

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

DAYTON DISPLAY FIXTURES ARE  
GUARANTEED TO  
—increase sales; save time, space and  
Write for literature, terms and prices.  
The Dayton Display Fixtures Co.,  
labor; improve display and appear-  
ance of store.  
Dayton, Ohio.

**Watson-Higgins Mlg. 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

Tie up with

**FLEISCHMANN'S YEAST**

In it you carry a food-product

- which involves but a small outlay of capital
- assures you a quick turnover
- gives you a percentage of profit as high as on any article you carry.

Impress on your customers the importance of placing a standing order.

**THE FLEISCHMANN COMPANY**  
Fleischmann's Yeast      Fleischmann's Service

**FLOUR**

It takes considerably more than one little shower to break a drought, and the fact that the market has suffered a few slight declines during the past week has not altered our firm conviction that it cannot help but be stronger in what is commonly called the “long pull.” Notwithstanding the fact that some are looking for weakness at this time, we cannot help but feel that later on conditions will begin to assert their power, and flour will start on the long “up-grade.”

Our exportable surplus of wheat is about gone. That tells the story and he who runs may read, as the story is.

**JUDSON GROCER CO.**  
GRAND RAPIDS      MICHIGAN

# Domino

## Granulated Sugar

Our sixth annual “Save the Fruit Crop” advertising campaign has been a pronounced success. Women have been grateful for the reminders to put up delicious jams, jellies and preserves while fruits are ripe and plentiful. Our dealers have materially increased their sales of Domino Granulated Sugar, ripe fruit and preserving materials.

There are more fruits yet to ripen. Our campaign will continue. Its effect is more pronounced now than ever. And everything you do to tie up with this campaign will be to your larger profit.

**American Sugar Refining Company**

“Sweeten it with Domino”

Granulated, Tablet, Powdered, Confectioners, Brown,  
Golden Syrup.



A Summer's Day  
A Shaded Veranda  
A Friend or Two  
and—



**CHASE & SANBORN'S  
ORANGE PEKOE TEA  
ICED**

DELIGHTFULLY STIMULATING AND REFRESHING

TRADE SUPPLIED BY CHASE & SANBORN, 76 EAST LAKE ST., CHICAGO, ILL.



# MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 5, 1921

Number 1985

## MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

### Subscription Price.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

Canadian subscriptions, \$4.04 per year, payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

## FIRE PREVENTION DAY.

With a record number of cities planning observances, and the widespread public interest displayed throughout the country, there is every indication that Fire Prevention Day, Oct. 9, this year will be a truly National event. In 1920 proclamations were issued by former president Woodrow Wilson and the governors of forty-three states besides the many local pronouncements of mayors; it is hoped this year that all the states will respond. President Harding has set the pace by issuing a most stirring appeal.

There is no question as to the desirability of a general observance of the day which marks the fiftieth anniversary of the great Chicago conflagration; the fire loss for 1920 has been estimated by the Committee on Statistics of the National Board of Fire Underwriters at over \$500,000,000, or more than any other year with the exception of 1906, when the San Francisco catastrophe occurred. Such a destruction of material wealth can not continue without disastrous results to our economic future.

Every effort must be made, therefore, to acquaint the public with the magnitude of the fire destruction and the necessity for guarding against the common fire hazards. While carelessness is considered to be the chief cause of our huge fire waste, ignorance is also a large factor and consequently the importance of education in fire prevention can not be over-emphasized.

Fire is a community proposition and not simply a matter of individual concern, since every fire affects everybody through its extensive ramifications, and this truth is becoming slowly, but surely, recognized. The result is seen in the growing interest in fire prevention and clean-up campaigns shown by chambers of commerce, rotary clubs, trade associations, women's clubs, and other bodies concerned with civic betterment. All progressive fire chiefs are active in promoting fire prevention with the thought ever in

mind of "fighting fires before they start."

One thing which should be done by every school system in the United States without delay is to install regular fire prevention instruction in its curriculum, a study that has already been adopted in many of the progressive cities, towns and villages of the United States. This will constitute no interference with the regular school work, since it has been proved that an average of fifteen minutes each week will accomplish valuable results. Last year in New York City regular work was interrupted at 11 o'clock on the Friday preceding Fire Prevention Day and an hour devoted to the study of common fire dangers.

In a number of cities the churches have come to make regular mention of fire prevention upon the Sunday nearest to Fire Prevention Day. The fact that this year October 9 falls upon a Sunday makes it peculiarly fitting that a sermon upon the subject should be delivered. The occasion offers a splendid opportunity to emphasize the needless waste of life and property through preventable fire; that it constitutes a National sin against posterity with carelessness and ignorance at its roots, and that conservation of our human and material resources should be our ever-present effort.

Editors in every part of the country are coming more and more to realize that fire prevention is essentially a matter of public welfare. The appalling loss of life, averaging over 1,250 fatalities per month, and the shocking wastage of \$1,370,000 worth of National resources each day last year, the interruption of business and the many other attendant ills, already furnish the text for thousands of editorials and articles. A concentrated attention to the subject during the week preceding October 9, the publication of practical advice, particularly of a household nature, the use of news stories covering the local Fire Prevention Day plans of the fire department and schools, and the employment of cartoons wherever feasible, will be public service of a high order.

A number of papers have used the occasion to run a page or more of class advertising, all prominent local agents being signed up for a card under a general Fire Prevention Day heading. The occasion has thus become one offering the insurance man an excellent opportunity to identify himself as an associate of the more progressive members of his profession.

Chambers of commerce, boards of trade, Rotary and Kiwanis clubs and other organizations of a general civic character, should throw their weight into securing the largest possible effectiveness for Fire Prevention Day. Such bodies usually contain the most

influential and public-spirited citizens of the town; their secretaries and other officials are men of civic viewpoint.

Merchants and manufacturers should designate some trusted employe to make regular inspection of the business premises at least once a week in order to note and record upon a special blank the condition of all points bearing upon the question of fire hazard. Merchants handling hardware might well include in their window displays exhibitions of chemical extinguishers, fire hose and other apparatus suitable for household use, as well as mops, buckets and brooms, to emphasize the thought of cleanliness in connection with fire prevention.

Carry Fire Prevention Day lines in advertising, insert fire prevention circulars in all packages, seal bundles and mail with Fire Prevention Day stickers, print appropriate warnings upon pay envelopes and put up fire prevention posters on the premises.

Wherever applicable, suspend operations for an hour upon Fire Prevention Day, in order to hold special exercises, including instruction as to the location and use of fire alarms, apparatus, escapes, etc., also an address by the management or others, upon the necessity for avoiding accumulations of litter, observing "No Smoking" rules, keeping oily rags in proper receptacles, keeping passageways and exits free and, in general, avoiding all practices contributing to fire hazard.

It is stated in the Scout Handbook for Boys that "it is the duty of the Scout to know how to prevent fires." The organization has prepared a course in "firemanship" making it possible for its students to qualify for "merit badges" and imparting information of practical value. All over the country, individual troops are today rendering effective assistance to fire departments in carrying on inspections, looking for violations of safety ordinances and aiding in educating the public in fire prevention. The Boy Scouts have helped to clean up vacant lots and other places full of inflammable rubbish. They have delivered questionnaires from house to house, have photographed bad conditions, such as blocked fire escapes, theatre or store exits, etc., and have carried on public drills and exhibitions. All scoutmasters are urged to get in touch with local fire departments and schools.

The National Federation of Women's Clubs has already put itself strongly on record in favor of fire prevention. Local bodies, whether members of the National Federation or not, can do much to promote fire prevention education in schools, the removal of the shocking fire hazards found in so many public school buildings, and the instruction of housewives in home precautions.

## BREAKING THE UNION BONDS.

For years San Francisco has been absolutely ruled by the labor unions. They gave her Schmitz, Ruef, McCarthy, Rolph and others equally undesirable. All of her offices have been filled with members of the unions. Her policies were dictated by them. The tyranny of the labor union leaders became unbearable. Her citizens saw her prestige decline, her industries lag, her importance, commercially, destroyed. They saw business houses and manufacturing plants driven from the city. They saw ruin staring them in the face. It looked as if her harpies of labor unionism would be the only ultimate population left, and that their occupation would be to pick the bones of the carcass of the stricken municipality. The venal press of the city betrayed it. Most of the newspapers stood hand and glove with the unions.

Conditions became such that the patience of the law-abiding citizens of the municipality gave way. At last the worm turned. When the unions consented to arbitrate the wage scale, and then rejected the award, because it was against them, they aroused the old spirit of San Francisco—the spirit that had built up the city, beautified it, made it prominent in history, glorious in traditions, famous in poetry and song—and her solid people made a stand and defied the unions. The business interests of the city, tired of union labor tyranny, persecutions, thievery, blackmail, murderous assaults on innocent workers, dynamiting and other infamies without number, made a stand for freedom and "liberty under the law," which, in industrial matters, is the open shop.

The result is remarkable. Freedom again reigns. Honesty and decency prevail. The union slugger has been relegated to the background. The murder record has shrunk from 500 per year to less than a dozen per year. The honest workingman holds up his head like a gentleman and he goes to his work unmolested. Union men by the thousand have been relegated to the prisons and poor houses, where they eke out miserable lives, cursing the day they ever joined hands with thugs and murderers by enlisting in the cause of unionism.

Liberty loving men everywhere, who sympathized with San Francisco in her misfortune, now rejoice with her in her deliverance from thralldom from union domination. They realize that it was "now or never" with that great city. Had she not won this fight, she would have sunk to a depth of industrial depression and political infamy from which recovery would have been impossible.



## FROM BEHIND THE COUNTER.

## How Our Mercantile Friends Regard the Tradesman.

Kalamazoo, Oct. 1—To have guided the destinies of a trade paper so good as the Tradesman for the past thirty-eight years proves you to be one of our greatest publishers. This could not have been accomplished except for your strong will power, fearlessness for that which was right and a desire to help your fellow men.

You have been a benefactor to the business men of Michigan and they should appreciate you more than they do. You have fought their battles and saved them many dollars, and to you it must be very gratifying to know that when you have lain down your "quill" for the last time, your friends cannot help but say, "He has fought a good fight and won."

About twenty-five years ago it was my pleasure to send in to you a few items regarding the Movements of Merchants and that column to-day is mighty interesting to me. I have spent upwards of thirty-five years selling goods to merchants of Michigan and my acquaintance is large among them. I often see items regarding the business men of to-day whom I knew as boys and many of them as clerks for my former customers.

In behalf of those who surely must appreciate what assistance the Tradesman has been to them in the past, but refrain from telling you about it, I hereby extend to you their best wishes and hope they will lend you their support in the future.

In conclusion, I wish for you and yours many more years of good health, that you may enjoy the continuance of your labors to help your fellow man.

Frank H. Clay.

Hermosa Beach, Calif., Sept. 24—The Tradesman is the only Michigan paper I still cling to and I find it valuable to me in my work as secretary of the Chamber of Commerce of this flourishing city, a "homey" suburb of Los Angeles. I consider it is the best barometer on business conditions in the East, and every issue makes me more than glad that I am out of the old rut and am here where surely life is worth living. This letter, when printed, will extend my best respects to all my old friends. You have my best wishes for many, many more years of usefulness.

W. E. Mellinger.

Caledonia, Oct. 1—It would be impossible for me to tell you how you could better the Tradesman. As the merchant's guide and friend, I cannot see how it could be made better. Have been a reader of the Tradesman ever since I have been in business, over thirty years, and I would not know how to get along without it. I hope you will continue to keep it as good as it is and make it better, if possible, and be able to be boss of the job for many years to come.

Charles H. Kinsey.

Three Rivers, Oct. 3—As one whom you have helped by your policy of attacking injustice and crookedness, I am anxious to congratulate you on your long and useful career as an editor. May you have thirty-eight more useful years. H. G. Phillips.

Saginaw, Sept. 8—The renewal from year to year of my subscription to the Michigan Tradesman is the best evidence that I appreciate your efforts. I get very valuable information and ideas which can be applied to my business. Have you subscriptions enough among the garage men and automobile dealers to warrant a section of your paper being devoted to automobile topics? Your success is an inspiration to young men and I wish you many years of comfort and happiness.

G. L. Garber.

Owosso, Oct. 1—The Michigan Tradesman is the most valuable paper we know of. You ask us how your paper can be improved. To be honest with you, you have got me up a tree. Not being a newspaper man, I don't know, but if I was going into the newspaper game, I would hold off on the deal until I could secure your services to run it and then I know we would win. See Revelations, 21, 1-7. Geo. W. Haskell.

Portland, Oct. 1—We take the Tradesman because we believe in it. We find each issue full of interesting news and especially helpful in these changing conditions. We like your fearless manner in exposing schemes and doubtful methods to protect the dealers. Hope you may keep up the good work.

Jno. A. McClelland & Son.

Kalamazoo, Sept. 30—I am afraid I am a little tardy in sending our congratulations and thanks to you for your long years of steady purpose, both to the trade and the public. Nothing comes to us so much looked for as the Tradesman each week. The front page is a delight and cheer builder. Other items clear any hesitation that will sometimes come up in our line of business. We should like to see more Michigan manufacturing firms take advantage of your advertising columns to wise us to their goods. Perhaps you know that I am a cripple and have always considered myself handicapped from not being able to become a member of the Chamber of Commerce and taking in conventions and other meetings of mind brighteners, but you take it from me. I devour the Tradesman every week and am getting there just the same. I again assure you of my appreciation of your many years of effort.

M. Calder.

Burr Oak, Oct. 1—I have had only a few copies of the Michigan Tradesman and can say I do not know of any improvement that could be made, as it is full of good suggestions along every line of merchandising and the markets are always up to the minute. I always look forward from week to week for this paper. Mann Bros.

Fruitport, Sept. 27—I most certainly do appreciate the Tradesman. Have been a subscriber ever since the first issue in 1883. I do not think you are needing any suggestions for improving the Tradesman. It is always interesting and helpful all the way through. Trust you may continue in the good work for years to come.

R. D. McNaughton.

Grand Rapids, Sept. 27—It is indeed a pleasure to write a few words complimenting you on your good success as editor and publisher of the Michigan Tradesman. We have been subscribers of your paper for many years, and although your markets do not apply to our line, we feel that we are more than compensated by your remarkable editorials and many other items of interest. The fearless stand you are taking against the profiteer and business crook should set the pace for every newspaper in the country, and you are to be congratulated on your attitude against everything that is not legitimate. We congratulate you on your success. Silverman Brothers Co.

Schoolcraft, Sept. 28—I congratulate you on the successful thirty-eight years with the Tradesman and wish you many, many more equally as successful. I enjoy the Tradesman very much and do not know how it can be improved. I wish to commend the fearless manner in which you stand for the Right. My best wishes to you and the Tradesman.

Geo. D. Cobb.

Decatur, Sept. 28—The Tradesman is all right just as it is. With the poetry selections on the front cover for inspiration and pleasure; with your sturdy support of all that is best and honest in business and daily living; with your fearless denouncement of crooked ways and evil doers and last, but not least, the humorous quips, I fail to see very much room for improvement. John Shaad.

