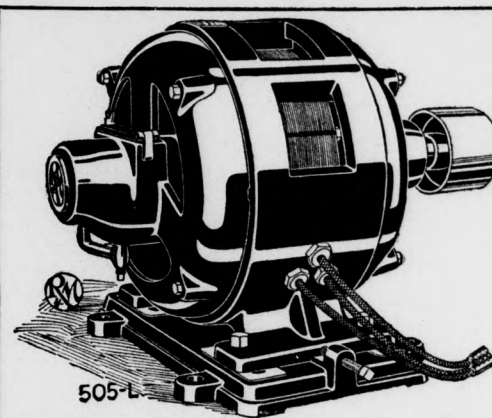
You can overcome it.

Why let your nerves become frazzled?

Looking backward, you are sure to say that it did not pay.

If you spend much time standing around waiting for people to pat you on the back your success may dissolve into thin air while you wait.

The business men you used to know who waited for luck to bring them success are pushing up daisies in the financial cemeteries now.



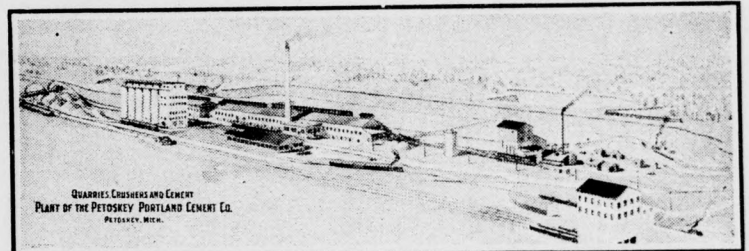
Motor Rewinding and Repairing

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



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

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

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

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., River Junction

Grand Rapids Store Fixture Co.

7 No. Ionia Ave.

Grand Rapids

Store and Office Fixtures of All Kinds
BOUGHT AND SOLD

Correspondence solicited.

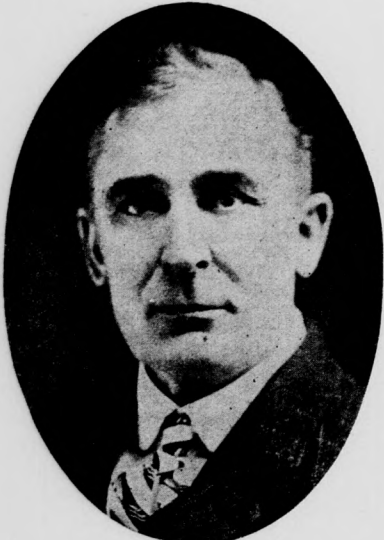
Call and see us when in town.



Michigan's Second Oldest Drummer an Owosso Man.

Owosso, Sept. 26—Rounding out his 40th year as a traveling salesman, over virtually the same territory, George W. Haskell, of this city, is the oldest "drummer" in point of service in the State, with one exception. In those forty years, Mr. Haskell has traveled several times the distance around the globe.

Haskell is known for his ready wit and spontaneous humor. The coming of gray hairs and the piling up of the years that he has been selling groceries have failed to dampen either in the least, and his humorous writings are frequently found in the Michigan Tradesman.



George W. Haskell.

The first trip that Haskell made, was to collect bills for an Owosso wholesale tobacco and oil concern. He had disposed of his own grocery here and was heaving dirt out of a cistern at the home he was building, when he was offered \$15 per week and expenses if he would collect the bills. He took it.

Within a week he came driving into town with three horses tied behind his buggy, and with the information that he had left a cow at Birch Run. He had taken them all, including a stallion valued at \$2,000, in payment of bills owed the house. The house then sent him out to sell goods and he has been traveling ever since.

For several years Haskell drove an old bay mare hitched to a buggy that was decidedly rickety. Finally he advised his employers that he was driving around the worst advertisement they could have. He was ordered to get a new buggy. He did so and took it to a painter.

"I want every wheel painted a different color," he told the painter. "And be sure to make the colors bright and gaudy. I want people to remember me when they see me in this buggy."

The painter did as directed. Haskell drove the buggy for years and it proved the biggest advertisement the company had.

On the development of railroads Haskell discarded the horse and buggy for a steam train.

Haskell is to-day selling to the sons of men to whom he sold years ago.

Although he is around the 70 mark, Mr. Haskell is active and enjoys his work. He could retire if he wished but says that after so many years in the harness he cannot quit.

Haskell gets a lot of joy out of his flute, and each year organizes a fife and drum corps for the United Commercial Travelers' annual picnic. —Detroit News.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 22—Many of the traveling men who represent Eastern houses are in receipt of letters from their employers, requesting them to cover the trade as thoroughly as they can during September and November, because they will be withdrawn from the road during November and December "on account of exorbitant charges of the railroads and hotels." Letters are now so common that it is clear to see that both railroads and hotels will have occasion to realize that they have overreached themselves in the grasping practices they have indulged in of late.

C. L. Wood, traveling representative for the Boston Varnish Co., informs the Tradesman that he recently had an unpleasant experience at the Hotel Wildermuth, Owosso. He ordered a club breakfast which the hotel was unable to supply on account of one of the items being out. He, therefore, changed his order to breakfast No. 3, for which the price is 45c. When he came to pay his bill, however, the clerk insisted on his honoring a check for 70c, because that was the price of the order he had originally planned to have served to him. The traveling salesman who sat next to him ordered a No. 3 breakfast and was charged 45c therefor. His name is J. C. Burr and he resides in Flint. Mr. Wood registered a complaint with the clerk in the hotel and was referred to the Vice-President and Manager, R. H. Reynolds, who not only refused to make the overcharge good, but slurringly informed Mr. Wood that hereafter he had "better eat with the Greeks." Mr. Wood has been a regular customer of the Wildermuth for many years, but insists that he will never go there again. He does not care for the overcharge, but naturally resents the action of the Manager in refusing to discuss the situation in a calm and friendly manner and then adding insult to injury by consigning him to the Greeks, whom he never patronizes.

Jack F. Hebenling writes Gabby Gleanings as follows: "I have made a change in my position which I wish my many friends in the grocery business in Michigan to know of and the most direct way of conveying this message to them is through your Michigan Tradesman, for most of them are readers of your journal. I will give you a varied description of my activities for the past eighteen years, which, no doubt, will be crude, so far as journalism goes, but you will have the outline with which to work and will write it up in your own way. I have spent the past eighteen years in the coffee and tea business in the State of Michigan. I traveled for about

four years for the J. M. Bour Co., of Toledo, selling their product, which was coffee and tea, and covered the territory from Grand Rapids North to Mackinaw Island. At the close of the fourth year Kendrick Bour, son of J. M. Bour, went to Detroit and started in business for himself under the name of the Royal Valley Coffee Co., at which time I left the old company and went with the young Mr. Bour. For the first five years with this company I covered Southern Michigan as salesman, then was promoted to assistant sales manager, which position I occupied for six years, spending the greater part of the time on the various territories with salesmen and breaking in new men. Then three years ago Mr. Wagstaff bought the Royal Valley Coffee Co. and I was made sales manager, in which position I remained until Sept. 1. This would make about fourteen years' service with the same house, as the business is still known as the Royal Valley & Wagstaff Coffee Co. I severed my connection on Sept. 1 to take a position as Manager of the Chicago plant of the Cultured Coffee Co. of America and will make Chicago my home. I have lived in Detroit all my life. I am married and have a daughter 12 years of age. Am very fond of base ball, fishing and all outdoor sports."

H. S. Prey (Edson, Moore & Co.) writes Gabby as follows: "I think a firm or an individual should be commended when they do their level best to fill a long felt want. Therefore, I am writing you in regard to the Sherman House, at Allegan. Bill and Bert are certainly doing wonders with this hotel. The meals are the best ever and the rooms are as good as they can be made, considering the age.

About the time a man's first baby gets old enough to say things other men begin to shun him.

OCCIDENTAL HOTEL

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

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.



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

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.

HOTEL RICKMAN KALAMAZOO

One block from Michigan Central Station. Headquarters U. C. T.
Barnes & Pfeiffer, Proprs.

The Newest In Grand Rapids Well Known for Comfort and Courtesy

HOTEL BROWNING

Three Short Blocks From Union Depot
Grand Rapids, Mich.

150 FIRE PROOF ROOMS—All With Private Bath, \$2.50 and \$3.00
A. E. HAGER, Managing-Director

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



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

HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

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.



PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

Review of the Produce Market.

Apples—Wagner, Wealthy, Spys, Baldwins and Alexanders command \$7 per bbl.; cooking apples, \$6 per bbl.

Bananas—7¼c per lb.

Beets—\$1 per bu.

Butter—Taking the market all in all, it can hardly be classed as satisfactory as most dealers are unwilling to pay the prices asked on account of the limited orders received at the governing figures. On anything but the top scores local holders are beginning to realize the necessity of allowing slight concessions to put the market on a more suitable trading basis. These undergrades are accumulating and causing dealers some worry as to when a clearance will take place as buyers are not induced by the relatively low prices asked in comparison with those ruling for the better scores. The receipts of fine butter not running to any large proportions, and no surplus to speak of noted. Local jobbers hold extra creamery at 41c in 63 lb. tubs and 42c in 40 lb. tubs. Prints 43c per lb. Jobbers pay 18c for packing stock.

Cabbage—\$1 per bu.

Carrots—\$1 per bu.

Celery—40c for ordinary and 60c for Jumbo.

Cocoanuts—\$1.10 per doz. or \$9 per sack of 100.

Cucumbers—75c per doz. for home grown hot house; garden grown, \$1.50 per bu.; Indiana hot house \$1.25 per doz.

Eggs—The market for fresh gathered good stock is firm. Much defective stock has been received and it has been difficult to sell. However, this accumulation is getting out of the way and the market is generally in a healthy condition. The undergrade held stock is offered below the fresh. The feeling on refrigerator stock is rather firm and a number of Chicago operators are selling eggs which cost below 30c above 35c and taking the profits. Speculation is not sufficiently rife to create any attention. Owners of high grade ice house stock feel that they will get the price this winter and this is indicated by future sales. Careful investigation shows that the meat packers as a whole have little confidence in the future of storage eggs. They are not carrying large blocks, as in former years, but are buying as they need stock. One of the five who started out to buy some held eggs this week found the anxiety to sell so great that he did not take on the volume he expected. The Grand Rapids market is on the same basis as a week ago, local jobbers paying 33c f. o. b. shipping point for strictly fresh, candled.

Egg Plant—\$2 per doz.

Grape Fruit—Isle of Pines fruit is now in market, selling at \$8 per box for all sizes.

Grapes—Concords command \$3.50 per doz. for 4 lb. baskets; Delawares, \$4 per doz.; Niagaras, \$3.50 per doz.; Tokay and Malaga from California, \$3.50 per 24 lb. crate.

Green Onions—Silverskin, 20c per doz.

Honey Dew Melons—\$2.50 per crate of 8 to 9.

Lemons—Sunkissed are selling on the following basis:

300 size, per box ----- \$8.00

270 size, per box ----- 8.00

240 size, per box ----- 7.50

Choice are held as follows:

300 size, per box ----- \$7.50

270 size, per box ----- 7.50

240 size, per box ----- 7.00

Lettuce—Home grown leaf, \$1.25 per bu.; head, \$2 per bu.; New York head lettuce, \$3.50 per crate.

Muskmelons — Michigan Osage, home grown, \$1.50 per crate.

Onions—California, \$4.50 per 100 lb. sack; home grown, \$4.25 per 100 lb. sack; Spanish, \$2.25 per crate.

Oranges—Fancy California Valencias now sell as follows:

126 ----- \$7.50

150 ----- 7.50

176 ----- 7.50

216 ----- 7.50

252 ----- 7.25

288 ----- 7.25

324 ----- 7.25

Parsley—60c per doz. bunches.

Pears—Anjou, \$3.25; Keefers, \$2.

Peppers—Home grown, \$1.25 per bu. for green; 30c per doz. for red.

Pickling Stock—Cukes, \$1.75 per ½ bu.; Onions, \$1.50 per 20 lb. box.

Potatoes—\$3.75 per 150 lb. bag for home grown.

Pumpkin—\$2.25 per doz.

Quinces—\$3 per bu.

Radishes—15c per doz. for home grown.

Spinach—\$1.50 per bu.

Squash—\$3 per 100 lbs. for Hubbard.

String Beans—\$1.50 per bu.

Sweet Potatoes—Virginia command \$1.90 per hamper and \$5.25 per bbl.

Tomatoes—75c per ½ bu. for ripe; 75c per bu. for green.

Turnips—\$1 per bu.

Wax Beans—Home grown, \$1.50 per bu.

Buy Ample Supplies To Meet Flour Requirements.

Written for the Tradesman.

The wheat market during the past week has shown a tendency to be very erratic. One reason for this was the falling off in export demand coupled with rather heavy receipts of spring wheat. The visible supply, also, increased somewhat again; it shows an excess of 45,000,000 bushels at the present time. The French government, also, came out with the report their wheat crop would be 28,000,000 bushels in excess of their requirements. Stocks increased in Kansas City 475,000 bushels. Primary receipts of wheat totalled 2,564,000 bushels on Sept. 26 compared to 2,287,000 bushels a year ago. At last reports, the Italian crop seemed to be considerably larger than a year ago. These various reports created a bearish sentiment temporarily and this, of course, reacted on domestic buyers, who have purchased very sparingly during the past week.

On the whole, however, and as reports come in from all sections, it becomes clearer each day that the world's crop this year will be no larger than last and the important

importing countries must look to North America for the bulk of their wheat supplies for the next ten months. Last crop year Europe imported approximately 640,000,000 bushels; North America supplied 400,000,000 bushels of this. Furthermore, wheat is at least \$1.25 per bushel cheaper this year than a year ago and mill feeds are nearly \$40 per ton cheaper. This has a direct bearing on the price of flour; in other words, if the mills were obtaining as much for bran and middlings to-day as they were a year ago, flour would be \$1.50 per barrel cheaper than it is without any further change in the wheat markets.

Taken as a whole, wheat and flour are in a reasonably strong position. The big wash-out in food prices is over with. The farmer is producing many things at less than cost, and we feel it is not reasonable to expect any material decline; although, the market is bound to have setbacks. However, conditions are such, taken as a world-wide proposition, that it is unwise to buy flour in large quantities for too distant delivery. It appears advisable to purchase for not more than thirty day shipment; while, on the other hand, if wheat should break 10 to 15c a bushel and flour declined 50 to 60c per barrel, the situation would be somewhat changed; such a decline would warrant somewhat heavier purchases, as the market seems destined to at least hold its own on an average and will probably sell somewhat higher.

For comparison, we are giving the wheat crops of the world for the past fifteen years, and, as it is practically conceded this year's crop will be no larger than that of 1920, it can be readily seen that wheat and flour should not sell much, if any, lower, particularly in view of the fact this year stocks of flour were the lightest when the new crop came on the market they have been in years comparatively speaking:

Wheat Crops of the World.

Year	Bushels
1905 -----	3,327,084,000
1906 -----	3,434,354,000
1907 -----	3,133,965,000
1908 -----	3,182,105,000
1909 -----	3,581,519,000
1910 -----	3,575,055,000
1911 -----	3,551,795,000
1912 -----	3,791,951,000
1913 -----	4,127,437,000
1914 -----	3,585,916,000
1915 -----	4,094,480,000
1916 -----	3,153,097,000
1917 -----	1,916,950,000
1918 -----	2,358,875,000
1919 -----	2,571,488,000
1920 -----	2,763,536,000

We can see no reason for revising our previous statements regarding flour and wheat purchases. It seems advisable to buy ample supplies to cover requirements up to thirty days in advance.

Lloyd E. Smith.

If you are unable to show customers that you know your stock, don't feel disgruntled over their unwillingness to trust your judgment.

Big Bargain in Merchandise

We offer for sale the last remaining stock of the defunct Universal Stores Co. It is located at Cassopolis. The contents of the store have been appraised as follows:

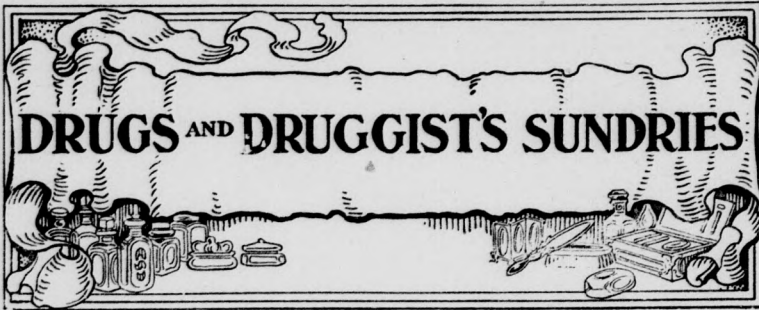
Hardware -----	\$10,000
Groceries -----	2,000
Fixtures -----	2,800
U. S. Slicing Machine -----	150

Purchaser will reap a rich reward.

Grand Rapids Trust Company

Receiver

Grand Rapids, Mich.



Market Changes in Some Drug Staples.

Santonine—The price has been advanced by leading importers to the basis of \$126 per pound. This advance, which was forecast last week, is occasioned by scarcity of the material on spot and the fact that replacements are difficult to secure and are priced at very high levels. Powdered goods have been advanced to a basis of \$127.50 per pound.

Bromides—There has been a sharp decline in the prices of bromides by the American producers. The cut affected ammonium, sodium and potassium grades, all of which were reduced 5c per pound. It is understood that the reduction was named to bring domestic prices more into line with the quotations on German goods, which have been offered consistently at from 5@8c per pound lower than the best domestic quotations.

Crude Drugs—There is a slightly easier position in laurel leaves, which are now quoted at 3½c per pound. Both French and Spanish thyme are higher. Yellow mustard seeds are scarce on spot, and demand has improved. At the same time, higher prices are demanded for shipment from the primary markets. Anise seed is easier owing to arrival of some fair shipments. Sage is fairly active in all grades, and prices remain firm. Rhubarb root continues a strong feature, as do buchu leaves. Prices on these items are very firm. Lycopodium is easy. Japanese camphor is quoted lower in some quarters, but the general price level hovers around 70c per pound.

Balsams—A fair demand for Oregon fir is reported in one direction. Prices are steady.

Essential Oils—Demand for clove oil is good at the new prices and they have been firmly established.

Gums—Camphor remained dull and prices are more or less unsettled, with reports of shading current in the market.

Berries—Juniper berries are in moderate request and are steady at former prices.

Flowers—Valencia saffron is higher in some quarters, but the general price levels are unchanged.

Oils—Codliver oil is in only moderate request and prices, while steady, are far from firm in most directions.

Rosins—All grades of rosins were cut 10c last Saturday. Buyers displayed comparatively little interest in the market and the outlook is not considered very bright. The primary points have been very weak owing to the slump in the demand from both domestic and foreign buyers. Paper

makers were enquiring a little more freely in the lower grades, but no price revisions were heard of.

Rosin Oils—These oils are quite steady. Large buyers evidenced a fair interest and the movement is moderate. Most of the activity, however, is chiefly against old contracts.

Linseed Oil—Demand has picked up a little and, regardless of the fairly large offerings of foreign oil at prices considerably below those asked by sellers of American oil, there is much more disposition to purchase the latter. English oil is quoted around 65c while American oil is being quoted from 73@75c per gallon, raw in carlots, cooperage basis. Stocks are not very large and with paint and varnish makers also more interested prospects are brighter.

Tannic Acid—Owing to quiet conditions in the tanning industry it was possible to shade current quotations on the technical grade of this product slightly during the past week. Selling has been of a more or less routine nature, with only small quantities taken on by the consumers. While open prices are still held at 40@60c per pound, according to test, it was possible to shade this in resale quarters and very possibly in first hands as well.

Chemicals—Caustic soda is still in a strong position. Bleaching powder is in fair demand. White arsenic is a weak feature, as is also the case with antimony. Both of these products are subject to shading on real business. Sulphide of soda is weak in second hands and some shading of the makers' quotations are reported. Buyers of caustic potash report that they are able to secure supplies at 5½c per pound, but no business at lower than this level has been reported. Bicarbonate of soda is in fair demand in a jobbing way and sales of lots of a few barrels were put through at 2¼c per pound. Tin salts are slightly steadier owing to an advance in the metal, but no real buying has been noted during the past week.