New York, Sept. 27—You are certainly to be congratulated upon the length of your continuous service in industrial publishing. I personally do not know of any one who has been longer in one position. My colleague, H. W. Blake, chief editor of the Electric Railway Journal, is now in his thirty-first year on that paper, but this is a far shorter period than that of your editorship. We appreciate your help in connection with the course.

Henry H. Norris.

Editor Course in Industrial Publishing.

Delton, Sept. 28—It gives me great pleasure in being allowed the privilege of expressing my views on your paper. I appreciate it very much and feel that I would be lost without it. When the weather is stormy and trade is dull, I dig around for something to read and almost invariably settle on the Tradesman, as it always seems to touch the spot better than

any other periodical that I can find. May you long continue to prosper.

H. T. Reynolds.

Bay City, Sept. 26—I wish to extend to you my hearty congratulations on your thirty-eight years of service to the Tradesman. I have no suggestions to make, as I cannot see where any improvement could be made in your publication.

M. C. Empey.

Kalamazoo, Sept. 28—I find a good trade paper as necessary to business as a cash register and the Tradesman fills the bill.

Peter J. Van Duine.

Otsego, Sept. 28—I am sure nothing that I can suggest would make it any better, as I consider it the most reliable paper I read. When I see an article in the Tradesman I know it is the truth. I have taken it a number of years and always read it as soon as I can. Other papers are sensational and contain so much that is false that I do not care for them. In one letter from one of your subscribers last week, he suggested your putting in more about automobiles and their accessories. Now we see so much of those in papers and magazines that it is a great relief not to see them and to me it would greatly lessen its value in my opinion. I always enjoy reading the Old Timer



NOW as in previous years, backed by an impressive advertising campaign, Carnation Milk is a steady repeater. You know, of course, that Carnation advertising increases Carnation sales. But it does much more than that. By sending new business into your store, it constantly tends to increase your sales in other staples.

And you can make the results of Carnation advertising even more profitable for you than they have been. Since it costs you nothing, why not do some Carnation advertising yourself—right in your own store? Carnation advertising helps and store displays are real salesmen. You can not afford to be without them. Ask our representative for a set or write to us.

## CARNATION MILK PRODUCTS COMPANY

1033 Consumers Building, Chicago  
1133 Stuart Building, Seattle

Remember, Your Jobber Can Supply You



articles; also Charles E. Belknap's, as I used to know him and his family when I lived in Grand Rapids thirty-five years ago. He is one who is always the same—honest and upright. I wish he might be at the head of the Soldiers Home. Am sure it would be run in much better shape than it has been. I do not suppose you have many women subscribers, but as I was in a store for twenty years and own the Murray Tavern here and ran it for three years, although I have it rented at present, I am interested in business more than society. The poems of Mr. Heath are beautiful and worth the price of your paper. I hope you will live thirty-eight more years and publish the Tradesman. Perhaps you used to know my former husband, John C. Blanchard, of Ionia, a lawyer. He was well acquainted in Grand Rapids. He used to tell me to always write a short business letter and that brevity was the soul of wit; but you see I have not heeded him.

Nora Blanchard Doyle.

Otsego, Sept. 28—I am not a subscriber, but I am a constant reader of the Tradesman and wish to tell you how much I enjoy reading it, especially Old Timer's articles. They are right to the point. A short time ago there appeared on the front page of the Kalamazoo Gazette a picture of an auction sale of white men. They were stripped to the waist and stood on the auction block and were sold to the highest bidder, as negroes were in the slavery days. It seems to me that all loyal American citizens should protest against such a disgraceful affair and I wonder that every paper published did not give it a scathing rebuke. We had all hoped that slavery was done away with, but it seems that the city of Boston, the Hub of the Universe, as it has been called, has resumed the custom. I hope to see an article in the Tradesman on this subject. You can count on my sister, Mrs. Doyle and myself as life long readers of the Tradesman.

Mrs. Fannie E. Jackson.

Adrian, Sept. 28—If I knew how to edit your paper any better than you do, I wouldn't be peddling prunes for a living. I have been reading your paper for several years and have always enjoyed reading it. Of course, I have read a good deal in it that I couldn't sanction, but we all have a different outlook on some questions. I always read it clear through and place a great deal of confidence in what is printed. I should hate to try and do business without your paper as a guide. Hendershot & Fuller.

#### Honor To Whom Honor Is Due.

Traverse City, Oct. 3—In the past we have had a great many complaints on bad hotels through the commercial travelers columns. I am just wondering if you do not forget that there are a few good hotels that need a little encouragement. The hotels I have in mind are the Perry Hotel, at Petoskey; the Hallett Inn and the Hotel Charlevoix, at Charlevoix. We travelers must remember that these places have taken excellent care of us during the resort season, and now it is up to us to take care of them. So let's get together and boost.

Frank Needham.

Secretary Traverse City Council.

#### Take Love Alone.

Take a little time for laughter!  
Take a little time for song!  
Gather for the great hereafter  
Something you can take along!—  
Something you can show to Peter.  
Something you have brought from earth,  
Making heaven sweet and sweeter,  
Sweeter with the love of earth!

Take a little earth to heaven.  
Take a little earthly love.  
Something of the earth to heaven  
Something of the life above—  
Something of the voices singing.  
Something of the world of men.  
Mortals and the angels bringing  
Closer to their God again!

## Your Coffee Machine

With fingers which operate like human's and devices that seem to operate as if directed by human brain, our automatic coffee packing machine opens the carton, puts in an interliner, weighs the coffee and seals the carton.

It is, no doubt, the finest piece of automatic machinery to be seen and enables us to take care of our large coffee business in such a manner as to always give you fresh, carefully packed coffee at a moment's notice.

Those of our customers who have seen this machine have been extremely interested and we would like every customer we have to see this wonderful machine, for you are interested in careful methods, you are interested in actual weights, you are interested in the merchandising of food products you are handling. The next time you are in the city we would be pleased to have you visit us, for it will pay you well to spend the time to inspect this piece of almost human equipment.

## WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



**Movement of Merchants.**

Hart—A. W. Morris succeeds Ray W. Ardis in general trade.

Wacousta—L. W. Saxton succeeds E. Waldron & Co. in general trade.

Ishpeming—The Severson Motor Co. succeeds Blom Bros. Motor Co.

Big Rapids—Leslie Hugh succeeds D. H. McFarlane in the grocery business.

Clarksville—Pratt & Pratt succeed M. P. Leonard in the dry goods and grocery business.

Lake Linden—Thomas Guibord has closed out his grocery stock and will retire from business.

Whitehall—Charles C. Kern succeeds A. P. Schuellerberger in the grocery and meat business.

Owosso — The Owosso Savings Bank is remodeling its bank building so as to afford more space.

Owosso—Butler & Carpenter succeed C. M. Walker in the sporting goods and grocery business.

Wyandotte—Nick Jeme has sold his store fixtures and shoe stock to L. Philips, who has taken possession.

Detroit—DeJallius Bros. have removed their shoe stock to Royal Oak where they will continue the business.

Leonidas — Thieves entered the jewelry and silverware store of W. D. Spencer and carried away considerable stock.

Kalamazoo—George Gage has engaged in business at 202 North Burdick street under the style of the City Fish Market.

Sidney—Charles Burgess will erect a modern grain elevator on the site of the old elevator, which burned about a year ago.

St. Johns—Miner Frink & Son have purchased the feed and produce store and feed mill of H. S. Bullard and will continue the business.

St. Johns—Smith Bros. are closing out their stock of dry goods, clothing and furnishings at special sale and will retire from retail trade.

Lansing—F. B. and E. K. Edison have formed a copartnership and engaged in the wholesale and retail fish business at 213 East Shiawassee street.

Allegan—M. R. Vos, of Muskegon, has opened a general electric appliance store. He will deal in electric lighting fixtures, also do inside electric wiring.

Addison—Miss Muriel Van Etten has purchased the millinery stock and store fixtures of Mrs. Esseltyn and Mrs. Iverson, taking immediate possession.

Big Rapids—C. A. Crane, recently of Ludington, has purchased the jewelry and optical stock of Gleason & Son and will continue the business at the same location.

Grand Rapids—The Central Fuel Co. has been incorporated with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Muskegon—William R. Harris, grocer at 50 Florence street, has sold his stock and store fixtures to John Vauvett, who will continue the business at the same location.

Holland—The United Buyers' Association has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Petoskey—The Northern Bond &

Mortgage Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Albion—Robert C. Baker and William E. O'Brien have formed a copartnership and engaged in the wholesale grocery business under the style of the Albion Merchandise Co.

White Cloud—The White Cloud Shoe Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,500 has been subscribed and \$1,200 paid in in cash.

Sidney—The Bank of Sidney has been organized with \$5,000 capital stock. The Albert Anderson building has been purchased and will be remodeled and the bank opened about Oct. 15.

DeWitt—The Todd-Ridenour stock of dry goods, furniture and groceries was sold at receiver's sale to C. C. Smiley, owner of the store building in which the stock is located, who will close it out at special sale.

Grand Rapids—John Gezon has merged his drug business into a stock company under the style of J. Gezon & Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Ray Battery Sales Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,500 paid in in property.

Muskegon Heights — Edgar R. Thorne has sold his store fixtures and grocery stock to Fred Becker and William A. Hilt, Jr., who have formed a copartnership and will continue the business at the same location 827 Hoyt street.

Jackson—C. B. Smith, for the past two years and a half manager of the Gaylord-Alderman basement department, has resigned his position and will engage in the dry goods and ready-to-wear business on West Main street, Oct. 8.

Deckerville—The Deckerville Oil & Gas Co. has been incorporated to deal in oils, gasoline, auto accessories, tires, etc., at wholesale and retail, with an authorized capital stock of \$40,000, \$24,200 of which has been subscribed and paid in in property.

Lansing—Healy & Co. has been incorporated to deal in auto parts, accessories and accessories for all vehicles, motor and otherwise propelled, with an authorized capital stock of \$3,500, all of which has been subscribed and paid in in cash.

Lowell—C. M. Parrott has sold his restaurant and cigar stock to Miss Grace Hale, recently of Belding, who will continue the business at the same location after thoroughly remodeling, decorating, newly furnishing the building and installing modern equipment.

Muskegon — Brink & Beecher, clothing dealers of Grand Rapids, have leased the store at 75 West Western avenue and will occupy it with a stock of clothing and men's furnishing goods as a branch to their Grand Rapids store as soon as the lease held by the Square Clothing Co. expires.

Saranac—The Saranac Oil & Gas Co. has been incorporated to deal at wholesale and retail in motor fuels, oils, greases, motor accessories and

parts, with an authorized capital stock of \$20,000, \$15,000 of which has been subscribed and \$14,800 paid in in cash.

Marquette—The Thomas Market Co., of Chicago, has opened a cash and carry meat market at 115 South Front street, under the management of George Rae. The market is thoroughly modern in every way and is one of a chain of meat markets owned and conducted by the Thomas Market Co.

Lapeer—Harvey Tryon has merged his garage and automobile supplies and accessories business into a stock company under the style of the Tryon-Hayes Motor Co. with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$3,031.40 in cash and \$6,968.60 in property.

Litchfield—H. E. Wilkinson has organized the Wilkinson Auto Sales Co. with \$10,000 capital stock to deal in new and second-hand automobiles, automobile supplies and accessories, greases, oils and motor fuels. The company has commenced work on its cement block building, 62x74 feet. The front will be of brick and plate glass.

Detroit—The Gordon Shoe Co., which for the past two years has conducted a retail store in the Dime Bank building, has opened a second store at 36 West Grand River avenue, to be known as the "uptown store," although in reality it is right in the heart of the shopping section. The original store is in the financial district.

Detroit—R. T. Kann, for six years with the Emerson Shoe Co. in Detroit, has taken over the supervision of the exhibits in the windows of R. H. Fyfe & Co., resigning several months ago from the Emerson Shoe store where he was manager. Mr. Kann expects to do big things at the Fyfe store, where he has been given unlimited authority to make the windows as attractive as possible.

**Manufacturing Matters.**

Pontiac—The Jig Bushing Co. has increased its capital stock from \$25,000 to \$50,000.

Bronson—John Sullivan, recently of Coldwater, has engaged in the cigar manufacturing business.

Mio—The Mio Milling & Manufacturing Co. has removed its business offices to the Nichols block, Battle Creek.

Union City—The Peerless Yeast Co. will erect a new office building and make other improvements at its plant at this place.

Hillsdale—The Hillsdale Knee Pant Co. has been organized with an authorized capital stock of \$25,000, of which amount \$23,750 has been subscribed and paid in, \$6,400 in cash and \$17,350 in property.

Port Huron—The Mueller Metals Co., through an agreement with its workers, has put in effect a 10 per cent. reduction in wages, the cut reaching from the President down to the office boy and factory sweeper.

Ishpeming—J. E. Randall has organized the Ishpeming Food Products Manufacturing Co. to manufacture table relishes, etc. The business offices of the company are located in the Nolan building on Second street.

St. Clair—The Diamond Crystal

Salt Co. has started another pan, making five that are now in operation. Surplus stocks of the company, accumulated during the past nine or ten months, have become practically wiped out.

Kalamazoo — The Root Spring Scraper Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$5,337.52 in cash and \$34,662.48 in property.

Jackson—The Hoyland Switch Co. has been incorporated to manufacture and deal in railroad switches and safety appliances, with an authorized capital stock of \$500,000, of which amount \$225,000 has been subscribed and paid in, \$5,000 in cash and \$250,000 in property.

Clare—The Saginaw Milling Co. has sold its elevator at this place to George Johnson and W. G. McAllister, of Clare. Mr. Johnson has for some time managed the business for the Saginaw concern while Mr. McAllister has for the past four years conducted the business of the Clare Hay, Grain and Bean Company.

Saginaw—The Mershon, Eddy, Parker Co.'s factories are busy turning out millwork, such as frames, sash, moldings, etc., and the company's box business has picked up considerably in the last month. During the last two weeks the company has brought in about two million feet of lumber and is now loading a boat in Georgian Bay.

Adrian—The Michigan Producers Dairy Co. is being organized with \$12,000 capital to build a plant at Adrian and will manufacture Swiss, Roquefort and Camembert cheese in addition to condensing skimmed milk. Helmer Rabild, well known in the Michigan dairy industry, has been named supervisor of the Adrian plant. Stock will be put in the hands of milk producers only in the Adrian and Wayne county zone. The plant is one of a number that will be built in Michigan by the company.

Bay City—The lumber situation throughout the Lower Peninsula of Michigan is more encouraging than it has been at any time this year. The improved demand during the last few weeks has enabled manufacturers to reduce stocks considerably. Practically all large mills have ceased operations and, with logging at a standstill, it is very unlikely that the production will be increased during this year. Active demand for high grades has so depleted stocks that there is an actual shortage of certain items and buyers must take a greater percentage of the lower grades. There have been some large sales of the common grades of maple to flooring manufacturers. The automotive industry has been buying more freely recently and there has also been an active demand from the furniture industry. Maple flooring manufacturers report a very satisfactory business, with prices firmer than at any time for several months. The demand for high grades still predominates. Production is still considerably below normal although it has been increased recently.