Recent Proceedings in Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 21—On this day was held the adjourned first meeting in the matter of Boyes & Blandford, Bankrupt No. 1965. The trustee was present in person by Mr. Birdsall, Wicks, Fuller & Starr; Carroll, Kirwin & Hollway; Raymond Visscher, of Holland, and Irwin Trusch were present for various creditors. The trustee made a report of the progress of the several road jobs under completion and the meeting was adjourned for the purpose of permitting the work to be completed and a report of the same filed. Meeting adjourned to Oct. 17.

Sept. 22. On this day was held the first meeting in the matter of Julius Takats, Bankrupt No. 1968. The bankrupt was present in person and by attorney, Oscar E. Waer, of Grand Rapids. C. V. Hilding, of Grand Rapids, and Bunker, Rogoski & Dunn, of Muskegon, were present for creditors. The creditors failed to elect a trustee and the referee appointed the Muskegon Trust Company as such and fixed the amount of its bond at \$5,000. John S. Anderson, H. A. Morris and A. W. Bryant, all of Muskegon, were appointed appraisers. The bankrupt was then sworn and examined by the referee without a reporter. The meeting was then adjourned without date.

Sept. 23. On this day was held the adjourned first meeting in the matter of McGurkin Sales Agency, Bankrupt No. 1971. The bankrupt was present in person and by attorney, M. Thomas Ward. The trustee was present in person. The bankrupt was sworn and examined by the trustee, after which the meeting was adjourned without date.

On this day also was received the order of reference and adjudication in bankruptcy in the matter of Jacob H. Insky, Bankrupt No. 1984. The bankrupt is a resident of Muskegon, and conducted a retail store at that place. He also conducted under the assumed name of "Grand Leader." The proceedings have been referred to Benn M. Corwin, referee in bankruptcy, and who also has been appointed receiver by the District Court. The schedules of the bankrupt are not filed as yet, owing to the fact that this is an involuntary case. The order to file schedules has been made and a list of the creditors of the bankrupt will be given by the writer when same is received. Schedules must be on file on or before Oct. 4, which is the last day set for filing the same.

On this day were also received the adjudication and order of reference in the matter of Sigler Player Action Co., Bankrupt No. 1985. The bankrupt is a corporation of the city of Grand Rapids and engaged in the manufacture and sale of actions for player pianos. The proceedings have been referred to Benn M. Corwin as referee in bankruptcy. This being an involuntary case the schedules have not been filed as yet. An order to file schedules has been made and served on the bankrupt to file the schedules in this matter on or before Oct. 4. On the filing of the schedules of the bankrupt a list of the creditors of the bankrupt will be given.

Sept. 24. In the matter of Fred W. French, Bankrupt No. 1919, a petition was filed by the trustee of this estate for an order authorizing him to abandon the lease of the Hermitage Garage which was assigned to the bankrupt. The order allowing the same has been made by the referee.

Sept. 26. In the matter of McGurkin Sales Agency, Bankrupt No. 1971, an offer for the unexpired lease of the premises occupied by the bankrupt has been received by the trustee, and report of the same filed with the referee. An order to show cause has been made and a meeting will be held on Oct. 7, at which time the said lease will be sold. Also at that time the balance of the assets of the bankrupt, consisting of automobile parts, accessories, office furniture and stock in trade inventoried at \$1,271.62, will be offered for sale. All interested in either of these items should be present at that time. The meeting will be held at the office of the referee, at 315 Houseman building, Grand Rapids.

On this day also was held the first meeting of creditors in the matter of George H. Cutler, Bankrupt No. 1891. There were no appearances and an order was made adjourning the first meeting to Sept. 28.

In the matter of Chas. F. Bartlett Co., Bankrupt No. 1939, the trustee

of the estate has filed in court a report of an offer for a certain Chevrolet automobile at Kalamazoo. The offer is in the sum of \$50, accompanied by a waiver of a preferred claim for rent. The condition of the automobile was very poor and the court made an order confirming the sale at \$50.

It Was Doubtful.

A young fellow took his elderly father to a football match.

"Father," he said as they took their seats, "you'll see more excitement for your five dollars than you ever saw before."

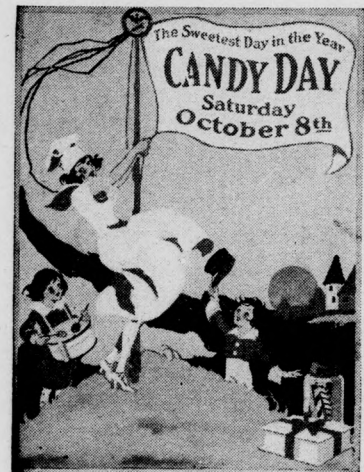
"Oh, I don't know," grunted the old man; "five dollars was all I paid for my marriage license."

If the calamity howlers would shut up maybe the mills wouldn't have to shut down.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



**Don't Forget
The Date**

**TRIM UP YOUR WINDOWS
AND CANDY CASES FOR
THE OCCASION**

**IT MEANS
DOLLARS
TO YOU**

PUTNAM FACTORY
GRAND RAPIDS - MICHIGAN

Live Retailer's Viewpoint on Future Business.

South Haven, Sept. 27.—Of course, there has not been this summer enough business to go around in all localities, so dealers have imagined it was necessary to begin price cutting. Well, we do not mind that very much except for the time being, as we are usually able to keep the momentum of trade on our side by better merchandising methods. That may sound egotistical but we seem to be doing it anyway. Of course, we have all got to be satisfied with smaller profits and not only that but we have all got to work for these smaller profits a good deal harder than we did a few years ago for much larger profits. I think that is the point that most dealers fail to see. I believe we are getting a bigger volume of business by going right out in the country and mixing with the farmers, finding out their wants and then supplying them. In fact, I know that is the way our smaller merchants are getting business. We are advertising more than ever and are selling merchandise every day into a lot of nearby towns where the local merchant sits around on a chair in front of his store and waits for the business to come to him. If he would go after it as hard as we do, he would get the business in his own territory instead of our getting it.

The banks are getting a little more money on hand, due to the farmers paying up some of their indebtedness. Money is very noticeably easier even in most of the smallest banks. It seems to me that retail merchants have the best prospects for the next ten years of any line of merchandising, because it will take ten years to catch up.

Good Store Lighting.

Why is light needed in a store? Because the merchant wants the customer to know what he is selecting and wants him to see it. The lighting equipment should enable the merchant to cash in on his advertising, to do the necessary business warranted by the location he pays rent for, and to have his sales people highly effective.

Lighting is for a purpose and that purpose must be justified. When a customer has to go all the way to the front door to examine an article, because proper lighting is lacking in the store's interior, what part of the total overhead should be charged to improper or inadequate lighting? Practicing economy on lighting usually means greater losses elsewhere. With lighting rates at ten cents a kilowatt-hour, a store 20 feet by 60 feet can have a reasonably high intensity of illumination for six hours a day at less than the wages of a messenger boy, or 25 per cent. of the salary of a junior clerk. But after all it isn't a question of how much can be saved on lighting costs, but "how much expended leads effectively in other directions can be added to the lighting costs with the net result of greater earnings per dollar of the total cost of doing business." Let a merchant have it impressed on him that "It takes time to see," and "A look is worth a thousand words."

Norman Macbeth.

Discovered Another Salt Island.

New Orleans, Sept. 27.—Cote Blanche an island on the Southern Louisiana coast, has been found to be virtually an island of salt, according to information received here. The island is one of a series of several containing valuable salt deposits, including Avery's island, the site of the world's largest salt mine. Local geologists claim that this discovery proves a century-old contention that the chain of islands was formed by the expansion of vast saline deposits. The Avery's island deposit was discovered by accident during the Civil War.

Boy Scout Census.

There are now 523,119 members of the Boy Scouts of America. This is said to be more than the total membership of scouts in the rest of the world.

Holiday Goods and Druggists Sundries

We are pleased to announce that our complete line of Holiday Goods and Druggists Staple Sundries is on display in our Sample Room here in Grand Rapids. We cordially invite our customers and friends to visit us at their earliest opportunity. The line is intact to date and offers a generous selection from which to choose.