Exchange for Stock of Goods—160-acre farm. Traverse City fruit belt, 120 cleared. Good buildings, well and windmill. Twenty-acre apple orchard,  $\frac{3}{4}$  mile from town. 510



### Essential Features of the Grocery Staples.

For about ten days all the principal markets for canned foods in the United States seem to have been afflicted with lassitude, explained by the turn in the weather by some, but more plausibly by the fact that wholesale grocers were receiving heavy shipments of canned foods incident to the completion of canning and, therefore, did not care to contract for other supplies until those in transit had been paid for and handled.

Canners will have to reckon with that kind of a policy for quite a long time to come, as wholesalers are compelled by financial conditions to be careful and guarded as to overbuying their ability to discount.

It is noticeable that many of the larger wholesale grocery houses have appointed some member of the firm to be a "merchandizer," to whom all important purchases have to be referred and whose approval must be had before the orders are finally closed. This seems to be a wise and practical method, akin to the budget system which allots to each buyer so much money with which to carry stock and which does not allow him to exceed that amount except for very special reasons.

Much money has been lost in the past by wholesale grocers allowing buyers to plunge and buy speculatively regardless of the actual requirements of the business. There is only one thing more unprofitable than carrying too much stock, and that is, the carrying of too little stock, causing loss of sales and profits and the piling up of back orders, and consequent exasperation of customers.

A new canned crab output is coming on the market, packed in Alaska on a sanitary, floating cannery. It is packed of the Dungenese, or original indigenous Alaska crab, which is famous for its white, tender and richly flavored meat. The meat is carefully wrapped in oiled paper and placed in enamel-lined cans, thereby eliminating the possibility of discoloration from contact of the sulphur of the crab meat with the tin. It is to be packed in cans containing 7½ oz. net of crab meat, 48 to the case.

A new article in canned food has been recently put upon the world's markets—sliced grapefruit in No. 2 cans and in No. 10 cans. It is packed in Porto Rico and has already attained a large sale. The flavor of the fruit is retained. The fruit is packed when ripe, whereas when shipped natural in crates it must be plucked while unripe. It is of bright natural color.

It is said that grape fruit is abundant in Porto Rico and that they have some difficulty in getting it into market in crates as ordinarily shipped from other localities, owing to irregularity of transportation, therefore they concluded to put it into cans, and it has met with quick favor and a ready sale, the demand already being in excess of the supply.

Another article that has been canned and marketed in the last few years past is sugar or red beets in

No. 2 cans, sliced. Beets have been packed for years whole and cut in pieces, but these sliced beets are made from the larger sized beets, nicely peeled and sliced so as just to fit in a No. 2 can. This style is growing popular with consumers.

New pack canned spinach (fall pack) is now arriving and proves to be of fine quality. The law now requires that cans be filled solidly and the vegetable be reasonably tender and free from heavy, coarse stems or yellow matured leaves. It is usually grown on land free from sand and is very thoroughly washed so as to free it from all grit. California now produces a large output of canned spinach, and many dealers prefer it to Eastern packed.

The "run" of shrimp on the coast of the Gulf of Mexico has suddenly stopped, which is one of the peculiarities of that business, shrimp canning, and prices which had been reduced are advanced to \$1.60 for No. 1, wet and dry, and \$3 for No. 1½, wet and dry. The quality so far packed has been superb, but unless the run resumes the quantity will be very small and no more can be packed until next spring.

Canned pumpkin of the new or 1921 pack from Indiana has already arrived—a remarkably early delivery, coming in far ahead of canned pumpkin from the Southern canneries. Samples shown of the 1921 pack of canned pumpkin are of fine consistency, color and flavor. The claim that this shipment is the earliest delivery of canned pumpkin ever made from Indiana. The early delivery gives wholesalers ample time for distributing it to retail trade for early fall use.

Canned yam sweet potatoes are of some interest, and prices are low. Southern yellow yams in No. 2½ cans are being sold at \$1.35 cannery, and Louisiana and other Southern canneries. Buyers are substituting them for No. 3 Jersey, Maryland, Virginian sweet potatoes, finding that the Southern yams are sweeter and richer in flavor and color. The price for the No. 2½ yam is about the same as is asked for o. b. cannery for the No. 3 size sweet potato packed in Maryland, Virginia or Delaware.

Canned boiled cabbage in an article not as generally known as it should be. It is canned in No. 3 size cans, of the heart of the cabbage, cooked with bacon or plain, and ready for use by merely warming the can in hot water. It is an article of fine merit, and all the smelly cooking of the cabbage is avoided, it having been cooked in the can. This article is very cheap and most convenient.

Canned corn seems to have but little interest for buyers. There is a disposition to buy some at about 75 cents to 25 cents the dozen under the market price, but offers of that kind are always to be had in Chicago and it is usually impossible to put them across, the broken sag.

Canned pear are without market interest except for No. 10 size can which cannot be found, and No. 1

size can of which but few can be found.

Buyers who contracted for a supply of fancy grade tomatoes are meeting with great disappointment, as canners do not seem to have been able to pack any of fancy quality either in the East or West. Consequently they are now combing the canneries to find either fancy threes or twos tomatoes for private label purposes.

Fancy corn is also scarce, for the heavy hot spell which came while the corn was filling out toughened the skin of the grain in many localities and put much of the corn ordinarily graded fancy into extra standard grade, making strictly fancy quality hard to obtain.

It is reported that the sales of Sears, Roebuck and Co. are about 15 per cent. below those of a year ago, although the number of orders shows an increase of 25 per cent., and prices are 30 per cent. lower in average. Farmer buying is not apparent, except in clothing, it is said, and the losses sustained by the agricultural element last year were so large that a return to the normal volume of business this year is not expected.

This is certainly an off year with the growers of all kinds of Michigan apples. While the apples look fine, they are evidently not going to keep at all well, because nine-tenths of them have been stung by the worm. Instead of working in the top of the apple, as they usually do, they have this year gone through the side, which not only disfigures the fruit, but injures its sale to a very great extent. Even in the Grand Traverse region and on Beaver Island apples are badly infected.

Sugar—The market on both raws and refined is steady, due to the Cuban Commission having reduced the price of Cuban raws to conform to the price of raws from other countries. New York refiners are now all on the same basis as to granulated—5½c. The Grand Rapids price is 6c for beet and 6.20c for cane.

Canned Fruits—Are pretty well cleaned up, although there are small offers in all leading items. More than 83,000 cases of canned pineapple arrived last week, but the greater proportion was sold ahead and the big arrival failed to weaken prices. Moreover, those spot stocks available are finding active demand. Apricots are a bit more active and apricots are selling in a small way.

Canned Vegetables—The weakening of tomatoes last week and their failure to regain strength this week due to the lack of demand, is the feature of the week in the canned vegetable market. While buyers succeeded in forcing Maryland 2s down 5c, they were unsuccessful in 3s, which were packed in smaller quantities. One sale reported at \$1.35 carried a higher freight rate, which equalized the price. Tens have held all their strength. The influx of many thousand cases of army tomatoes has failed to have any effect upon the market. Both corn and peas are quiet and some few offerings of Maine

State pack corn have been made at \$1.50@1.55.

Canned Fish—Pink salmon showed a weakness at the beginning of the week both on spot and at the Coast, but regained lost ground this morning. Coast prices were still \$1 for No. 1 talls. Red salmon is a little bit easier, and while one big packer marked his prices up to \$2.50 Coast, others offer as low as \$2.30, and sales have been made for delivery next week at \$2.45@2.50 for new pack.

Dried Fruits—The dried fruit market as a whole has been easier the past week and many items are freer. Prunes, both new and old crop, have a fair sale, and some Oregonians were confirmed at opening instead of at going prices, which are ½c up. Raisins continued more or less quiet, although some resales have been made in Thompson seedless at prices above the opening. Tuesday fancy seeded, sold by an independent, were under the association price. Currants are finding a better sale, due to the collapse of the Greek market and the offering of cleaned Amalias at 40s, a drop of 19s from the opening. Brokers here believe the foreign market has touched bottom and are advising their customers to purchase now. Selling in peaches and apricots is only nominal, but these stocks are fairly closely held and prices stay firm.

Nuts—The California Walnut Growers' Association opening prices on walnuts are the feature of the week in the dried fruits and nut markets, and while they are considered high by some brokers it is pointed out by the Association that the crop is very small and the overhead as large as ever. Independents have in most cases failed to make any offerings, and those who did named prices identical with the Association. One big independent wired from the Coast to his representative here that he thought prices low considering conditions. Trading in other nuts has eased off some, although the holiday buying is still in fair proportions. Tarragona almonds are reported easier.

Lamp Chimneys—A decline is in on lamp chimneys of all classes of about 15 per cent.

Sauerkraut—New pack canned and bulk sauerkraut is on the market at an advance of 25 per cent. since opening, because of reduced acreage and reduced tonnage as a result of the hot weather.

Coffee—This market is strong on raws. A Brazilian commercial attache at a retail coffee meeting last week in Indianapolis said that there is in sight already a world shortage of from 2,000,000 to 3,000,000 bags, which is bound to be reflected in advanced values.

Frank Parker Stockbridge, who is editing Harrison Parker's weekly publication, the Co-operative Commonwealth, is an officer of the Ku Klux Klan. Birds of a feather flock together.

Every man stamps his own value upon the coin of his character in his own mint, and he cannot expect to pass for more, and should not be disappointed if people do not take it for more than its face value.



## EMERGENCY MEASURES.

### They Cannot Bring Order Out of Chaos.

Written for the Tradesman.

The war left industry in a condition of inflation, chaos and maladjustment. The Government ceased to be paymaster, abdicated responsibility, and turned the jumbled mass back to private management to straighten out. The Government under war time necessity discarded all economic considerations to secure immediate results and taxed the people to pay the bill. Private industry must now make good wartime loss and pay wartime obligations, but in doing this it cannot, like the Government, ignore economic laws. It must produce for these purposes, but its production must also conform to recognized and established principles. The private employer must produce at a price which will enable his goods to find a market.

Economic law was not suspended during the war. It kept on working. It is working now, and it is the one law that cannot be repealed or modified. The sooner private industry, therefore, is able to conform itself to the essential requirements of economic law, the sooner it will be in a position to take up and bear the heavy burden laid upon it. Our lawmakers should learn, first of all, that they cannot repeal or change these essentials and that any measures they may adopt contrary to them will only retard and delay the Nation's return to a healthy basis.

This is no time for group or class interest to assert itself selfishly. We are all in the same boat and no separate interest can gain any advantage over others at this time without injuring itself. One of the first and most important matters to be corrected is the maladjustment of different branches of industry. The farmer and some other groups have already gotten down to nearly the pre-war level of production and prices. The farmer, getting only 13 per cent. more for his products than before the war, cannot buy the products of an industry priced at 100 or 200 per cent. more than pre-war prices. This is one example of the result of maladjustment. The farmer ordinarily is the Nation's greatest buyer. His demand for the products of other industries and for the services of labor to make these products will remain at a standstill until these industries have come into line with him in the matter of liquidating costs and prices.

Another instance of maladjustment is the railroads. While they are getting a high return for service, they were left with a legacy of wartime expenses for both materials and wages which have kept them in the poverty class. The railroads ordinarily buy 40 to 50 per cent. of the iron and steel products of the country. Now they can only live from hand to mouth, and the workers who would ordinarily be making things for the railroads to use are idle because of the lack of railroad buying power. Until the expenses of the railroads are much more greatly reduced, freight rates of practically prohibitive amounts must be continued in force, laying a burden upon all productive industry and most of all upon the farmer who can bear it the least.

Another instance of maladjustment is the coal situation. Under agreements which do not expire until the Spring of 1922, a wage cost for coal is entailed which keeps the price of that universal essential in production and transportation at an excessive and unreasonable figure. This high cost of coal, like high freight rates, is a great burden upon production, preventing the manufacturer from reducing his costs to a level that will move his goods and, of course, preventing him also from giving employment to workmen.

The first great fact in employment

is that it is not the employer who is the real wage payer. It is the consuming public which hires the worker and pays him for his services. But there are forty-five million wage earners in the country, and when to this number their families and dependents are added, it is evident that workers themselves constitute a very large majority of the consuming public. In other words, it is the worker who pays the wages of other workers to make things for his use. The employer is a mere middleman between the buying public and the worker. He is a salesman, as it were, of the worker's services and he cannot sell that service any more than he can any other commodity if the public refuses to buy at the price demanded. It is not in the option of the employer to give employment. It is his function only to interpret so far as he can the public demand for materials and service and to undertake to supply that demand, paying the penalty if his guess does not prove right.

Another vital fact is that labor cost constitutes the great bulk (according to some economists as high as 85 or 90 per cent.) of the cost of the finished product in its progress from the raw state to the final consumer. The lesson of this is clear. There can be no general liquidation of cost and a return to a normal basis, and there can be no correction of the maladjustment between the different branches of industry, until labor cost has been generally liquidated, not in one but in all fields of industry. So long as this is not done there will be abnormal and unequal conditions remaining, which to the extent to which they exist, will retard the return to a normal basis. In building, for example, the workers insist that so long as building materials remain high building labor should not be reduced, yet the chief cost of making, handling and transporting building materials is labor cost. We have several years of back construction to make up. Mr. Hoover estimates a million and a half homes are needed, and probably seven to ten billion dollars await investment in building when those who build or who loan money for building can be assured that the investment will be upon a basis where it will not show a future loss.

All of these conditions—on railroads, in the mine fields, in the building situation and others—are artificial and are therefore possible of correction. They cannot be corrected, however, if individual groups are going to assert their selfish interests to the detriment of the common good. Unless there is unselfish, common and united action, we will have to await the slow but inevitable workings of economic law, paying a bitter and unnecessarily high price for our lack of collective intelligence and regard for the common welfare.

This is no time for petty politics. If the party in power does not see and act upon the necessity for a broad, statesmanlike view of the situation, it will most surely be held to account. Its one hope of continuance in power is to recognize in the largest possible way its responsibility for action in the Nation's interest and in accordance with fundamental economic principles. Above all, management, to which has been shifted since the war the responsibility of bringing order out of chaos under most adverse conditions, must be permitted to function without undue limitation or unfair attack. Aside from tax and revenue legislation, which will help and not cripple industry, there is one field especially where wise legislation can be of great and immediate benefit, and that is in connection with the railroads. If this great basic industry, whose service is essential to all other industry, can be permitted to function on a basis of efficiency with proper freedom and proper responsibility on the part of railway manage-

ment, a lowering of freight rates and renewal of railroad buying may be confidently looked for. Business men and the public generally are no longer sympathetic with unjust attacks upon the roads. Their sins were in the past and have been more than atoned for. Now it is time to free them to the extent that they may render full service to the country and their securities again be the foundation stone of our financial system.