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	21 85
Boric (Xtal)	17 1/2 @ 25	Amber, crude	2 00 @ 2 25	Aloes	21 65
Carbolic	29 @ 35	Amber, rectified	2 25 @ 2 50	Arnica	21 50
Citric	65 @ 70	Anise	1 25 @ 1 50	Asafoetida	23 90
Muriatic	4 @ 6	Bergamont	8 00 @ 8 25	Belladonna	21 35
Nitric	10 @ 15	Cajuput	1 50 @ 1 75	Benzoin	22 40
Oxalic	25 @ 30	Cassia	2 25 @ 2 50	Benzoin Comp'd	23 15
Sulphuric	4 @ 6	Castor	1 28 @ 1 52	Buchu	23 15
Tartaric	58 @ 65	Cedar Leaf	1 50 @ 1 75	Cantharides	23 00
Ammonia		Citronella	65 @ 1 00	Capsicum	21 80
Water, 25 deg	10 1/4 @ 20	Cloves	2 75 @ 3 00	Catechu	21 50
Water, 18 deg	8 @ 15	Cocunut	30 @ 40	Cinchona	22 10
Water, 14 deg	8 @ 13	Cod Liver	85 @ 1 00	Colchicum	22 00
Carbonate	22 @ 28	Croton	2 25 @ 2 50	Cubeba	23 00
Chloride (Gran)	10 @ 20	Cotton Seed	1 00 @ 1 10	Digitalis	21 80
Balsams		Cubebs	9 00 @ 9 25	Gentian	21 40
Copaiba	60 @ 1 00	Eligeron	4 00 @ 4 25	Ginger, D. S.	22 00
Fir (Canada)	2 50 @ 2 75	Eucalyptus	1 50 @ 1 75	Guaiaac	22 80
Fir (Oregon)	60 @ 80	Hemlock, pure	1 00 @ 1 25	Guaiaac, Ammon.	22 60
Peru	2 50 @ 3 00	Juniper Berries	3 25 @ 3 50	Iodine	21 50
Tolu	1 00 @ 1 20	Juniper Wood	1 50 @ 1 75	Iodine, Colorless	22 00
Barks		Lard, extra	1 25 @ 1 45	Iron, clo.	21 60
Cassia (ordinary)	25 @ 30	Lard, No. 1	1 10 @ 1 20	Kino	21 40
Cassia (Saigon)	50 @ 60	Lavender Flow	8 00 @ 8 25	Myrrh	22 50
Sassafras (pw. 55c)	4 @ 50	Lavender Gar'n	1 75 @ 2 00	Nux Vomica	21 50
Soap Cut (powd.)	20 @ 25	Lemon	1 50 @ 1 75	Opium	23 50
Berries		Linseed Boiled bbl.	87	Opium, Camp.	21 20
Cubeb	1 50 @ 1 75	Linseed bld less	94 @ 1 02	Opium, Deodorz'd	23 50
Fish	40 @ 50	Linseed, raw, bbl.	85	Rhubarb	22 00
Juniper	7 @ 15	Linseed, raw, less	92 @ 1 00	Paints	
Prickly Ash	4 @ 30	Mustard, true oz.	2 75	Lead, red dry	12 1/4 @ 12 1/4
Extracts		Mustard, artifl. oz.	60	Lead, white dry	12 1/4 @ 12 1/4
Licorice	60 @ 65	Neatsfoot	1 10 @ 1 30	Lead, white oil	12 1/4 @ 12 1/4
Licorice powd.	70 @ 80	Olive, pure	4 75 @ 5 50	Ochre, yellow bbl.	2 @ 2
Flowers		Olive, Malaga,	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 6
Arnica	75 @ 80	yellow	2 75 @ 3 00	Putty	5 @ 8
Chamomile (Ger.)	50 @ 60	Olive, Malaga,	2 75 @ 3 00	Red Venet'n Am.	3 1/2 @ 7
Chamomile Rom	40 @ 45	green	2 75 @ 3 00	Red Venet'n Eng.	4 @ 8
Gums		Orange, Sweet	5 00 @ 5 25	Whitening, bbl.	4 @ 4 1/2
Acacia, 1st	50 @ 55	Organum, pure	1 25 @ 1 50	Whitening	5 1/2 @ 10
Acacia, 2nd	45 @ 50	Organum, com'l	1 25 @ 1 50	L. H. P. Prep.	2 50 @ 2 75
Acacia, Sorts	20 @ 25	Pennyroyal	2 50 @ 2 75	Rogers Prep.	2 50 @ 2 75
Acacia, powdered	30 @ 35	Peppermint	4 00 @ 4 25	Miscellaneous	
Aloes (Barb Pow)	30 @ 35	Rose, pure	15 00 @ 20 00	Acetanald	55 @ 75
Aloes (Soc Pow)	90 @ 1 00	Rosemary Flows	1 50 @ 1 75	Alum	10 @ 18
Asafoetida	75 @ 1 00	Sandalwood, E.	10 50 @ 10 75	Alum, powd. and	11 @ 20
Pow.	1 25 @ 1 50	I.	10 50 @ 10 75	ground	11 @ 20
Camphor	97 @ 1 00	Sassafras, true	2 00 @ 2 25	Bismuth, Subli-	2 75 @ 2 93
Guaiaac	40 @ 75	Sassafras, arti'l	1 00 @ 1 25	trate	2 75 @ 2 93
Guaiaac, pow'd.	40 @ 75	Spearmint	6 00 @ 6 25	Borax xtal or	7 @ 13
Kino	40 @ 75	Sperm	2 75 @ 3 00	powdered	7 @ 13
Kino, powdered	40 @ 75	Tansy	10 50 @ 10 75	Cantharides, po	1 50 @ 5 50
Myrrh	40 @ 75	Tar, USP	50 @ 65	Calomel	1 35 @ 1 45
Myrrh, powdered	40 @ 75	Turpentine, bbl.	72 1/2 @ 75	Capsicum	40 @ 45
Opium	9 00 @ 9 40	Turpentine, less	79 @ 87	Carmine	6 50 @ 7 00
Opium, powd.	10 25 @ 10 60	Wintergreen,	8 00 @ 8 25	Cassia Buds	30 @ 40
Opium, gran.	10 25 @ 10 60	leaf	8 00 @ 8 25	Cloves	35 @ 45
Opium, Shellac	75 @ 85	Wintergreen, sweet	5 00 @ 5 25	Chalk Prepared	16 @ 17
Shellac Bleached	75 @ 85	birch	5 00 @ 5 25	Chloroform	66 @ 73
Tragacanth	4 00 @ 5 00	Wintergreen art	75 @ 100	Chloral Hydrate	1 55 @ 1 85
Tragacanth, pw.	3 50 @ 4 00	Wormseed	5 00 @ 5 25	Cocaine	12 85 @ 13 65
Turpentine	25 @ 30	Wormwood	18 00 @ 18 25	Cocoa Butter	50 @ 75
Insecticides		Potassium		Corks, list, less	35 @ 45
Arsenic	12 @ 25	Bicarbonate	35 @ 40	Copperas	3 @ 10
Blue Vitriol, bbl.	07 1/2 @ 15	Bichromate	20 @ 30	Copperas, Powd.	4 @ 10
Blue Vitriol, less	8 @ 15	Bromide	40 @ 45	Corrosive Sublim	1 17 @ 1 25
Bordeaux Mix Dry	17 @ 30	Carbonate	35 @ 40	Cream Tartar	1 00 @ 1 10
Hellebore, White	25 @ 35	Chlorate, gran'r	25 @ 35	Cuticle bone	50 @ 60
Insect Powder	40 @ 65	Chlorate, xtal or	18 @ 25	Dextrine	06 @ 15
Lead Arsenate Po.	22 @ 42	powd.	18 @ 25	Dover's Powder	5 75 @ 6 00
Lime and Sulphur	11 @ 23	Cyanide	35 @ 50	Emery, All Nos.	10 @ 15
Dry	11 @ 23	Iodide	3 45 @ 3 60	Emery, Powdered	8 @ 10
Paris Green	31 @ 42	Permanganate	35 @ 55	Epsom Salts, bbls.	3 @ 3 1/2
Ice Cream		Prussate, yellow	55 @ 60	Epsom Salts, less	4 1/4 @ 09
Piper Ice Cream Co.		Prussate, red	80 @ 90	Ergot, powdered	1 75 @ 2 00
Bulk, Vanilla	1 10	Sulphate	40 @ 50	Flake White	15 @ 20
Bulk, Vanilla Special	1 20	Roots		Formaldehyde, lb.	16 @ 20
Bulk, Chocolate	1 20	Alkanet	75 @ 85	Gelatine	1 70 @ 2 00
Bulk, Caramel	1 20	Blood, powdered	40 @ 50	Glassware, less 55%.	
Bulk, Grape-Nut	1 20	Calamus	35 @ 75	Glassware, full case 60%.	
Bulk, Strawberry	1 25	Elecampene, pwd	30 @ 35	Glauber Salts, bbl.	02 1/2 @ 10
Bulk, Tutti Frutti	1 25	Gentian, powd.	20 @ 30	Glauber Salts, less	04 @ 10
Brick, Vanilla	1 40	Ginger, African,	23 @ 30	Glue, Brown	21 @ 30
Brick, Fancy	1 60	powdered	23 @ 30	Glue, Brown Grd.	17 @ 25
Ices	1 10	Ginger, Jamaica	40 @ 45	Glue, White	35 @ 40
Sherbets	1 10	powdered	42 1/2 @ 50	Glue, White Grd.	30 @ 35
Leaves		Goldenseal, powd.	6 50 @ 6 80	Glycerine	20 @ 35
Buchu	21 @ 40	Ipecac, powd.	3 00 @ 3 25	Hops	65 @ 75
Buchu, powdered	21 @ 50	Licorice, powd.	25 @ 30	Iodine	5 26 @ 5 72
Sage, bulk	72 @ 78	Licorice, powdered	30 @ 40	Iodoform	6 69 @ 7 09
Sage, 1/4 loose	55 @ 60	Orris, powdered	40 @ 45	Lead Acetate	13 @ 25
Sage, powdered	55 @ 60	Rhubarb	40 @ 45	Lycopodium	4 75 @ 5 00
Senna, Alex.	1 40 @ 1 50	Rhubarb, powd.	60 @ 75	Mace	75 @ 80
Senna, Tinn.	35 @ 40	Rosinwood, powd.	30 @ 35	Mace, powdered	95 @ 1 00
Senna, Tinn. pow	20 @ 25	Sarsaparilla, Hond.	1 25 @ 1 40	Menthol	5 75 @ 6 00
Oils		Sarsaparilla Mexican,	80	Morphine	8 25 @ 9 40
Almonds, Bitter,	16 00 @ 16 25	ground	80	Nux Vomica	4 @ 30
Almonds, Bitter,	2 50 @ 2 75	Squills	25 @ 40	Nux Vomica, pow.	30 @ 40
Almonds, Sweet,	1 00 @ 1 25	Squills, powdered	60 @ 70	Pepper black pow.	32 @ 35
		Tumeric, powd.	15 @ 20	Pepper, white	40 @ 45
		Valerian, powd.	50 @ 60	Pitch, Burgundy	10 @ 15
		Seeds		Quassia	12 @ 15
		Anise	33 @ 35	Quinine	96 @ 1 69
		Anise, powdered	33 @ 40	Rochelle Salts	35 @ 40
		Bird, ls	13 @ 15	Saccharine	4 @ 20
		Canary	8 @ 15	Salt Peter	14 1/2 @ 25
		Caraway, Po.	16 @ 20	Selditz Mixture	30 @ 40
		Cardamon	1 50 @ 1 75	Soap, green	15 @ 30
		Celery, powd.	35 @ 40	Soap mott castile	22 1/2 @ 25
		Coriander pow.	25 @ 30	Soap, white castile	22 1/2 @ 25
		Dill	30 @ 40	case	11 @ 50
		Fennell	30 @ 40	Soap, white castile	22 1/2 @ 25
		Flax	06 1/4 @ 12	less, per bar	1 @ 30
		Flax, ground	06 1/4 @ 12	Soda Ash	05 @ 10
		Foenugreek pow.	8 @ 15	Soda Bicarbonate	3 1/2 @ 10
		Hemp	8 @ 15	Soda, Sal	2 1/2 @ 5
		Lobelia, Powd.	1 @ 15	Spirits Camphor	1 @ 25
		Mustard, yellow	10 @ 15	Sulphur, roll	04 @ 10
		Mustard, black	15 @ 20	Sulphur, Subl.	4 1/2 @ 10
		Poppy	30 @ 40	Tamarinds	25 @ 30
		Quince	1 25 @ 1 50	Tartar Emetic	1 03 @ 1 10
		Rape	15 @ 20	Turpentine, Ven.	50 @ 2 25
		Sabadilla	30 @ 40	Vanilla Ex. pure	1 60 @ 2 00
		Sunflower	7 1/2 @ 15	Witch Hazel	1 60 @ 2 15
		Worm American	30 @ 40	Zinc Sulphate	06 @ 15
		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	DECLINED
No. 10 Tomatoes	Sago
Cheese	Nuts
Scotch Peas	Candles
Split Peas	Flour
Tallow	Wheat
Pelts-Shearlings	Cats
	Corn
	Hay

AMMONIA	Clam Bouillon
Arctic Brand	Burnham's 7 oz. 2 50
16 oz., 2 doz. in carton,	Corn
per doz. 1 75	Standard 1 20@1 50
	Country Gentinn 1 60@1 75
	Maine 1 90@2 25

AXLE GREASE



25 lb. pails, per doz. 19.20

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 90
Quaker Brfst Biscuit	2 80
Quaker Corn Flakes	4 00
Ralston Purina	2 70
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
Krumbles, 24s	2 85
Krumbles, 36s	4 20
Krumbled Bran, 12s	2 25

Post's Brands.

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

BROOMS

Standard Parlor 23 lb.	5 00
Fancy Parlor, 23 lb.	7 25
Ex Fancy Parlor 25 lb	8 50
Ex. Fcy, Parlor 26 lb	9 00

BRUSHES

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

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

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.8
Paraffine, 6s	12
Paraffine, 12s	12 1/2
Wicking	40

CANNED GOODS

Apples	
3 lb. Standards	@1 75
No. 10	@6 50
Blackberries	
3 lb. Standards	@7 00
No. 10	@7 00

Beans-Baked

Brown Beauty, No. 2	1 15
Campbell, No. 2	1 15
Fremont, No. 2	1 15
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@2 30
Wax	1 60@2 70
Lima	1 15@2 35
Red	@1 10

Hominy	
Van Camp	1 50
Lobster	
1/4 lb. Star	2 25
1/2 lb. Star	4 00
1 lb. Star	
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	55
Hotels, 1s, per can	52
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 sifd	2 25@2 40
Peaches	
California, No. 2 1/2	3 50
California, No. 1 2 25	@2 75
Michigan, No. 2	4 25
Pie, gallons	@8 50
Pineapple	
Grated, No. 2	2 80@3 25
Sliced, No. 2 1/2	
Extra	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
Mink. Red Alaska	2 50
Pied 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 50
CATSUP	
Snider's 8 oz.	1 90
Snider's 16 oz.	3 15
Royal Red, 10 oz.	1 85
Royal Red, Tins	11 75
CHEESE	
Brick	25
Wisconsin Flats	22
Longhorn	23
New York	24
Michigan Full Cream	23
CHEWING GUM	
Adams Black Jack	65
Adams Bloodberry	65
Adams Calif. Fruit	65
Adams Chiclets	65
Adams Sen Sen	65
Adams Yucatan	65
Beemans Pepsin	65
Beechnut	75
Doublemint	65
Juicy Fruit	65
Spearmint, Wrigleys	65
Zeno	65
Wrigley's P-K	65
CHOCOLATE	
Walter Baker & Co.	
Caracas	36
Premium, 1/4s	39
Premium, 1/4s	36
Premium, 1/4s	36

DECLINED

Beef	
Cows	
Veal	
Lamb	
Lard	

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	110 00
The La Azora Line.	
Opera (wood), 50s	57 00
Opera (tin), 25s	57 00
Agreements, 50s	58 00
Washington, 50s	75 00
Biltmore, 50s, wood	95 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.	
Delicados, 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	
Couquettes, 50s	65 00
Caballeros, 50s	70 00
Rouse, 50s	115 00
Peninsular Club, 25s	150 00
Chicos, 25s	150 00
Palmas, 25s	175 00
Perfectos, 25s	195 00
Rosenthals Bros.	
R. B. Londres, 50s,	
Tissue Wrapped	58 00
R. B. Invincible, 50s,	
Foil Wrapped	75 00
Union Made Brands	
El Overture, 50s, foil	75 00
Ology, 50s	60 00
Manila 10c	
La Yebana, 25s	70 00
Our Nickel Brands	
New Currency, 100s	37 50
Mistoe, 100s	35 00
Libra, 100s	35 00
Eventual, 50s	36 00
Other Brands	
Boston Straights, 50s	55 00
Trans Michigan, 50s	57 00
Court Royals (tin) 25s	57 00
Court Royal (wood)	
50s	57 00
Stephan's Broadleaf,	
50s	58 00
Knickerbocker, 50s	58 00
Iroquois, 50s	58 00
B. L., 50s	58 00
Hemmieter Cham-	
pions, 50s	57 50
Templar Blunts, 50s	75 00
Templar Perfecto,	
50s	105 00
Cheroots	
Old Virginia, 100s	23 50
Stogies	
Home Run, 50, Tin	18 50
Havana Gem, 100 wd	27 50
CLOTHES LINE	
Hemp, 50 ft.	3 50
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	46
Baker's 1/2s	42
Bunte, 15c size	55
Bunte, 1/2 lb.	50
Bunte, 1 lb.	48
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Droste's Dutch, 1 lb.	9 00
Droste's Dutch, 1/2 lb.	4 75
Droste's Dutch, 1/4 lb.	2 00
Epps	42
Hersheys, 1/4s	42
Hersheys, 1/2s	40
Huyler	36
Lowney, 1/4s	48
Lowney, 1/2s	47
Lowney, 1/4s	46
Lowney, 5 lb. cans	31
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 1/4s	36
Van Houten, 1s	65
Wan-Eta	36
Webb	33
Wilbur, 1/4s	33
Wilbur, 1/2s	33

COCOANUT

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

COFFEE ROASTED

Bulk	
Rio	11
Santos	15@22
Maracaibo	22
Mexican	25
Guatemala	26
Java	46
Bogota	28
Peaberry	22
Package Coffee	
New York Basis	
Arbuckle	22 50
McLaughlin's XXXX	
McLaughlin's XXXX pack-	
age coffee is sold to retail-	
ers only. Mail all orders	
direct to W. F. McLaugh-	
lin & Co., Chicago.	
Coffee Extracts	
N. Y., per 100	10 1/2
Frank's 250 packages	14 50
Hummel's 50 1 lb.	10 1/2
CONDENSED MILK	
Eagle, 4 doz.	9 50
Leader, 4 doz.	6 50

EVAPORATED MILK

Carnation, Tall, 4 doz.	5 60
Carnation, Baby, 8 dz	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
Caroline, Tall, 4 doz.	4 25
CONFECTIONERY	
Stick Candy	
Standard	Pails
Jumbo Wrapped	17
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
Fancy Mix	22
Specialties.	
Auto Kisses	22
Bonnie Butter Bites	25
Butter Cream Corn	27
Caramel Bon Bons	30
Cream Waters, Pep.	
and Pink	24
Fudge, Walnut	26
Italian Bon Bons	22
Marshmallow Peanuts	26
Manchus	24
National Cream Mints,	
7 lb. tins	32
Nut Butter Puffs	34
Persian Caramels	20
Snow Flake Fudge	24
Sugar Cakes	24
A. A. Jelly Beans	17
Wintergreen Berries	22
Sugared Peanuts	22
Cinnamon Imperials	23
Cocoanut Chips	26
Chocolates.	
Champion	Pails
Honeyuckle Chips	25
Klondikes	30
Nut Wafers	30
Ococo Caramels	30
Peanuts, Choc. Cov'd	35
Quintette, Assorted	25
Mount Royals	34

Fancy Chocolates.

	5 lb. Boxes	
Bittersweets, Ass'ted	1 90	
Choc Marshmallow Dp	1 80	
Milk Chocolate A A	2 25	
Nibble Sticks	2 25	
Primrose Choc., Plain		
Dipped	1 45	
No. 12 Choc., Plain		
Dipped	1 75	
Chocolate Nut Rolls	2 00	
Gum Drops.		
Anise		Pails
Raspberry	20	
Favorite	24	
Orange Jellies	20	
Butterscotch Jellies	21	

HIDES AND PELTS

Hides	
Green, No. 1	06
Green, No. 2	05
Cured, No. 1	07
Cured, No. 2	06
Calfskin, green, No. 1	12
Calfskin, green, No. 2	10 1/2
Calfskin, cured, No. 1	13
Calfskin, cured, No. 2	11 1/2
Horse, No. 1	2 00
Horse, No. 2	1 00

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

Tallow	
Prime	@ 4
No. 1	@ 3 1/2
No. 2	@ 3

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., 7 oz.	1 75

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

JELLY GLASSES	
8 oz., per doz.	44

GRANULATED LYE.	
Wanders.	
Single cases	5 15
2 1/2 cases	5 04
5 1/2 cases	4 95
10 cases	4 87
1/2 cases, 24 to case.	2 60

CHLORINATED LIME.	
Single cases, case	4 60
2 1/2 cases, case	4 48
5 1/2 cases, case	4 40
10 cases, case	4 32
1/2 case, 25 cans to	
case, case	2 35

MINCE MEAT	
case for	5 35
Quaker, 3 doz. case	
for	4 00

MOLASSES	
New Orleans	
Fancy Open Kettle	85
Choice	65
Good	58
Stock	26
Half barrels 5c extra	

NUTS—Whole	
Almonds, Tarragona	20
Brazils, large washed	18
Fancy Mixed	20
Pilberts, Barcelona	16
Peanuts, Virginia raw	11
Peanuts, Virginia,	
roasted	13
Peanuts, Spanish	25
Walnuts, California	21
Walnuts, Naples	17

Shelled	
Almonds	40
Peanuts, Spanish	
Salted, 10 lb. box	1 15
Peanuts, Spanish	
Salted, 100 lb. bbl.	10 1/2
Peanuts, Spanish	
Salted, 200 lb. bbl.	10
Pecans	75
Walnuts	40

OLIVES	
Bulk, 2 gal. kegs, ea.	3 00
Bulk, 5 gal. kegs, ea.	6 50
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	
15 lb. pails	
25 lb. pails	
50 lb. tins	