Emergency measures to relieve present unemployment should not obscure the real situation. In some ways such measures while just and necessary add to the problem, for the Nation's productive industry is called upon to bear indirectly the cost of labor when the demand for marketable products is not such as to enable it to employ such labor directly. England has shown us that such a course cannot be continued indefinitely.

### Buying Clubs Versus Chain Stores.

Business men in all lines will be very much interested in the determination by the Federal Trade Commission of the question as to whether clubs composed of a number of small buyers can command the same discounts on quantity purchases that are conceded to the chain store organizations where all the establishments are included in a single ownership. This issue is also sharply drawn in the Mennen case.

It goes without saying that if any of these cases involving discounts and preferential treatment are decided adversely to the respondents they will be appealed to the highest courts in the land. The function and usefulness of the jobber is also involved in these cases and the development of the chain store system is likely to be hastened or retarded according to the view of the United States Supreme Court as to the right of such concerns to enjoy larger discounts than are procurable by buying clubs composed of individual units under separate ownerships.

### Happy Though Dry.

"I see Smiggs is building himself a palatial country house. I suppose he is one of those chaps who got rich as a result of the war."

"You're mistaken. He got his on prohibition. He is a yeast manufacturer."

It is the boy who runs around nights who walks around work.

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**W**AS it faulty records? Was it defects in your cost system? Was it the poor method of internal control? Or was it plain guesswork that necessitated that last order to "charge it to profit and loss"?

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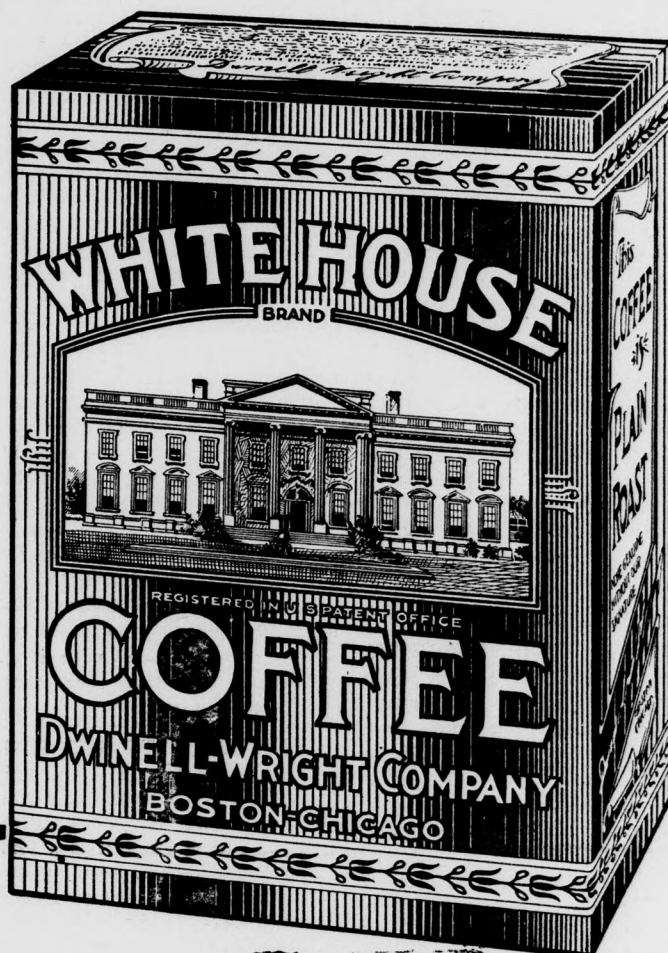
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### SOME EXPLODED FALLACIES.

The committee on emergency measures by manufacturers at the National conference on unemployment evidently does not subscribe to the view that the way to bring back prosperity is to force up prices. On the contrary, it has devoted much time this week to the consideration of plans for bringing about further recessions in the prices charged by manufacturers, wholesalers, and retailers as a means of stimulating demand and thus increasing employment. The general idea is for manufacturers to take the same medicine that they have been urging upon retailers, that is, to bring their prices down to a level, in conformity with the prevailing prices of raw materials, or to base their prices not on the cost of raw materials bought and stored when prices were inflated, but on the present cost of replacement. In numerous cases this has already been done, but there is reason to believe that in many lines manufacturers' prices are still maintained at a level exceeding replacement costs. Just how far the reduction of manufacturing costs is feasible no one can say, but something of this sort is needed if retail prices are to recede much further.

There are three views with regard to mitigating the evil of unemployment that are irreconcilable. One view is that expressed in the foregoing paragraph. The way to get work for idle labor is to reduce living costs by increasing the inefficiency of plant and labor. Cheaper goods will then mean more buying, more buying will mean more work for labor, and so on. Another view is that trade is most active when prices are rapidly advancing, and that unemployment is then at a minimum, whereas in a period of falling prices factories shut down and the number of idle workers increases. Finally, there is the view expressed by some labor leaders that the increased output of a plant per capita of employees means less work for laborers elsewhere. In other words, that there is just so much work to be done in the world at a given time, and that when one man increases his output he is taking away another's chance to earn a living.

Specific illustrations can be cited in support of each of these views. It is very true that a year and more ago, when prices were at the peak, unemployment was a negligible factor in our industrial situation. Cases may also be cited in which methods of increasing the output of the individual laborer have led temporarily to the laying off of others. All such illustrations, however, fail to take account of long-run conditions. It can be argued, for example, that while rapidly advancing prices may temporarily increase the demand for labor they are eventually the cause of a large amount of the unemployment that follows the inevitable bursting of the bubble of inflation. In the same way, while the increased output per laborer, as a result of more efficient methods of production, may temporarily

reduce the number of employees in a given line of work, the history of industry shows conclusively that in the long run every such change has inured to labor's benefit. The demand for goods is never static; human wants are insatiable, and every lowering of production costs tends to stimulate consumption and still further increase the call for goods and for the labor to produce them. It is a matter of satisfaction that the prevalent fallacies concerning employment have so far found no spokesmen at the Washington conference.

In discussing the point at which prices may eventually be stabilized, several business statisticians have assumed that if there had been no war in 1914, prices would have continued to rise after that year at approximately the same rate at which they had been advancing since 1897. From that year to 1914 there was an advance of approximately 50 per cent. in general price levels, or an average rate of increase of 3 per cent. per year. It is argued, therefore, that if there had been no war, price levels in 1921 would have been approximately 20 per cent. above the level at the outbreak of hostilities. But since we have had the war with its aftermath of inflation, prices stand now at approximately 50 per cent. above the pre-war level. **This extra 30 per cent** is thus regarded as the net effect to American price levels.

This simple calculation has recently been challenged. The assumption that prices would have continued to advance after 1914 as they had done in the years immediately preceding, in the event of no war, cannot be maintained, it is said, if due weight is given to the trend of production, and especially to the output of gold. It is held by critics of this view that the trend of the business cycle before the outbreak of hostilities indicated the approach of a period of liquidation and a reaction in the price movement. The net gain of 30 per cent. in price levels which is ascribed to the war is therefore too little; these critics are inclined to think that the war may be actually to blame for the entire 50 per cent. net advance of prices to-day over those in 1913.

### PRODUCTION—PROSPERITY.

Recent experience in the cotton market shows what an important part is played in the business cycle by the volume of production. Other factors, such as demand, credit, wage and price levels, play their part in determining the course of trade and industry, but all these things seem to hang around the central fact of whether goods are scarce or abundant. One reason, for example, why prices went up so rapidly in the post-armistice period was the widespread belief that there was underproduction. The statement was heard on every hand that there was "not enough to go around," and speculative buyers naturally lent their influence to spread such an idea. In the spring of 1920 a number of influential newspapers and magazines carried articles purporting to show that a food shortage was imminent

and the rationing of the population was intimated as a possibility. All such reports served further to inflate the existing high price levels. The withholding of stocks from the market in anticipation of still higher prices seemed to give the talk about underproduction some basis in fact. The outcome of all this is now well known. Prices passed so far beyond purchasing power that a break was inevitable. In place of a scarcity of goods, the country found itself confronted with the problems of swollen inventories, "frozen credits," and the cancellation of orders.

Statistics are now available which enable us to check up on the exact status of production preceding and following the business crisis of 1920. Following a slump in the output of basic materials in the late winter and early spring of 1919, a development which is regarded as a natural reaction following the armistice, there was a steady increase in the volume of production during the last half of 1919, and this attained its peak in March, 1920. It so happened that this was the very time when talk about underproduction was most frequently heard. Even after signs of deflation had become rather pronounced, production in 1920 continued to hold up well, and the general average of output remained above that of the previous year until November, when there was a very decided drop. Since then the general tendency in the volume of output has been downward, until very recently, although in the case of different products there has been wide variation. The movement in textiles, for example, in the first half of 1920 was exactly the opposite of that in iron and steel. The production of textiles was steadily gaining, while that of iron and steel was declining. The big slump in the output of textiles occurred in the second half of 1920, at a time when iron and steel production was holding up well. This seems to bear out the general belief that recovery comes first in the lines which are the first to feel the pains of readjustment. The low rate of production in the first half of the current year gives assurance that the surplus stocks of 1920 are being exhausted and that increased manufacturing activity and with it growing business confidence are matters of the near future.

### LIVING COSTS ARE HIGHER.

Living costs are again going up, after being practically stationary during the summer. The advance is only slight and whether it is a temporary fluctuation or the beginning of a new trend in price movements cannot yet be ascertained. To those who believe that rising prices are the only sure road to prosperity this change will be most welcome news, but with the wage and unemployment situation as it is, any rise in living costs adds a complicating factor. The prevailing belief in business circles is that readjustment can be brought to its consummation only by bringing down costs, but with food prices advancing, the cost of coal very near the peak, and landlords still holding up rents the future trend of wage adjustments

becomes very uncertain. It becomes increasingly evident, however, that a mere rise in prices is not the solution of the present troubles. It is not higher but more stable prices that are needed. Sudden changes in either direction work damage by interrupting the usual course of trade. When this change is towards a higher level a species of fictitious prosperity is the result; when the change is downward the psychological effect is such as to create a belief that conditions are worse than they really are. What is now needed is to bring the prices of different commodity groups once more into alignment, rather than to have general price levels either substantially higher or lower.

### THRIFT AND BUYERS' WEEK.

The endorsement by the National Retail Clothiers Association of a National Thrift Week, followed by the announcement of plans for Buyers' Weeks in New York and probably in other parts of the country, may appear to the casual observer as an instance of an irresistible force coming into contact with an immovable body. There is nothing inconsistent, however, in the two movements. Thrift in the proper sense is not parsimony, or complete abstention from buying. It implies only abstention from such buying or consumption as impairs the individual's efficiency. The retail clothiers evidently had this kind of thrift in mind when they endorsed the observance of a National Thrift Week. The staging of a business revival campaign through the medium of Buyers' Weeks will be promotive of thrift if it results in showing consumers that they can now supply their wants at rock bottom prices. What the buyers need is confidence in present retail prices. A drive of business leaders can do much to establish such confidence, and incidentally it will help the spread of optimism and chase away as much of the hang-over of business depression as may be attributable to psychological causes.

### CHEAP CLOTHES GOOD TASTE.

One suggestion made by a clothier at the recent convention in Rochester may have no little practical value for clothing merchants whose clientele has declined appreciably in buying power within the last year. When there was a sellers' market many lines of cheap goods were purposely put out in decidedly bad taste. The purchaser who wished to practice economy would therefore be repelled by the patterns and colors offered him and would buy the high-priced materials. To-day, it is said, there is a considerable number of prospective buyers who can no longer buy the same quality of merchandise that they purchased in the "flush times," and who are not tempted by the cheaper lines because of the atrocious designs that are offered to them. The use of more conservative models and colors with the low-priced fabrics as well as with more expensive lines would, it is claimed, draw into the market many additional buyers who under present circumstances must count their pennies before they spend them.

Try these: A kind thought; a kind word, and a good deed.



# SLIDEWELL<sup>HALL</sup> COLLARS

## *Now on the lowest possible* price basis

The price of Slidewell collars today is exceedingly low in proportion to raw material costs.

The season of the year has arrived when you receive big sales action if you have a good assortment of Slidewell collar styles—and show them.

Simplex, Penfield and Spencer are the three leading Fall models in Slidewell collars. Some 500 leading wholesalers throughout the U. S. A. maintain stocks of Slidewell collars for "immediate delivery service."

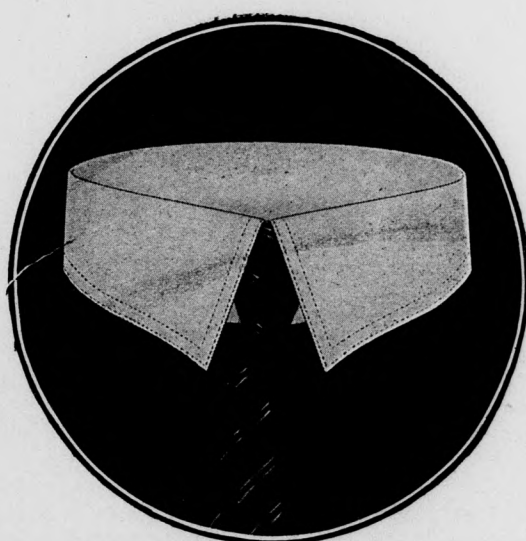
**HALL, HARTWELL & CO.,**  
TROY, N. Y.

Makers of HALLMARK SHIRTS and HALLMARK ATHLETIC UNDERWEAR



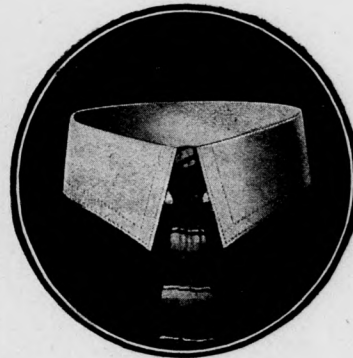
**SIMPLEX**

Points 2½ in. Back 1½ in.  
Sizes: 13½ to 18—13½ to 16½



**The New Fall Model**  
**SPENCER**

Front 2½ in. Back 1½ in.  
Sizes: 1½ to 18—13½ to 16½



**PENFIELD**

Front Band 1½ in. Space Back 1½ in.  
Sizes: 12 to 18—13½ to 16½





### Real Salesmen Can Serve More Than One Customer.

This matter comes under the head of store service and salesmanship of the individual. On this subject one could write volumes but I will try to answer only such points as affect this particular case.

This system of waiting on several customers at one time is one that is used universally, and rightly so, for the reason that the average store or department could not possibly maintain a sales-force large enough to give each and every customer individual attention.

Therefore as this is a necessity let us see how this can be done successfully, how we can divide our time and give our patrons the necessary service to send them away satisfied customers.

In order to correct the evil it is first necessary to get at the cause, so we start with the employer and end with the employee.

The average employer of to-day is absolutely ignorant of the individual qualifications of his salesforce and is too much wrapped up in his own personality and importance of his position to give this most important matter the attention that it warrants.