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
Finol, 4 oz. cans	1.95
Finol, 8 oz. cans	2.70
Parowax, 100, 1 lb.	6.4
Parowax, 40, 1 lb.	6.6
Parowax, 20, 1 lb.	6.8
Semdac, 12 pt. cans	3.10
Semdac, 12 qt. cans	4.50

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	

PIPER	
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	15
Good Steers and Heifers	14
Med. Steers & Heifers	12
Com. Steers & Heifers	10
Cows.	
Top	12
Good	11
Medium	10
Common	08
Veal.	
Top	16
Good	14
Medium	11
Lamb.	
Good	18
Medium	17
Poor	15
Mutton.	
Good	12
Medium	10
Poor	08
Pork.	
Heavy hogs	11
Medium hogs	13
Light hogs	10
Sows and stags	10
Loins	22@25
Butts	19 1/2
Shoulders	13 1/2
Hams	28
Spareribs	09
Neck bones	04

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

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

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Medium, Fine	2 70

SALT	
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56 lb. sacks	60
Common	
Medium, Fine	2 70

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

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

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

Uncolored Oleomargarine	
Solid Dairy	24@26
Country Rolls	24@26

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 dz.	3 25
Snider's large, 1 doz.	3 50
Snider's small, 2 doz.	2 35

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

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

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

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56 lb. sacks	60
Common	
Medium, Fine	2 70

SALT	
Packers No. 1	
56 lb. sacks	60
Common	
Medium, Fine	2 70

SEEDS	
Anise	30
Canary, Smrna	08
Cardomon, Malabar	1 20
Celery	32 1/2
Hemp, Russian	07

Canners Bring Sea Food to the Plains.

The sea is searched and the oceans are culled for food supplies, and the products of the waves and shores are put into cans by the art of the canner to be preserved until needed for food.

The fruits and vegetables of the land are abundant and are cultivated by the labor of mankind and preserved in cans for food. The sea, however, requires no cultivation or care, because it is a great inexhaustible food reservoir, limitless, beyond the powers of computation. All that is required for man to be able to use this exhaustless supply is the industry and skill to capture the fish. The skill is, however, hard to acquire, and the work is dangerous and in most instances the catching of the food supply of the ocean is as expensive as the cultivation of the soil and the work, hardship and danger is greater.

Among the articles of sea food that are canned for human consumption are salmon, shrimps, sardines, herring, mackerel, tuna, albacase, yellow tail, oysters, crabs, lobsters, codfish and several other kinds of fish and shell fish. The ocean has a countless variety of creatures inhabiting its waters and only a few kinds, so far, have been used for food, but it is God's garden and food storehouse, over which man has been given dominion and which absolutely insures him against starvation if he will avail himself of its supply. The canning industry is that art preservative which is bringing the food of the seas to the inhabitants of the plains and mountains, in exchange for the products of their labor, and the canned output of their orchards and gardens; and thus the world is fed.

The demand for Japanese canned crab meat has gone beyond the supply and the market is almost bare. Several importations are due, however, in a few days.

Canned shrimps are now being packed on the coast of the Gulf of Mexico and the Southern Atlantic. The price has recently been reduced, the catch being improved, and canners are now instructing their brokers to take orders for prompt shipment at \$1.50 for No. 1 size, wet or dry, and \$3 for No. 1½ size, all f. o. b. canneries.

Canned lobster, owing to the high price it is sold for, does not move as rapidly as it did in former years when the price made it available to people of modest means; and then there is the Japanese crab meat which is imported and substituted for lobster by the restaurants and hotels; and there is the tuna fish, caught and canned so largely on the Pacific coast and which is extensively used for salads instead of lobster. The tuna also masquerades in salads as chicken, and does it well.

No influence has ever been able to create any enthusiasm for canned crab meat in the United States. Dwellers at the sea shore consume crabs in enormous numbers, but the meat seems to lose its rich flavor when canned. The sale therefore is small.

Canned fresh mackerel is a delicacy

which is cheap and of fine merit when properly prepared and canned. Some canners who do not understand the taste of our people can fresh mackerel in a sauce made of cheap, adulterated mustard and poor vinegar, or with a flat and tasteless tomato sauce, and have in that way driven people away from it. The demand for it was killed for a while, many years ago, before the National Pure Food law came into force by a lot of rascally canners who labeled herring "mackerel" and deceived all who bought it. That, however, was long since discontinued.

Cove oysters used to be a great staple sea food, but have about gone out of style. The canned fresh oysters and fresh oysters refrigerated and shipped in bulk now go to nearly every village in the United States by express, and are served fresh at very low prices. This method of shipping oysters has about driven the canned cove oysters out of the competitive field.

Canned fresh or "fresh cured" codfish has gained a large sale through the persistent advertising of a big Eastern cannery; and the canned article is, to an important extent, superseding that old friend of our boyhood days, the salt cured codfish.

Norwegian and French sardines are now cheap and are packed in pure olive oil and are fine flavored and delicious. California is also packing some fine genuine sardines in pure olive oil fully equal to imported.

John A. Lee.

Dark Clouds Rising on the Horizon.

Grandville, Sept. 27—Disarmament is entirely out of the question.

Limitation of armament is quite another proposition, and it is barely possible that the convention of large-brained men from the different nations of the world who are to assemble at Washington on armistice day may find a solution to the problems that confront the world at the present time.

The Irish question, seemingly a small matter to the other nations is a vital one to Britain, and the disarmament feature of the day will have large prominence in influencing that question.

Once disarmed, Britain's tears might flow in vain as Ireland betook herself off on a chase after independence, complete and irrevocable.

Ireland is as much a part of the British empire as is Scotland or Wales. To sever the ever green isle from the parent country would be like slicing off all New England and the Middle states of the American Union from this Republic. We would not stand for it. The United States, complete and indivisible, is the motto of the Nation.

It cost America four years of war, a million lives and billions of treasure to cement the Union in its completeness as it is to-day. It is to be hoped that the Irish question may not lead to further bloodshed, further crime and misdemeanors which have been making the green isle a slaughter pen in the furtherance of the ambitions of wild-eyed men.

Disarmament means a shattered empire.

Britain knows this. Disarmament means non-progress in Japan. The Oriental empire knows this and will have none of it. Disarmament would place France at a disadvantage with Germany, even though that grossly governed country professed to disarm in the interest of world peace.

We're all looking toward the meet-

ing under the American flag at Washington with intense interest, yet with many misgivings as to the result. That peace and docile submission of all international questions to arbitration will result is hardly to be expected.

Secretary Hughes reminds the people that disarmament is not the issue to be discussed, merely a diminution of armament. This being true, will it not be a hard matter to fix the exact status of the armament question so that each nation which is a party to the contract is fully satisfied?

Japan at home has no new territory to settle. Her lands are well covered with an industrious people. In order to progress with other parts of the world she must seek new fields for the teeming millions now overrunning her limited island territory. Had Britain been bound down to the small islands lying West of Europe, she would long ago been set down as a third rate power, and her influence in shaping the destinies of the world would have been nil.

It is the proud boast of Britain that the sun never sets on her dominions. The British drum-beat is heard round the world. Because of this fact that nationality is one of the great, dominating powers of the world.

Tear Ireland from the bosom of Britain and what do we find? A nation rent in its most vital part, a spear-thrust into the vitals of the nation. With Ireland an independent power Britain's glory would soon wane and the boast of other years would be as naught, while Ireland would be an easy prey to some powerful predatory nation of brutes such as Germany or Russia.

The Eastern question will come before the convention of nations and Japan will insist on a free hand in the settlement of some of her difficulties with China. This insistence may jeopardize the results of the world conference. The fact that Britain has her colonies all over the distant oceans and no objection is offered will naturally lead the Japs to reason that they may have colonies in which to settle their own people, build up a great power to be relied upon for men and money in case of war.

No nation can successfully defend a policy for feathering its own nest while at the same time denying a like policy to others. Japan certainly will hold the convincing cards in this game of cutting military and naval armaments.

We grant to Britain free hand in settling all her internal troubles, such as this one affecting Ireland. Can we then deny Japan her right to settle her domestic concerns in her own way, questions such as those connected with Manchuria, Korea and Siberia?

A nation like Japan must find new territory on which to settle her increasing population else see a diminution of her power, a dropping back to a third-rate power. Every European nation of importance has colonized far distant lands and adopted them into her own nationality. The United States has her Monroe doctrine, which

if invaded by outsiders would bring war at the drop of the hat.

Japan, being the England of the Orient, her own small islands like those of Britain, filled to the overflowing with her native population, must needs expand or die. Will she consent to die peacefully, think you, at the nod and beck of Europe and America or will she insist on making for herself colonies in which her teeming millions may live and aid in working out the destinies of her people?

There are dark clouds rising on the horizon, permeating every nook and corner of the Western world. The yellow peril is no myth, nor ought we to demand submission from an Oriental nation, submission to National suicide, because we choose to seek complete world domination for the white race.

Old Timer.

A Newspaper Episode.

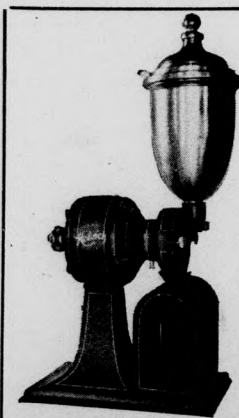
Many years ago a certain newspaper employed a singularly versatile, irreverent and ribald head-line writer. Forty times a day, over as many news stories, he built head-lines that amused, startled, angered or shocked the paper's readers. His work became the wonder of every newspaper office in the country, a multitude of imitations were given play in papers which cared nothing for their moral influence in the communities whose baser elements they catered to both in news and the manner of its presentation.

One night the wires brought to this paper the story of a murderer who professed conversion just before he was hanged, and babbled of going to heaven. Next morning in heavy black type a screaming line appeared over the story. It was: "Jerked to Jesus!" Then a revolt set in. The public got busy with that newspaper's subscription list. Discontinuance orders rolled in. Advertisers dropped out, and later the paper also dropped out. It was done.

We have related this episode of newspaper life because it suggests what is going to happen to those moving picture houses which parade vicious sex titles and immoral plays to a surfeited public. May the crash soon come!

The things you advertise in the papers or show in the windows should be conspicuously displayed in stock to emphasize the importance attached to them by the special publicity.

If you deliver goods, make it a rule to deliver satisfactorily, not grudgingly and as if delivery was a bugbear. Do it cheerfully and properly, or don't do it at all.