The average salesman's or saleswoman's value to his employer is measured by the size of his sales at the end of the day. The fact of how these sales were made, whether by misrepresentation, misfitting, or poor store service never enters into the matter except when called to the attention of the employer through some complaint. Therefore on this phase of the situation we have the buyer or head of the department to blame.

Just how many men conducting stores and departments never come in personal contact with, never exchange more than a casual good morning with, and know absolutely nothing about the actual ability of their respective salespeople is surprisingly large.

Now as to the employee, the actual foundation up which an institution must succeed or fail. We will enumerate a few of the objectionable features from which the shoe business is suffering and to do this I will divide salesmen into two classes.

The first is the real shoe salesman, the fellow who takes his work seriously, who is eager to learn, who is able to pick up a shoe and talk shoes intelligently, who has made a study of fitting the feet, who is really interested in seeing every patron who enters the store leave it a satisfied customer, who is as much interested in his employer's interest as he is in simply handing the customer something and taking his or her money.

This kind of a man can handle a number of customers at one time successfully. There are plenty of this type of men and women to be had and it is up to the employer to get them and he will eliminate these unpleasant complaints.

How is he to get them?

Measure a man's value to his institution by his ability, not how much he will work for.

The other type is the drone, the man who has picked his position simply to earn a living, the fellow who goes to work Monday morning looking forward to Saturday night. He does his work in a mechanical way, he is listless in his duties, he goes through the same speech and service with every customer, like a piece of machinery; he is simply there to put in a week, very much the same as the eight day clock.

This type of man is a detriment to the shoe craft and should be eliminated from our ranks as he can very often have a demoralizing effect on the entire salesforce.

Teach your organization to work at all times on the following principle, which is the only one that is consistent with good business ethics and general satisfaction.

From the time a customer enters your store he is your problem, concentrate on him, study his taste, learn what he wants, stay by him until he gets it.

A business establishment radiates peculiarly and distinctively its own personality just as emphatically as does the individual.

It seizes you as you enter the door—that indescribable something which grips the customer and causes him to decide within himself, "I want to buy here."

### The Merchant Should Always Be on the Job.

Grandville, Oct. 4—An accommodating, courteous merchant, who adds vim and vigor to his other accomplishments, is sure to make good.

I have in mind a young man who entered the business world a few short months ago who is forging to the front more rapidly than many an old stager, and barring accidents will, in a few years, rank as a leader in the mercantile world.

It does an old man's heart good to watch the progress of young fellows who have the requisite qualifications within themselves to get ahead, make money, make it honestly, cheerfully, with the approval of every customer who crosses the threshold of his store.

Treating a small child decorously, kindly, with the smile and interest he shows toward adults, always speaks well for the beginner in business. Such an one cannot fail in the accomplishment of his business aspirations, and such a man deserves to succeed. In free America, where every man is a sovereign in his own right, opportunities are open to every man and woman

who aspires, who is willing to work, who has no desire to loaf on the job as so many small merchants are doing these days with their half days off every week to the disgust of customers, who often come miles to do a little necessary trading only to find the store doors closed and locked in their faces with the sign grinning the announcement that "We close Thursday afternoons."

Such signs indicate that the merchant is loafing on the job and has only himself to thank if he loses valuable trade thereby. Eternal vigilance is the price of liberty. The old song says that man cannot sail to Heaven on flowery beds of ease. Equally is it manifest that the merchant who begrudges the time given to dealing out merchandise to the public is out of place and should at once quit trying to sell goods and get into some other line of work more suitable to his indolent tastes, although it is doubtful if he can make a success in any grade

of industry without winding up his pep engine, taking a hitch in his breeches, and going ahead with full steam on.

Get up steam; keep the engine running.

In one of Michigan's resort towns a

We have low prices on  
Sole Leather, Taps, Strips and  
Bends.  
**SCHWARTZBERG & GLASER**  
LEATHER CO.  
57-59 S. Division Ave. Grand Rapids, Michigan

**Home Ease** Strap Sandal  
In Stock  
Glazed Colt, Flexible McKay, Stock  
No. 500, \$1.90, Terms  
3-10, Net 30 days.  
Write for pamphlet  
**BRANDAU SHOE CO., Detroit, Mich.**

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

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear.

11-13-15 Commerce Ave.

GRAND RAPIDS, MICHIGAN

### Big Response in Title Contest

AS before announced, we are running a picture title contest.

The response has been instant and big. Within 10 days after the contest ad appeared we received nearly a bushel basket of answers from all over Michigan and adjacent states. The returns are not half in. We are keeping all names for reference to dealers. Already fifty dealers have asked for mats of the contest ad to run in their own newspapers. We are sending them thousands of circulars, giving contest rules, for distribution. Also window posters of the ad.

Dealers in our shoes will be greatly helped by this contest.

Write us for particulars about our line.

### HIRTH-KRAUSE

Tanners—Manufacturers of the  
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

woman worked behind the scenes at a hotel. What took place behind the scenes in the up-to-date hostelry it is best not to state here, but in the room where she worked was a colored woman, with all the marks of her race. Some of the white help refused to work beside this dark-skinned American. Not so the woman in question.

During the season the white and colored workers became good friends, much to the surprise of those who drew the color line. In talking over every day affairs the white woman chanced to mention that her brother was a merchant in the city by the lake. Mrs. Blank (she was a widow) was questioned by her friend, after which the incident was forgotten.

Some time later Mrs. Blank had occasion to call at the home of her brother. During a conversation the brother said that his trade had picked up rapidly of late and he wondered at the cause.

"I haven't changed my methods in the least, but there has been a pronounced increase in trade."

"And you cannot account for it? Perhaps newcomers have taken a sudden interest in your store. Or perhaps—"

"I can't say it is newcomers particularly," responded the merchant. "Fact is, most of my increase comes from the colored population. Where one came into my store a month ago at least a dozen come now, and they are as satisfactory customers as any I have."

A sudden light dawned on the brain of the sister. Thereupon she related her experience at the hotel and of her friendly relations with the elderly colored woman. The merchant in question was no respecter of persons, treating all alike, from the smallest child and the darkest African to the highest, most fashionable resorter. He immediately understood the situation and felt a glow of keenest satisfaction thrill his soul as it had seldom been thrilled before.

Such incidents go to show that friendliness is appreciated by every person who breathes, and it stands the merchant in hand to deal justly and work faithfully, to the end that his customers may know that snobbishness is not a part of his makeup.

Old Timer.

#### Indian Summer in Michigan.

Though other lands boast clearer skies,  
Where to the zenith climbs the sun,  
Within this Northern forest lies  
A wealth of beauty all its own.

All day I've been among the pines,  
This livelong Indian Summer day,  
Till in the west the sun declines  
And darkness gathers o'er my way.

Tall stately pines, whose branches wave  
A roof of never dying green,  
Stood up, the monarchs of the grove,  
With maple, birch and oak between.

And bright leaves fell in rustling showers,  
At every freshening of the breeze  
That, during all the dreamy hours  
Kept up its sighing in the trees.

And flocks of robins circled round,  
And if I heard their songs aright,  
A noisy rapture in the sound  
Bespoke a speedy Southward flight.

Close by the road a startled fawn,  
Seeming more curious than afraid,  
An instant gazed, and then was gone,  
With noiseless footstep in the glade.

Nature, unmarred by human art,  
Has poured her secrets in my ear;  
Her wand of peace has touched my heart,  
To banish every grief and fear.

I almost wish that life could be  
All autumn days, that I might roam,  
Till death my soul from earth sets free,  
Alone in this enchanted grove.  
J. D. Dillenback.

#### Sun Wears Out Clothes.

"Textile chemist," writing in the London Daily Mail, says that sunlight wears out clothing more than air, rain, mechanical strain or bacterial action. Therefore, he says, clothing not in use should be stored in the dark.

# United



1½ ton  
2½ ton  
3½ ton  
5 ton

A size for  
every  
requirement

Choice of New  
Worm Drive or  
Internal Gear

## Patronize Home Industry

EVERYTHING being equal, why not buy the truck made in your home town? The UNITED is an extra good truck. We thoroughly test every job under load. No feature of construction is slighted. We use a standardized engine, transmissions and axles of approved quality. We manufacture, carefully, frames, radiators, etc.

Our plant, with all its facilities, is convenient. You can keep your truck in 100% condition with minimum difficulty.

### Liberal Policies

We will be glad to acquaint you with our liberal time payment plan. Our outlets for used jobs enable us to give maximum allowances. Parts and service for all standard trucks. No discrimination. We are for the truck business and haulage efficiency. Loan you a truck while yours is being repaired. Why not visit us or ask us to send a representative, who will explain all about UNITED trucks, and our liberal time payment plan.

## United Motors Company Grand Rapids, Mich.

FACTORY AND SERVICE 675 NORTH STREET

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Quality—  
rather than quantity production

# trucks





### How and Why Business Is Improving.

At the present moment we have a psychological attitude towards the business situation. There are few men of standing who will to-day make any decided statement about the business future. At this time last year, and later, pretty near any one was willing to make prophecies.

Although there is this general reluctance to be definitely prophetic, there is a curious unanimity from all parts of the country in saying business is better. There are some exceptions, but the whole color of the mental attitude throughout the country has changed quite recently.

In contrast to the generally conservative attitude which avoids prophecy, we may have some manifestations from the other psychological extreme. We are going to have, apparently, some beating of tom-toms and some shouting about coming prosperity. There is reason to believe that plans for prosperity will not be altogether lacking as a feature of our fall season.

In considering our situation, and primarily our future situation, we can't avoid thinking of what has happened in the past. A recent British economic publication gives a chart of international price movements; and while one can work one's self into very serious fallacies by attempting to deal with prices, this chart happens to show the international situation in respect to prices—prices in different countries—and presents them on a comparable basis. The high point was in May, 1920. Afterwards our prices went on the toboggan and struck 116 as the index number in May of this year, then flattened out, with a very slight tendency to increase. The comparison with the actual prices of other countries is striking. Other countries started on the chart at a higher point. But their declines have been proportionately less than ours. That in the long run will be a great element of strength for us. We shall have been the first to achieve a condition of stabilized prices, with the prices of each commodity in the proper relation to the others.

The ordinary cycle is production, distribution, and consumption of goods. Starting with the consumption end, because this is the end at which such a deadlock as we have had has occurred and the end upon which attention has recently tended to focus, we all know of the so-called "buyer's strike." That strike seems to have faded away. The retail trade in the cities, as shown by the returns of department stores, in June, July, and August of this year was less in volume of business done in dollars than

last year. But prices at which the merchandise was sold averaged under last year's prices by a still greater percentage. The conclusion is that the volume of business, measured in actual goods, has increased. There is, in fact, evidence that in all parts of the country the volume of goods moving through retail trade in the cities into consumers' hands is larger than last year. That means more shoes, more clothes, more goods of all kinds.

Throughout the country the stocks of retail stores have been steadily declining. Naturally, more definite information is at hand about the large retail establishments in the cities, but there is evidence—as in the amount and character of buying from wholesalers—that the same story holds good for retail stores generally, both in cities and in the rural districts.

The condition of stocks in the retail stores is apparently the condition of stocks in every part of industry and commerce throughout the country. Inventories have been reduced. This has meant many sacrifices, but as a general proposition these sacrifices are now behind us. Inventories in large degree have been brought down to at least a reasonable basis. That is a great and significant achievement; for inventories last year were a great point of danger.

Take the steel trade. For one reason or another the steel mills kept operating last year at a rate which could not be explained upon the basis of anything we know in commerce and industry. Apparently they stocked up pretty well all their customers. The consumption of steel to-day is larger than current production. The effect of this stocking up is being eliminated.

We may refer also to copper, by way of striking illustration. The consumption and export of copper currently is somewhere around 50 per cent. of the peak of capacity that we can now expect to utilize. It is true there have been large stocks, but those stocks are being drawn upon because the demand for copper has been larger than production. This, and the attitude of the producers themselves in being conservatively cheerful, is causing the price of copper to go up. It has shown a tendency towards figures that probably would show a profit for some companies, if they cared to go into production.

In this connection, of course, we all think of the present capacity of the United States as compared with a pre-war capacity. We all know that certain industries have had tremendously large equipment added during the war. There is no question that we have a certain amount of re-arrangement of industries still to go

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Resources

13 Million Dollars

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Capital ..... \$ 100,000.00  
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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

## 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



through with, but we ought to recall what our experience was in the past, when we had similar impressions of over-development. Back in the 70's, and again in the 90's, there was a great deal of talk about over-development of manufacturing facilities, transportation facilities—all the facilities for production and distribution. In each of these instances, only a few years elapsed before the point of view had changed altogether, and we concluded that in fact there was no over-capacity. It perhaps is rather significant that right now we are hearing very much about an over-developed capacity for production and distribution. That would seem to indicate that we may get along sooner than in the earlier periods to the point where our capacity for consumption has caught up with our capacity for production.

It is difficult to say how much we have in recent years added to our capacity for production. No estimates are accurate, because of unknown elements that are going to determine what capacity is.

The general situation in the retail trade has been mentioned as a situation of improvement—in volume of business and in business conditions. Of course, that situation works back into the wholesale trade. Retailers are buying with caution, just exactly as the people who patronize the retailers are buying with caution. Perhaps it would be more accurate to say the buying is being done with discrimination. This buying is, on the whole, in pretty good volume, according to testimony again from all parts of the country. It is most pronounced with respect to wholesale dry goods and least evident with respect to hardware. The wholesale business seems to be on a pretty sound basis. It is in a position to be sensitive to the effects of low retail stocks. It is a huge business, and it is showing improvement.

Here it might be well again to refer to prices. Some people who are especially thoughtless have thought that we could have a horizontal reduction of prices. Men of some business attainment have proposed plans. Prices do not change that way. The unevenness, however, in the reduction of prices has been a cause for retarding progress. There are many signs that that unevenness is being removed. Some prices have gone to the 1913 level, but not all. The significant thing is that the best information one can get indicates that during the summer there has been in progress considerable smoothing out of unevenness. The Bureau of Labor Statistics reported that the July price index would be practically the same as the June price index. If you take the prices for the groups in the index, you find this—that in July farm products were up 1.8 per cent., metals were down 5.3 per cent., food was up 1.5 per cent., chemicals down 1.8 per cent. an so on, and the result is that in percentages the increases exactly offset the decreases. They add up to zero. Things that had gone down are gradually seeking a higher level, and things that have not yet come down to what we might call a stabilized point (and that wouldn't be the same point for all articles, but the point

where articles are stabilized with relation to one another) have been coming down. In the case of these groups of prices there was an exact counterbalancing in these tendencies.

When we turn to the manufacturing industries, we find a better situation than one would expect. A synopsis of the business situation as of August 23, for the Federal Reserve District of Philadelphia, put out by the Federal Reserve Bank, shows unevenness in the tabulated story of the industries of an important district, but the general impression to be gained from the individual statements is that production is looking up. And there is one striking circumstance; not an industry reports poor collections. That would go to indicate that the wholesalers and retailers are in a pretty good position.

In the basic industries production is somewhat up. The daily average of August for pig iron was 30,000 gross tons, as against 27,000 in July. The improvement in copper is shared by such related metals as zinc and lead. Lumber is much better off than it was. Statistics issued by the National Lumber Manufacturers Association show orders 80 per cent. of normal, and a production of slightly under 70 per cent. of normal, shipments being slightly over 75 per cent. of normal. In other words, shipments were 105 per cent. of production and orders were 110 per cent.

In coal, the anthracite industry will probably produce as much as last year and last year was a good year. At the moment, however, production of anthracite is down somewhat. The bituminous mines are in more or less of a slump.

Conditions in the great business of transporting materials and products have an important influence in various directions. Statistics here reflect the same situation as the data about re-

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

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

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

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**Grand Rapids, Michigan**

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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

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CITY TRUST & SAVINGS BANK**  
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Economical Management  
Careful Underwriting, Selected Risks

Affiliated with the  
Michigan Retail Dry Goods Association,

OFFICE 320 HOUSEMAN BLDG.

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tail trade, i.e., a bigger movement recently of general merchandise than in the corresponding weeks of last year. Toward the end of August total traffic was picking up. Car loadings were well above 800,000 a week, and the number of idle cars was decreasing. The railroad transportation business, therefore, is producing service at a fairly good rate, with prospects of improvement. The amount of product is not the only feature of general interest in this industry; for the results to the industry itself that accrue from operation have assumed public importance. In this respect, too, the railroads are making progress, with some promise of even better things in the future.

Agriculture and the railroads have been in pretty much the same case, so far as buying power was concerned, and they are apparently having much the same course in their recovery. It is to be recalled that American farmers pay out cash wages of more than a billion dollars a year and spend another billion for such things as feed. Judged merely by such items, farming is a large industry. There are other items, too; laying aside the value of farms, most recently put at \$67,000,000,000, one can turn to the equipment in implements, and other facilities. One half the farms in eight states have automobiles, and Iowa has something like 86 per cent. of her farms equipped with telephones. When farms are equipped like American farms, six and a half million of them provide a great market, even when farmers can purchase only the barest necessities.

The farmer's position is generally improved. This year the crops are good, taken by and large. The record will not be smashed, but the agricultural outturn will be pretty satisfactory. On the whole, these crops will have been produced cheaply or at moderate cost, as compared with the high costs of recent years. The prices realized will be more than was expected in the early summer. That is true with respect to crops in addition to cotton. It may even prove true of live stock, although with regard to live stock the immediate future is not yet clear.

The banking situation throughout the country is generally a source of real strength. Credit conditions have greatly improved and there is every evidence that we are in a pretty sound position. All of the frozen credits have not been removed, but they no longer count as a great factor in the general situation. The banks are in a position to do their part in giving banking service to an expanding commercial and industrial activity.

By way of summing up, it would seem that the country has been like a person sick with fever and chills. Until the chills came in the middle of last year we had a high degree of fever. Before that, in the first half of 1919, we had some decided chills. It is not necessary to pursue our course further back through the war years and to the chills of August, 1914, and the following months. There are many evidences that we are recovering our good health and are now in the process of forging ahead in a sober and methodical fashion.

This is written from the standpoint of the observer who takes things in the large. The heads of many individual business concerns, with their eyes fixed on their own affairs, would undoubtedly say that these general statements are wrong. There are questions about wages, controversies over railroad rates, and other such factors as have a habit of looming up pretty big when one confronts them. It has been the purpose here to ascertain generally the volume of business, and its tendency for the future, quite regardless of obstacles, but for which it would be different. Neither has any attempt been made to figure profits, or their lack. There is a definite impression that there is a larger volume of business than one would have looked for in view of the various stories one has heard and the mental attitude these stories have given him. There is also the impression that volume of business is increasing, and that there are many conditions of a very fundamental character which give promise that this volume will continue to increase.

#### How the Banks Have Helped.

When the economic historian comes to write the story of the events of the past year and a half he will undoubtedly devote some attention to a useful role which the banks have played in saving deserving business concerns from disaster while the financial stringency was most acute. This is one feature of recent business history which has no parallel in the corresponding phases of the business cycles of earlier years. In previous periods of depression each bank at the display of the first storm signals felt constrained to call in its funds, lock up its liquid resources in its strong box, and then sit on the lid until the storm blew over. With more centralized banking control, with the mobilization of reserves, and the provisions for an elastic currency, such devil-take-the-hindmost tactics are no longer necessary or commendable. Banks during the past year were able to render aid just when and where it was most needed, and panics in this country are apparently a thing of the past. The effects of this change in the banking situation may be seen by noting the smaller number of business failures in 1920-1921, as compared with the number in the periods of depression in 1907 and 1914.

#### A Close Shave.

A circus paid a flying visit to a small Scotch town of long ago and the price of admission was sixpence, children under ten years of age half price. It was Edith's tenth birthday, and her brother Tom aged thirteen, took her in the afternoon to see the show.

Arrived at the door, he put down ninepence and asked for two front seats.

"How old is the little girl?" asked the money-taker, doubtfully.

"Well," replied Master Tom, "this is her tenth birthday, but she was not born until rather late in the afternoon."

The money-taker accepted the statement and handed him the tickets. But it was a close shave.

#### 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

## Savings Are Stored Capital— Investments, Working Capital

### Buy Consumers Power Company

7% Preferred Stock **7.37%**  
at \$95 Per Share and Dividends—Yielding  
Ask any of our employees for information.

## 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.

## RATES

As low as is consistent with good business and safe underwriting.

Live Agents Wanted.

### MICHIGAN AUTOMOBILE INSURANCE CO.

Grand Rapids, Mich.

A Stock Company.

## 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

HARRY C. LUNDBERG, Asst. Cashier

J. CLINTON BISHOP, Cashier

LAVANT Z. CAUKIN, Vice President

ALVA T. EDISON, Asst. Cashier

### Chicago Fire Alibi for Mrs. O'Leary's Cow.

Mrs. O'Leary and her celebrated cow have no part in the observance of the semi-centennial of the Chicago fire, now being held in Chicago. A search of the records of the Fire Department shows that both Mrs. O'Leary and the cow had retired an hour before the fire started and had nothing to do with starting the blaze, although it did start in the O'Leary cowshed.

Some records show that there was a rumor at the time that neighbors had slipped into the barn to milk the cow for materials for an oyster stew or a milk punch, and others that a bunch of boys from the neighborhood were smoking in the barn.

A broken lamp was found in the ruins of the barn the day after the fire. This gave rise to the report, now become a legend, that Mrs. O'Leary had gone to the barn in the evening carrying a lamp and that the cow, piqued at being disturbed, had kicked her mistress, who dropped the lamp, and the big doings were on.

The Fire Department investigators learned that Mrs. O'Leary had a sore foot on the day of the fire and had retired at 8:30 that evening. It was deemed unlikely that she would have arisen and gone to the barn after the chores were all done, especially with a sore foot, hence she was absolved from blame. But the popular rumor outran the official records, and the things best remembered about the great disaster are Mrs. O'Leary and her cow.

The fire is very vividly reproduced in the fourth scene of the festival play

portraying Chicago's history, which is now being presented in Grant's Park, in a specially built auditorium seating 15,000 persons. A cast of more than 2,500, with a chorus of 1,000 singers and an orchestra of 100 pieces, are employed in presenting the play.

The first scene shows the coming of Marquette and Joliet, the French missionaries, in 1673. Old Fort Dearborn in 1803 and the massacre in 1812 appear in the second scene. In the third, the last Indian treaty, signed in 1833, by which the Indians traded a million acres of land in Illinois for a million in Missouri and left Illinois forever is portrayed.

The fourth scene shows the days of the Civil War, and closes with the fire. The fifth shows the World's Fair, and the sixth shows the days of the World War, and closes with a prophetic vision of what Chicago may be fifty years hence.

#### Her Quaintness.

"My Aunt Hetty Hooper was a remarkable woman," related Grout P. Smith. "When she was worried about anything, instead of trying to get all the rest of us to worrying because she was worrying, she would go upstairs and shut herself in her room and stay there until she got through worrying. She said it worried her to have other folks dip in and worry about what she was worrying about."

The unfortunate part of being considered a good fellow is that good fellows are rarely good business men. They are good to everybody else before they are good to their business.

## 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.

#### OFFICERS

PRESIDENT—ALBERT MURRAY ..... Charlotte, Michigan  
1ST VICE PRESIDENT—JOHN MUFFLY ..... Kalamazoo, Michigan  
2ND VICE PRESIDENT—WALTER REBER ..... Fremont, Michigan  
SECRETARY-TREASURER—LUTHER H. BAKER ..... Fremont, Michigan

#### DIRECTORS

EDWARD STOKER ..... Detroit, Michigan  
H. P. WOODWORTH ..... Lansing, Michigan  
A. V. FREDERICH ..... Traverse City, Michigan  
A. J. SCHULTZ ..... Muskegon, Michigan

**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

**SAFETY**

**SAVING**

**SERVICE**

## Michigan Class Mutual Agency

"The Agency of Personal Service"

#### Companies Represented and Dividends Allowed

Minnesota Hardware Mutual	60%	Illinois Hardware Underwriters	60%
Wisconsin Hardware Mutual	50%	Druggists' Indemnity Exchange	36%
Minnesota Implement Mutual	50%	Finnish Mutual Fire Ins. Co.	50%
National Implement Mutual	50%	Central Manufacturers Mutual	30%
Ohio Hardware Mutual	40%	Ohio Underwriters Mutual	30%
Shoe Dealers Mutual	30%		

Combined Cash Assets over \$7,000,000. Cash Surplus over \$3,000,000. Average Loss Ratio of Above Companies, 30.2%; Average Expense Ratio, 20.4%. Average Loss Ratio of Stock Companies, 56%; Average Expense Ratio, 41.9%.

Are your premiums paying you a THIRTY TO FIFTY PER CENT. DIVIDEND?  
**NO?**

Then it is up to you to see that they do—by placing your Insurance with THIS AGENCY. Let your premiums work for you and also give you the most reliable protection obtainable. For further particulars write to

C. N. BRISTOL      H. G. BUNDY      A. T. MONSON  
FREMONT,      MICHIGAN



## MEN OF MARK.

**H. R. Green, General Manager United Motor Truck Co.**

It is not always easy to predict the heights to which a man may rise until the man finally finds himself and settles into his life business.

The career of Harry R. Green is a case in point. Mr. Green pursued the even tenor of his way for many years. His occupations were never spectacular. But he was always on the job, kept his eyes open, gradually bettering himself. He was born at White Pigeon, July 20, 1885. His antecedents were straight American on both sides. When he was still an infant his parents removed to Grand Rapids. He attended Coit avenue school and took one year of the regular course at the Central grammar school. His first introduction to a business career was with the extract and baking powder house of DeBoe, King & Co. After a year's service with that company, he was offered and accepted a position as meter reader for the Grand Rapids Gas Light Co. He remained with that corporation for fourteen years, passing from his initial position to that of shopman. Then he became assistant purchasing agent and assistant contracting agent.

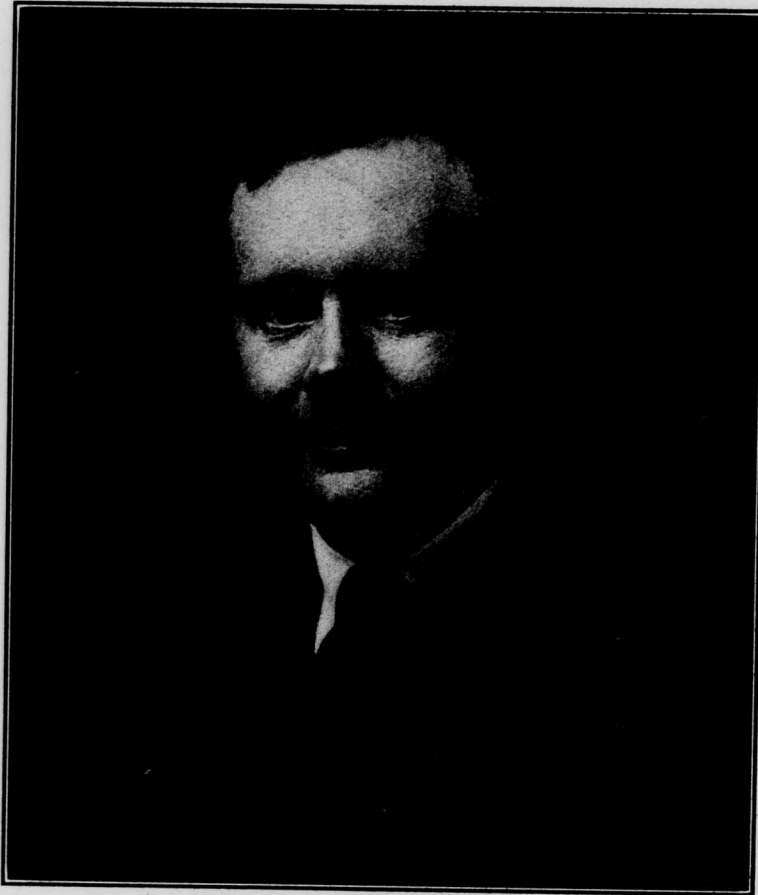
In 1914 Mr. Green became identified as general utility man, with the United Motors Co., manufacturer of United trucks. Here he found himself. All his past experience had fitted him for the new opportunities which now confronted him. His rise was rapid. In succession he passed from one position to another, always getting closer to the dominating policies of the rapidly growing truck concern. On January 1 of this year he was appointed General Manager of the business. His complete title is that of Vice-President, Secretary, Treasurer and General Manager.

The secret of Mr. Green's success with the United Motors Co. is not hard to discover by anybody who sees him out at the plant in his daily environment. He has mastered every detail of the business. He spends as much time out in the factory as he does in the serene atmosphere of his be-rugged office. He is familiar with all the operations going on in the factory. He keeps track of the machine shop, of the service being rendered in the great service department. He is close to all sales. Is abreast of all trends in truck development. Is a booster for truck transportation in general. He believes in liberal policies to promote truck sales and truck efficiency. With all his varied activities he always has time to greet visitors to the plant, whether prospects or merely men who come to see the institution and its massive machinery and vastly interesting manufacturing operations. When you see Harry R. Green at his tasks you perceive in him the outward evidence of a mastery of his work. It is this that has sent him to the topmost executive position of the company he serves.

Mr. Green was married Sept. 10, 1909, to Miss Emily Stokes, of Grand Rapids. A daughter, now 10 years old, completes the family circle. The family reside in their own home at 1220 Bemis street.

Mr. Green is a master mason. He has no other fraternal affiliations. He is an ardent fisherman, a devoted hunter and an enthusiastic automobilist. Aside from these, he has no other hobbies.