IF YOU HAVE NEVER used a Holwick Electric Coffee Mill—operating on Ball Bearings and with double automatic nail release, you are in no position to determine its merits or criticize its value.

I have thousands of users in 47 states and the number is increasing almost every hour. This record speaks for itself. No better, safer or more up-to-date machines were ever seen at any price, and if this is true you ought to know it.

Get in touch with me now. Get my literature—free.

SALESMAN WANTED.

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

Annual Convention of Michigan Shoe Dealers' Association.

(Concluded from page eleven)
stock lines were most patronized. In the men's end, however, there was some future business booked.

Wednesday afternoon's session will go down in convention history as one of the most interesting sessions ever held. The program committee is to be especially commended for gathering together such a complete array of stars. J. P. Orr, of Cincinnati, President of the N. S. R. A., was there. A. H. Geuting came all the way from Philadelphia to carry his Association message, and there was present C. K. Chisholm, of Cleveland, to round out the galaxy of notables.

J. E. Wilson, Detroit retailer, director of the National, friend of everybody and particularly of the shoe traveler, was handed a very complete surprise, shortly after Chairman Jackson summoned him to the platform. J. B. Meek, well-known traveler, in behalf of the shoe travelers exhibiting their lines in the ball room of the Statler, first told of the love and appreciation that travelers in general bore for him, and then presented him with a handsome reading lamp and smoking set, to compensate him in part," as Mr. Meek said, "for his work in arranging for the splendid exhibit of which shoe travelers were beneficiaries, and also to show appreciation of many favors during many years past."

James P. Orr conducted a heart-to-heart discussion of retailer problems and an explanation of the activities of the National Association, and the combating of inimical legislation. He was given a great reception at the close of his speech.

Following Mr. Orr's address came the very interesting talk by C. K. Chisholm, Middle West shoe retailing success and Vice-President of the National Association. The topic of his address was "Trade Promotion in the Men's Shoe Business." The keynote and fundamental theme was service to the trade, 100 per cent. courtesy for customers and a more complete array of styles in men's shoes.

A. H. Geuting paid tribute to the Michigan Association as being the first of State Associations and also to Mr. Orr as the great "Traveling President" of the National. He said that Mr. Orr had earned his title because of his extensive traveling to all parts of the country doing Association work. Mr. Geuting berated the muck-rakers of the industry and answered the charge of non-liquidation on the part of retailers in a most convincing and complete way. He said, "The middle name of retailers is liquidation, and to-day with competition as king, retailers are forced to liquidate whether they want to or not. Another statement of his was, "There is no charm to business if there is no profit."

The nominating committee turned in a slate consisting of one ticket, which with slight changes in the directorate was practically a duplicate of the ticket last year. The ticket was unanimously elected by an acclamation vote from the floor. Tom Jackson was re-elected President and

George Owens, of Saginaw, Secretary-Treasurer. The next meeting of the Association in 1922 will be held at Flint.

The grand finale of the convention was the banquet on Wednesday night, attended by more than 300 guests.

Proceedings in St. Joseph Bankruptcy Court.

St. Joseph, Sept. 19.—In the matter of Louis P. Weckler, bankrupt of Eau Claire, the first meeting of creditors was held at the referee's office. Raymond St. Clair of St. Joseph, was elected trustee. The report of the receiver, showing assets of \$1,200, including the bankrupt's exemptions, was accepted and the receiver discharged. The trustee filed bond in open court. Henry Whalen, Chester Overcash and Ivan Young, of Eau Claire, were appointed appraisers. The bankrupt was sworn and examined by the referee and attorneys present without a reporter and the meeting adjourned without day.

Sept. 20. Based upon the petition of the Wayne Oil Tank & Pump Co., the Good Year Tire & Rubber Co. and the National Refining Co. and consenting to the same, Joseph C. Hookey, formerly engaged in the garage and automobile business at Galesburg was adjudicated a bankrupt and the matter referred to Referee Banyon, who entered an order that the bankrupt immediately prepare and file his schedules. William Maxwell, of Kalamazoo, was appointed receiver, pending the election of a trustee.

Sept. 21.—Orlo J. Williams, a farmer of the township of Newberg, Cass county, filed a voluntary petition and was adjudicated a bankrupt. The matter referred to Referee Banyon. The following liabilities and assets are scheduled.

Mortgage Creditors.	
Federal Loan Bank, Minneapolis	\$3,000.00
Jones Exchange Bank, Marcellus	3,000.00
Leonard Norton, Marcellus	1,000.00
First State Savings Bank, Marcellus	5,000.00
	\$12,000.00

Unsecured Creditors.	
Farmers & Merchants' Bank.	
Vandalia	\$1,020.07
Agnes Stevens, Cassopolis	278.75
L. F. Williams, Marcellus	1,000.00
Jones Exchange Bank, Marcellus	2,000.00
C. A. Rose & Son, Marcellus	100.00
H. A. Huyek, Wakelee	100.00
Frank Sission, Marcellus	24.97
	\$5,022.97

Assets.	
Real estate	\$14,000.00
Personal property	955.00
Horses and colts	155.00
Household goods	150.00
Six cows	110.00
Farming tools	100.00
Automobile	100.00
Hay and grain	100.00
Sow and three pigs	30.00
	\$15,980.00

Sept. 22. In the matter of Elmer W. Beth, bankrupt, of Benton Harbor, the inventory and report of the appraisers were filed, showing property of the appraised value of \$1,524.12.

In the matter of Louis P. Weckler, of Eau Claire, the appraisers filed report showing property of the appraised value of \$587.72, including the exemptions of the bankrupt.

The inventory and report of the appraisers in the matter of Silas E. Matthews was filed, showing property, real and personal, of the appraised value of \$6,169.75.

Sept. 24. In the matter of John R. Baker and John H. Baker, and Baker & Baker, a copartnership, bankrupt, of Three Rivers, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$548.98 and disbursements of \$48.32, were approved and allowed. The administration expenses were ordered paid and a first and final dividend of 21 per cent. declared. The trustee was authorized to interpose objections to the discharge of the bankrupts. Cause having been shown, it was determined that no favorable recommendation be made by the referee as to the bankrupt's discharge. The final order of distribution was entered and the meeting adjourned without day.

Salesmanship.

"No," said the shoe merchant to his clerk, "I have never sold anything by false presentation, and I will not begin now. This is an inferior grade of shoe, and I won't pass it off as anything better. Mark it: 'A shoe fit for a Queen' and put it in the window. A queen does not have to do much walking."

If you try half as hard as you might to make good on your job, you cannot expect to achieve more than half a success.

BUSINESS WANTS DEPARTMENT

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

WANTED

A high-class salesman

with best of references, call-

ing on the clothing and fur-

nishing trade in the South-

ern part of Michigan, to sell

the famous Soo Woolen

Mills line of pants, shirts and

mackinaws on a commission

basis. Address Mr. Harris.

Care Symons Bros. & Company, Saginaw, Michigan.

For Sale—Store stock and buildings. Price \$5,500. For description write Mrs. E. Peetz, Hawks, Mich. 493

For Sale—General store at Findlay, Michigan. Address Mann Bros., Burr Oaks, Mich. 494

Exchange—Strictly modern six-room home, value \$8,000, for established hardware or dry goods store. 126 Green St., Flint, Mich. 495

For Sale—Good furniture store. New and used goods. Strictly high class established business. Best location. Cheap rent, steam heated. Good profits. Price \$5,000. Reason for selling, on account of sickness and going into other business. Address No. 496, care Michigan Tradesman. 496

For Sale—Good clean stock of hardware and fixtures, at \$5,000, below present inventory prices. Prominently located in city of 6,000. We must dispose of this before we can close up the estate. Reed Hardware Co., Three Rivers, Mich. 497

For Sale—Grocery stock, with or without fixtures, in good farming town. Money maker. Poor health. Box 13, Nashville, Mich. 498

For Sale—Restaurant and confectionery doing good business. Price right for immediate sale. J. M. Glassford & Son, 2408 Connor St., Port Huron, Mich. 490

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.

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.

For Sale—Good established business, gents furnishings and shoes. Good location, reasonable rent. Reason for selling, going West account of ill health. Address P. O. Box 112, Station A, Lansing, Mich. 491

For Sale—Sheet metal shop in Redlands, California. Have welding outfit, and do radiator, auto and sheet metal work. Good place for a mechanic. Have all tools necessary for the business. This will bear investigation. Reason for selling, rheumatism. J. M. Green, Redlands, California. 492

WANTED—To hear from someone with good business to exchange for good farm. No. 486 Michigan Tradesman. 486

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich. 998

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

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

If you are thinking of going into business, selling out, or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—THE BUSINESS MAN.

1000 letterheads or envelopes \$3.75.
Copper Journal, Hancock, Mich. 150

Michigan State Normal College

Ypsilanti, Michigan

The School of Special Advantages
Located near Detroit and Ann Arbor, two of the most interesting cities in Michigan.
A campus of 50 acres.
Modern and well equipped buildings.
A faculty of 100 instructors.
Two gymnasiums, extensive athletic fields.
Prepares for all grades of public school teaching from high school down.

Prepares special teachers in the following lines: Rural education, Home Economics, kindergarten, primary, public school music, music and drawing, drawing and manual arts, physical education, science, mathematics, history, languages, etc.

Fall term opens Monday, Sept. 26. Write for bulletin.
C. P. STEIMLE, Registrar.

Economic Coupon Books

They save time and expense.

They prevent disputes.

They put credit transactions on cash basis.

Free samples on application.

Tradesman Company

Grand Rapids, Mich.

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

RED CRABAPPLES.

Of all the apples—and there are numerous kinds to be seen at this time of the year—the little crabapple appeals to the housewife most for spicing and for jelly. Its jolly red coat colors the jelly appetizingly and its flavor is both mild and characteristic.

There is never any trouble in getting crabapple jelly to jell, because this fruit is rich in the things which are essential for jelly making—acid and pectin. Wash the apples and remove the stems. Put them in a preserving kettle and add water nearly to cover. Cook slowly until the apples are soft, then mash and drain through a coarse sieve. Pour the juice into a jelly bag and allow it to drip. Do not squeeze the bag, for this will make the jelly cloudy.