Personally, Mr. Green is a gentleman whom it is a pleasure to meet and do business with. He is direct in speech and unaffected in manner. He goes at every subject under discussion with directness. He elucidates with care and precision and does not leave a topic until definite conclusions are reached. A fine, upstanding, agreeable, successful personality. The kind that inevitably comes to be trusted in high places and wins deserved success, and has contributed to the building up of the solidity of Grand Rapids.



H. R. Green.

**Unjust Conditions Still Uppermost in Some Lines.**

Grandville, Oct. 4—This country will never come back to normalcy until there is a deep cutting of prices all down the line.

A cut here and there only serves to accentuate the conditions and emphasize the need for a general reduction of values.

Foodstuffs have, in a measure, declined. Woolen goods have been reduced in price to the consumer. While this has been done, other much needed reforms have failed to take on the new order of progress.

While the trend of many things necessary to the living of the masses has been downward the freight and passenger rates have been boosted beyond anything ever before known in this country. This condition is becoming intolerable. Travel is necessarily curtailed and while the income of many railroads has been increased the number of passengers has fallen off. This is proving a hardship to the country. People with small incomes (and there are many such) are

obliged to either go by auto-bus or remain at home.

It is a short-sighted policy the railroads have adopted. Both freight and passenger traffic are being driven off the main lines of travel. The auto-bus is taking the place of the steam cars and in the no distant future the railroads will be in the market as mendicants begging for alms.

Such a condition is coming as sure as the stars mark the blue arch of our heavens on a summer night, and the management of the trunk railway lines of America will have only themselves to blame for this unwelcome condition. A stitch in time saves nine. The American railway chiefs have failed to see the handwriting on the wall. As regards being up with the times, they are abiding in the dark ages of the far past.

Nearly everything of use to the human family has taken a drop save

last year for \$8.50, sells to-day for \$10. Is there any reason why this should be so? What has occurred in the production of coal during the last year to make it necessary to boost the price? If there is any reason for such high prices let us know what they are that we may not think that some American business men are not only profiteering but feathering their nests at the expense of the purchasing public.

To make the necessities of the people a pretext for shoving up the price of fuel is little short of villainous and is certainly criminal to the last degree. Scarcity of cars was at one time the excuse for mulcting the people through the coal bin. To-day such an excuse is untenable.

We often wonder at the tendency among a certain class here in free (?) America to accept the tenets of Socialism. It is just such injustice as robbing the people through fuel rates amounting to highway spoilation that breeds discontent and finally a desire to smash a government that permits these things.

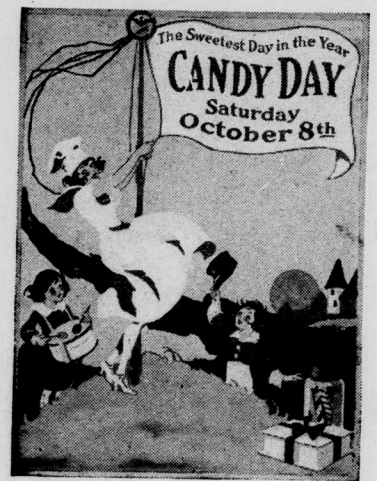
I have said nothing about wages in connection with the railroads. That is a question for them to settle with their own labor. The public demands and must have a square deal from the railroads else the whole railway system is in for the hardest road to travel it has ever encountered in all the years of its existence. Back to decency has been the cry, and that has been and is still being thwarted by the acts of railway magnates and the coal barons of the United States. Old Timer.

**Appropriate.**

"Which manicure set would you advise me to buy? It is for a middle-aged woman."

"What business is she in, if any?"

"She scrubs the floors at night in the Whazzis office building."

**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**

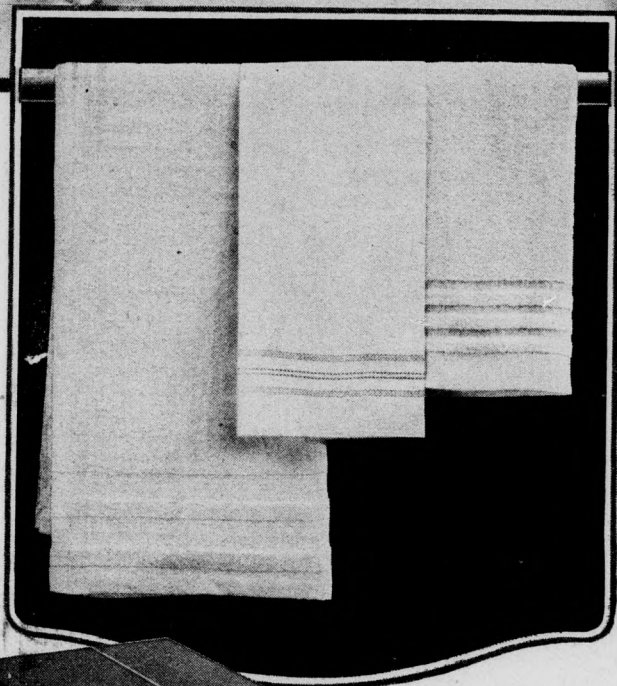
railway fares and freights, and these have been boosted beyond all sense and reason. People are fast becoming disgusted, actually very tired of being held up and robbed as has been the case in the last few months.

The present passenger rates are higher than they were way back in the early history of railroading in this country. In the face of a growing auto-traffic the railroads are killing the goose that lays the golden egg. Roads throughout the Nation are being improved and the highways are becoming more and more used for the purpose of hauling freight as well as passengers.

While the interurban lines have increased their rates above what the traveling public can afford to pay, the auto-busses continue to carry at the old rates, thus depriving the electric roads of many passengers who would have remained with them had they not seen fit to boost rates in the face of a falling market in everything else. The policy of the railroads is certainly suicidal.

The next violator of fairness on the list is the coal dealer. Coal selling





Each package of genuine Cannon Towels has the blue trade-mark label on the wrapper. Look for it.

## These are Cotton Towels of Exceptional Quality

**C**ANNON TOWELS are ideal merchandise for you to handle. In appearance and quality they will please the most fastidious customers. In price they appeal to the pocket-books of all.

These towels are Cannon made from the raw cotton to the finished products, and woven into every towel is the experience of the Cannon Manufacturing Company, the largest producer of towels in the world.

Cannon Towels are made of high-grade, carefully selected cotton. They are finished by a process of bleaching and finishing that gives every towel a superior appearance that will not wear off nor launder off. Cannon Towels are exceptionally absorbent.

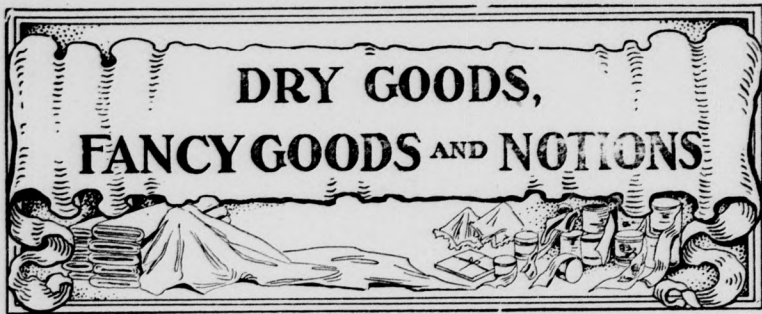
The complete Cannon line of cotton huck and turkish towels will meet *all* of your cotton towel requirements. Look for the trade-mark label on every package. Cannon Towels are distributed only through jobbers.

CANNON MILLS, Inc., 55 Worth Street, New York City



# CANNON TOWELS





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

### MAIL ORDER COMPETITION.

#### How One Merchant Has Successfully Overcome It.\*

It was apparent to me twenty-five years ago that the rapidly growing mail order distribution of merchandise was the most serious problem that confronted the retailer and must be met in an intelligent and constructive manner. After carefully canvassing the situation to determine why the retailer had fallen down and the mail order house was growing at his expense, I reached the conclusion that the fault was largely with retailers themselves, rather than their customers, as storekeepers had not lived up to their opportunities, but had opened the door for this competition to come in. I mean by storekeepers, men who believed that they had an inherited or pre-empted right to the exclusive patronage of the people they depended on for existence, that these customers were under obligations to patronize local institutions and that the mail order houses were unfairly taking business from them.

In pioneer days the hardy settlers lived simple lives, with few wants, which were largely supplied by their own production. They bartered their butter, eggs and produce for groceries, calico and other staple needs. The storekeeper was an important and necessary factor then, but his customers progressed faster than he did, their needs increased with their ability to satisfy them, while increasing prosperity brought higher standards of living; but the storekeeper failed to keep pace with his customers. His assortment was poor, his service was rotten and his values were worse. While he might not have said out loud, "The public be damned," his customers suspected that he thought it and their resentment cost him confidence and business, that went to the catalog houses in self defense. That same condition has continued to apply to this day in many sections, especially in small towns, and it has been in the past, and is to-day, largely from people that these storekeepers don't satisfactorily serve. At the same time there have developed real merchants who have tried to make their stores a public utility, rather than a private enterprise, and have tried to build up their business by helping to build up the community in which they live, profiting by its general prosperity rather than existing as a parasite at the expense of the general community. They have been active in all civic, church and fraternal activities; they have tried to work with and for the farmer and to make him realize that when he helped them build up his trading point that he added dollars to his acres and that the benefit must be mutual to be permanent. Such merchants and such towns have grown and prospered, while towns dominated by storekeepers

ers have barely held their own, or have fallen back.

When you and I say by deed to the public that we want to do business with it, we should place ourselves on record, as follows: "We want a job giving you real service, and will be the best hired man you ever had. We have experience and capital and credit behind us to go into all markets and procure to the best advantage such merchandise as you will require, and we promise to buy it right, to guard your interests carefully by procuring the best that you can afford to use. With our experience we can select dependable goods that have real service and satisfaction in them, which we will store in our warehouses and on our shelves until you need and come for them, when they will be ready to deliver to you at a right price. We will endeavor to conduct our business on the smallest expense consistent with dependable merchandise and good service."

Tell them that you can buy all Nationally advertised and most staple goods as cheap as any mail order house; and while on some other goods they may have an advantage over us in the purchase of large quantities or factory control, you will be able to do business for enough less expense to overcome that slight difference in cost price, because your help who will work more hours for less pay than in a congested city; that we can advertise with a far less percentage of expense than any mail order house can flood the country with catalogues that cost a dollar to print. Tell them that you are willing to lay your cards on the table, to tote fair, to give them a square deal, to truthfully advertise and to protect their interests to the limit of your ability and for this necessary service you will ask as wages a thin margin of profit over the cost of merchandise and expense of doing business that will be far less than what will satisfy the stockholders of those big corporations as dividends. This will indicate that you are acting in good faith and see more in business than the profit that you can squeeze out of it. Identify yourself with every activity for civic betterment; lay a solid, permanent foundation by service and friendship. Don't try to take more out of your community than you put back into it—be an asset, rather than a liability to your town and you need fear no competition from any source. How this can be brought about depends largely on an earnest desire to put it across and the local conditions that must be met, and distrust and antagonism to overcome. You may be to blame for some of this yourself. If so, come clean and then help your neighbors bring about a spirit of co-operation to make a better town, and you will find that your business improves faster than your town. There are many problems to be met, but most of them can be met. Be sure you do your full share to that end.

I would advise all dealers, no matter what their line, to find out what the mail order competition actually is, get the catalogues and study them carefully as applies to your business. If they are offering bargains that seem impossible, check up by getting a friend to send in a small order for items that you are not able to sell at

the price they are offering them for—compare the samples that come and perhaps you can discover the trouble. The chances are that you are not buying these items right yourself. Perhaps they are goods that the catalogue houses are willing to make a sacrifice on as leaders, but the probability is that many items offered at an extremely low price may not be shipped unless ordered in connection with other goods that will make the total order profitable. That is if they offer a price below wholesale on nails, sugar and domestics, find out if it would be possible to buy them alone without more profitable goods; see if the goods offered actually do measure up to their catalogue claims. The chances are that they will—still there may be an opportunity to put yourselves right with your customers if you can explain intelligently and don't abuse or antagonize them.

For instance, last spring a leading catalogue house flooded the country with circulars offering the best barb wire at \$2.90 per hundred when we were asking \$6. We procured a sample roll and discovered that it was Government wire made for entanglements in France, ran about 2 pounds to the rod and was coated with cheap paint, while the wire we are asking 6c for ran about a pound to the rod and was galvanized, making it cost about the same to the rod and promising much more service on account of galvanizing.

Last year a customer, who wanted to buy a 30 inch saw claimed we were robbing him at \$10, as he could buy in Chicago for \$1.98. To confirm this he took a catalogue and turned to this item. Sure enough, in heavy letters across the top of the page was a statement—"Best steel circle saws"—\$1.98. Our customer said, "I told you so." We showed him the fine print underneath which said, "16 inch saws, \$1.98; 18 inch, \$2.98, and when we got down to 30 inch (the size he wanted)

their price was \$9.98. This explanation was entirely satisfactory to him and more profitable to us than had we not known how, and had met his statement by a claim that their saws were sheet iron or junk, when, as a matter of fact, they were as good as ours and the price for the larger sizes practically the same.

I could multiply these examples for an hour to show you how easy it is to explain many cases, which all work out about the same way. For years we had a big sign on the side of our store. "We meet all mail order competition." We had many catalogues on the counter and let our customers pick out what they wanted from them and match the goods, quality for quality, and add the freight from Chicago to the price. This worked well, developed a large business and a lot of confidence, but there was always more or less dissatisfaction, as it took too much time for clerks and customers to argue about and agree on our goods being the same or better than theirs and how much the freight rate would be. Then some would come back at us with a claim that they had a catalogue at home with a lower price in it than ours, and in many instances, they felt that we

(Continued on page thirty-one.)

### We are manufacturers of Trimmed & Untrimmed HATS

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

### CORL-KNOTT COMPANY,

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

## HANDKERCHIEFS

### For Ladies, Gents and Children

Wonderful goods in beautiful packings for holiday trade.

Ladies embroidered numbers packed six and twelve dozens  
to the display carton that you should see.

Values unequalled.

Quality Merchandise — Right Prices — Prompt Service

## PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

## THE CHECKER BOARD

IS OUT  
LOOK FOR YOURS

Write us if your copy has not reached you.

### Daniel T. Patton & Company

Grand Rapids, Michigan — 59-63 Market Ave. N.W.  
The Men's Furnishing Goods House of Michigan

\*Paper read at annual meeting Michigan Retail Dry Goods Association by A. T. Van Dervoort, of Lansing.



## The Difference—

Between a successful and an unsuccessful sale in your store lies in the distance your buyers travel to purchase your merchandise.

The wider the area over which the goods are distributed then—is the measure of the success of your campaign.

Consider your store as the center of a pool into which a pebble has been thrown and the widening ripples—the gradual expanding of your influence.

Force is necessary to start the ever-widening circles and, in the case of your Kelly Sale, this force is the advertising that is written as a result of a very thorough investigation of the districts that you do and should serve.