Boil the juice twenty minutes, add an equal amount of sugar and boil until the jelly test is obtained. This test is made by allowing a small amount of the jelly to drop from a spoon. When two drops will hang together side by side before leaving the spoon the jelly is done. Pour into sterilized glasses and when cool cover with paraffin.

A second extraction can be made by adding water to the apple pulp, boiling it again, and draining. Squeeze the jelly bag for this second quality jelly, which will be cloudy, but very good to eat.

Spiced crabapples are delicious to serve with meat. Wash the fruit and stick each apple with two cloves. Prepare a syrup by boiling together two pounds of brown sugar, two cups of vinegar, and one ounce of stick cinnamon for twenty minutes. Place the crabapples in the syrup and cook until soft, being careful that they do not break. Pour into jars and seal.

Many a time during the winter a rather colorless meal can be brightened up by serving spiced fruit, and crabapples are even more delicious than pickled peaches or pears. The crabapple jelly is the agreeable kind that will fit in anywhere and it combines well with cream cheese for sandwiches. It also is delicious in pastry tarts. You can hardly have too much crabapple jelly and its flavor is one of which you do not tire.

THE COST OF SERVICE.

Critics of retailers in all lines fail to take into account a personal element which is a large factor in the cost proposition. It has been demonstrated, over and over again, that customers can get what they want cheaper than they do if they will content themselves with less service. The chain stores, which sell for cash and whose customers carry away with them what they buy, have proved this and are still doing so. Older folks remember the days when housewives went to market with a basket and brought their purchases home. Dealers then worked with a small margin of overhead, and retail prices were fairly close to wholesale ones. But a luxury loving generation has grown up since then and it insists on being served to the utmost and being saved all personal exertion. All of this costs money and adds to price.

How much retail prices are thus increased has been calculated from time to time. The most recent of such estimates was made public the other day by Representative Sydney Anderson, Chairman of the Joint Congressional Committee of Agricultural Inquiry. The middle man, he said, was giving the consumer what he wants when he wants it. "Goods are sold," he added, "not so much by offering a price as by offering service, convenience, dependability, reputation, credit. The consumer pays for all of this, as well as for what everybody does not know about running his own business." As a result of all this, it was stated that 37 cents of the consumer's dollar represents the cost of producing an article and the cost of the material that goes into it; 14 cents represents all profits, and 49 cents the cost of service. In other words, the service cost is about one-half the retail price—a fact which the critics too often ignore.

HARD WINTER AHEAD.

Winter, like any other defendant, is entitled to the privilege of being presumed innocent until he has proved himself guilty; but people are now talking about winter in a way that will make it hard for him to be anything but appalling when he does come. Prospects, of course, have been appalling for so long that it is not customary now to speak of any other kind of prospects, but winter's has been harped upon since strawberry time. So persistent is the propaganda for an appalling winter that we shall soon scare ourselves into having one, no matter what kind intentions the season might have had if we had let up a little on his bad character.

Not only people are preparing so confidently for misery. The gloomy goose is wearing the thickest wish-bone since the autumn fashions of the first gold rush. All the forest critters, if we may believe reports from Northern Michigan, are aligned against the optimist: bobcat and lynx, weasel and skunk, woodchuck and muskrat have thickened their wraps to almost ungraceful proportions, getting ready for the hard winter. The shellfish are arranging their shells in a manner they have not used since the last quilting bee. The squirrels have lugubriously harvested all the nuts before they were ripe.

Now, if these animals are not careful the psychological demon will get them, and they will suppose, just as we shall, that the winter is really awful, although there may be plenty of pussywillows. We have never heard, with the goldenrod just past its plummy prime and the katydids practically all hushed up for the season, so many unfair suspicions cast upon the little baby winter.

THE LOGIC OF EVENTS.

There are two concerns that can now begin to liquidate, as their usefulness is at an end, if it ever had a beginning. They are the Crepe Hangers, Inc., and the Professional Sunshine Spreaders, Ltd. For many months these two organizations have

been engaged in competition of the cut-throat variety, but this is not the cause of their undoing. They are being forced out of existence by the logic of events. While one concern has been busy spreading statements that the country is on the brink of economic disaster, the other has been shouting that business is better than ever. Meanwhile neither ruin or unprecedented prosperity came any nearer as a result of their activities. Business turned a deaf ear to both, took a hitch in its belt, and went back to hard work as in pre-war days. Nobody will listen to the crepe hangers now, because events belie their words, and when the sunshine spreaders ply their trade they find that their operations are as superfluous as those of the man who would paint the lily.

City Officials Finally Condemn Powers Theater.

The Grand Rapids Press of last evening contains the following arrangement of the unfortunate condition at Powers theater, due to alien management:

After complaint by Miss Elizabeth M. Muir and Mrs. Catherine D. Gillette, city theater censors, that "Scandals," the offering at Powers theater the first half of the current week is "filthy" and "salacious" and their recommendation that it be closed out during the remainder of the week, Manager Hoffman promises that the show will be "cleaned up."

The censors told City Manager Fred H. Locke, City Attorney Ganson Taggart, Director of Public Welfare A. E. Davison and Commissioner Julius Tisch that the show is "not fit to be seen by decent folk." They asserted it is not even interesting, "just plain dirty."

"I didn't object to bare legs so much," said Miss Muir. "We see plenty of them at the bathing beaches. It was the dirty, suggestive talk that I disliked."

The two women objected particularly to the so-called, "Russian scene," and to a scene in which a man comes in clothed in nothing but a barrel and when the barrel breaks is seen nude except for a pair of short trunk tights.

"You ought to be made to get rid of this show at once" asserted Commissioner Tisch. "When a man has poor goods on his hands he gets rid of them as best he can and takes his losses with good grace. A rotten carcass must be destroyed and so should such shows as this one."

Hoffman protested that the theater management is merely the victim of circumstances. "We do not know ahead of time what a show is like," he said, "and we don't like this sort any better than you do. We're willing to clean it up and then get it out of town at the earliest possible moment after its engagement closes."

Davidson warned Hoffman that the city will not permit such shows. "You have been warned before," he said, "and further offenses will be punished."

Too Late To Classify.

Daniel C. Steketee (P. Steketee & Sons) has returned from New York, where he spent a fortnight buying winter and spring goods. He also met his son, Don, on his return from Europe, where he spent six weeks making a bicycle tour of the region devastated by the Germans.

Three Scotchmen in church one Sunday morning when the minister made a strong appeal for some very worthy cause, hoping that every one

in the congregation would give at least one dollar or more. The three Scots became very nervous as the collection plate neared them, when one of them fainted and the other two carried him out.

"Uneasy lies the face that wears a frown," says a smart paragrapher. However, I would remark: But easy lies the tongue inside the face, many times.

"The Government has issued a bulletin on how to keep the cellar dry." Thus adding insult to injury.

If you think all risk and gambling have been banished from trade go out and buy some cantaloupe.

Earl Davis, manager of the North Branch Mercantile Co., North Branch, is in the city to-day, buying fall goods and, incidentally, undertaking to locate the Peerless gang of gypsies who infested his town last week. Early Sunday morning his store was broken into and relieved of \$450 worth of shoes and clothing. He has not yet connected the gypsies with the transaction, but believes he is on the right track. The gypsies planned to make a stand at the Charlotte fair this week, but were driven out by the sheriff. The band has a permanent headquarters in Detroit and are directed by a man who is located at Traverse City.

Mercantile Chat From Central Michigan.

Owosso, Sept. 27—C. M. Walker, of Owosso, has sold his grocery stock to Butler & Carpenter, who will continue the business on East Comstock street.

Fred Hanifin and wife have just returned from Milwaukee, where they enjoyed a two weeks' vacation. Fred has not been in a very robust condition for several months and this much-needed rest has brought back much of his old-time ginger and he is again out on his trip, shaking hands with his old friends and customers who almost invariably greet him with the remark: "Well, how are ye now, Mister Hanifin? Sure you're looking your self like a man again. We don't wish to be greedy, but we're all out of Unedda, so send along five or ten cans again."

B. A. Geyer, at Ashley, has sold his grocery stock and meat market to Vine Bartos, of Chicago, who has taken possession.

Ross Miller has bought the half interest of his partners in the general store at Middleton and the business will be conducted by Ross hereafter.

Alex Moore, of Carson City, is closing out his stock of general merchandise and will retire from the activities of thirty years in the mercantile business. Alex has always been a good old scout and has made good.

Honest Groceryman.

Sensation.

The customer had asked for the store number and got it. Then she told the phone girl that she wanted to be connected with the department where they sold hose. No kind specified, so the phone girl plugged the customer in on the hosiery counter.

"I want some cotton hose."

"All right; what size?"

"About sixty feet I think would do."

Before the thing got straightened out the hosiery clerk had accused the customer of being a centipede and the customer had accused the clerk of being an impudent upstart and the phone girl of being a congenital imbecile.

A Clean Business

A clean profit on a clean food product is a clean business—the kind of business every enterprising, up-to-date grocer likes to do.

Shredded Wheat Biscuit

is a clean food product, protected from dirt and bugs by dust-proof cartons. Considering its nutritive value Shredded Wheat is without doubt the cheapest food in the world to-day. It is 100 per cent. whole wheat, ready-cooked and read-to-eat. Always the same high quality, with a steady demand created through twenty years of educational advertising.

MADE ONLY BY

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



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*The Salt
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DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Michigan Factories at

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

What about the GASOLINE you use?

EVERY motorist knows that all gasoline is not alike: You have reasonable assurance that the quality of most gasoline sold under a well known trade name will remain constant, but trouble creeps in where you form the habit of just buying "gas."

It is not the idea of this company to claim that when you notice a difference in the quality of your favorite gasoline, that the manufacturer has deliberately tampered with his product. What we do mean to say is that gasoline varies according to the methods used in its manufacture, and the raw material from which it is made.

This company on account of its immense resources can truthfully say the Red Crown Gasoline never varies, except as seasonable changes call for variation.

It is also well to consider that the gasoline to which you have your carburetor adjusted may not even be on sale in the next town or state, that too is a source of annoyance.

So we say, what about your gasoline? Is it always the same, and can you buy it everywhere?

Red Crown Gasoline can be bought everywhere. Once your carburetor is adjusted to Red Crown there need never be any necessity for changing, because Red Crown can be bought every few blocks in the city and every few miles in the country, wherever you go, and its quality never changes.

It is a universal fuel.

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