As the territory taken in expands, a greater and greater number of prospective buyers are taken into your confidence, with a result that your merchandise is not only sold but the selling has brought you in contact with hundreds of new people who remain your customers.

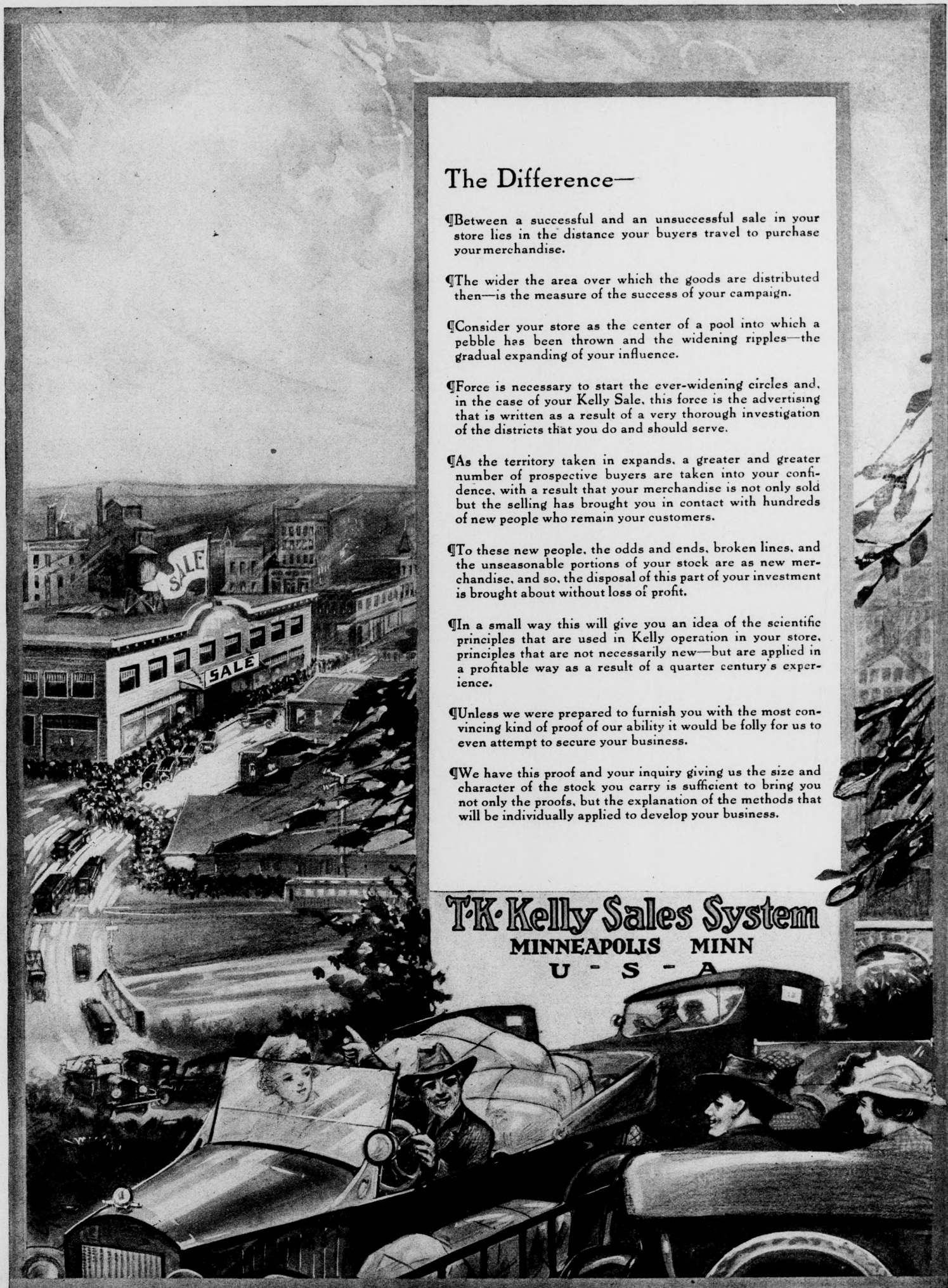
To these new people, the odds and ends, broken lines, and the unseasonable portions of your stock are as new merchandise, and so, the disposal of this part of your investment is brought about without loss of profit.

In a small way this will give you an idea of the scientific principles that are used in Kelly operation in your store, principles that are not necessarily new—but are applied in a profitable way as a result of a quarter century's experience.

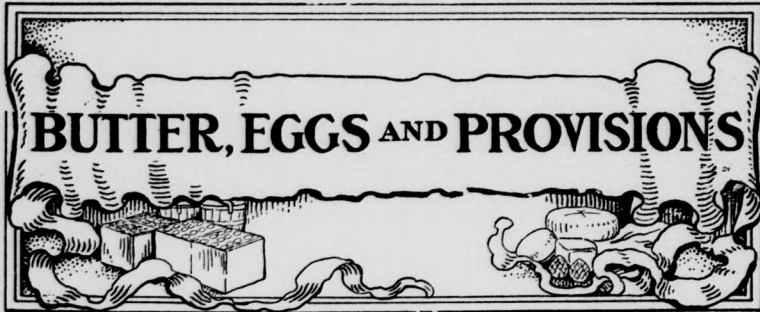
Unless we were prepared to furnish you with the most convincing kind of proof of our ability it would be folly for us to even attempt to secure your business.

We have this proof and your inquiry giving us the size and character of the stock you carry is sufficient to bring you not only the proofs, but the explanation of the methods that will be individually applied to develop your business.

**T.K. Kelly Sales System**  
MINNEAPOLIS MINN  
U - S - A







#### 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.

#### Corn Borer Has Not Reached Michigan Yet.

At no time during the past twenty-five years has the corn ear worm been so troublesome in Michigan as during the present season. This insect which is known in the South as the cotton boll worm and which works also in ripened tomatoes in the South gains entrance into young ears of corn at the time when the silk is pushed out. At the critical time, a moth, of a dull clay color which spreads about one and one-half inches across the wings, lays its eggs on the fresh silk as it is pushed out of the growing ear. The eggs hatch into larvae which follow the silk down to the ear and work on the soft, forming kernels, devouring many of them and tunnelling in such a way as to practically ruin the ear for culinary purposes. If the season is a long one a later brood of the moths may continue to place the worms in the corn clear up to the time of harvest, just as it happens this year.

Now, the only time to control the corn ear worm is just as the eggs are being laid, that is when the silk is being pushed out. This can be done by dusting dry powdered arsenate of lead, 60 per cent. combined with hydrated lime 40 per cent., on the silk as it is being pushed out. Such a remedy is warranted in the case of valuable pedigreed corn and in sweet corn in market gardens. Of course, in field corn the damage is less serious because the kernels are ripened and the injured part of the ear simply does not interfere with the shelling of the perfect kernels.

There is nothing that can be done at this time in any case.

Now, the question naturally arises what becomes of these worms that are at present working in the ears. The worms go down in the ground where they make little cells and go through the winter as pupae, which stage corresponds with the cocoon stage in some other moths. In the spring each pupa gives up a moth and the female lays her eggs on corn, tomatoes, or on cotton bolls, if in the South, and so the round of life is completed, the moths appearing two or three times during the year.

Fall plowing used to be considered the correct remedy for this pest but Fall plowing does not seem to fill the bill nor to make very much difference in the outcome.

This outbreak is being watched with

more than ordinary interest because Michigan is threatened with an invasion by the European corn borer at any time now. The latter insect is within a few miles of Detroit on the Canadian side and very close to us in Ohio and is approaching our shores steadily. Recent discoveries show that it is easily spread by floating corn stalks, in which the borers are at work and thus distributed along streams and bodies of water more rapidly than in any other way. The larvae are stripped and the exact recognition of the species requires work of a highly technical nature. Therefore, we advise that the Entomological department at the Michigan Agricultural College be permitted to pass on all suspected cases before the matter is considered settled. Hundreds of samples have been sent in in the belief that the trouble was due to European corn borer but in every case it has turned out to be something else, sometimes one insect and sometimes another, there being quite a number that work a great deal alike. It is hoped, therefore, that this explanation will not cause any one to relax his vigilance in search for the European corn borer, for while we have thus far escaped this new pest, we are bound to acquire it either this year or next year and success in retarding its spread depends largely in finding it when it first appears. The European corn borer tunnels right through the cob, through the stalk, and through the roots and crown of the plant and does not confine its work to the kernels and outer part of the cob as in the case of the corn ear worm. The European corn borer also works on about 150 other kinds of weeds and plants having fleshy and woody stalks.—R. H. Pettit, Entomologist of Experiment Station.

Folks say "as cool as a cucumber." How cool is a cucumber, anyway?

**When You Need Any of the Following Items And Want the BEST POSSIBLE SERVICE**

**Write The Dudley Paper Co. LANSING, MICH.**

**Wrapping Paper—Twine  
Congoleum—Shingles—Roofing  
Wood Dishes—Milk Bottles**

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.

"When the Frost is on the Pumpkin"

You Just Naturally Think of

# PIOWATY

Headquarters for

Cranberries, Sweet Potatoes, Bananas, Oranges,  
Nuts, Figs, Dates and all other—

**Snappy Weather Merchandise**

## M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

**Seasonable  
Fruits and Vegetables**

### Whence Come Names of Foods?

The story of how John Montague, fourth earl of Sandwich, in 1792 invented the sandwich—a slice of meat between two slices of bread—is almost as well known as the sandwich itself. The earl, it will be recalled, was a confirmed gambler. He hit on this combination of bread and meat as a handy form of food which could be served and eaten at the gaming table without any loss of time. The combination came to be called a sandwich from Montague's title, earl of Sandwich. The latter came from Sandwich, a town in Kent, the Anglo Saxon name meaning "sandy town."

The original pudding, it appears, was made of finely chopped, well seasoned meat stuffed into an intestine, like modern sausages, and then cooked in boiling water. The name, which is now applied to a variety of dishes differing widely in composition, appearance and taste, originally meant a short body or inflated skin. Equivalent words have been found in several different early languages.

The English evidently were inventors of the dumpling, made by throwing pieces of raw dough into boiling water. The name is derived from the ancient root, "dumpe," to throw down suddenly. The "ling" is simply a diminutive termination.

From the old German or Dutch word "Krullen," a little curled cake, comes the name "cruller," applied to a sweet fried cake, like a doughnut except that the dough is twisted into a peculiar shape before it is fried. The name "waffle" is also of German origin, being derived from "wafer," a corrupted form of "wabe," meaning honeycomb or a cake of wax. The name "wafer" was originally applied to hot cakes similar to what are now called waffles and did not necessarily imply thinness as in modern usage.

Marmalade was first made in Portugal from quinces and was so named from "marcelo," the Portuguese name for quince. The name "fritter" comes from an old French word which meant to fry or a dish of fried fish. The French got it from the Latin root, "frictus."

The name "pone" is a derivative of the American Indian word, "opponne." It has long been applied in this country, particularly in the South, to corn bread or any similar dish made from ground corn or maize. "Succotash" is also an Indian word, the dish, a combination of corn and beans cooked together, being one of Indian invention. "Hominy," applied to cracked and hulled corn, is another word for which we are indebted to the Indians, the inventors of the food. The name "mush," applied to a dish made by boiling corn meal in water, is derived from a German word meaning "pan."

### To Advertise Apples.

Definite plans to raise and spend within the next twelve months not less than \$100,000 in a National advertising campaign to promote the sale of Pacific Northwest apples were laid at a recent meeting held in Seattle of representatives of all the larger apple producing and distributing organizations of Washington, Oregon, Idaho and Montana.

Under the plan approved, the growers

and shippers will be asked to contribute on a basis of 1c a box to the advertising fund. Growers' and distributors' organizations and county farm bureaus will be largely depended upon to conduct the money raising campaign, thereby eliminating the expense of maintaining field organizations for that purpose.

The proposed advertising campaign, it is expected, will place the Northwest-grown apples in permanent position throughout the country. Virtual failure of the Eastern apple crop this year means that Northwest growers can seize the Eastern market through an energetic campaign. Many Eastern markets use the barrelled Eastern crop entirely, and do not know there is such a thing as boxed apples, it is declared.

### Little Banana Tastes the Best.

To those who have not lived in countries where the banana grows the different varieties mean little until he has made trials and experiments. It usually does not take one long to learn that the big purple-red banana is not as delectable as the ordinary sized yellow banana, but there seem to be few people in this country who have learned that the little yellow banana, coming in closer clusters and with a sharper curved shape than the large one, is not just a stunted fruit, but is a fully developed special variety.

In the countries where it is better known, this variety is called the "fig banana," and is found on the tables as dessert in the countries of the subtropics. Although it is much more delicate and pleasing in flavor, it is also a well established fact that as much of it cannot be eaten at one time as the big fruit. The campesinos—back country folk—of Cuba, Mexico and Central America quite often make an entire meal on raw or fried

bananas, but in no case do they make the entire meal off the little apple banana, for they claim that, in spite of its delicate flavor, too much will cause severe cramps. Among the natives of banana-growing countries

the big red banana is seldom eaten raw, but it is used very much for frying or for being baked in pudding.

Some of the hardest nuts to crack have the sweetest meat inside.

## Lansing Warehouse Company

**FOR RENT**—Storage rooms for commercial and household goods. Cool semi-basement storage for Vegetables and fruit shipments.

Located on N. Y. C., and transit tracks, free connections with all railroad lines. 403-5-7 East Shiawasee St. Lansing, Mich.

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

## 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.

taking the **a** out of  
**COCO NUT**

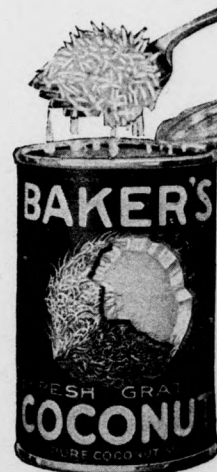
The "a" wasn't very important so we left it out.

But the milk, **THAT** was different. The milk's the thing that makes Baker's Fresh Grated Coconut an *unusual* coconut for pies, cakes, candies, and many other coconut purposes. So we left **THAT** in.

Keep in mind, when you think or talk of Baker's Fresh Grated Coconut, that the milk in the can is the same that wise, old Mother Nature put into the nut.

**THE FRANKLIN BAKER COMPANY**  
Philadelphia, Pa.

Baker's Dry Shred Coconut—the old-fashioned sugar-cured kind is also sold—in paper cartons.







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.

#### Conducting a Toy Department in the Hardware Store.

Written for the Tradesman.

The sale of toys during the Christmas season has been taken up by a number of hardware dealers and in many cases the results secured have been very satisfactory.

Much depends, of course, upon local conditions. The hardware dealer, before embarking on a new enterprise of this sort, is well advised to satisfy himself that competition already in the field is not too keen to give him a foothold. Then, too, he should satisfy himself thoroughly that the line is one he can handle advantageously in connection with his existing business, one that it would be a pleasure for him to handle. Moreover, he should understand something about toys and have some idea—apart from what the traveling salesman tells him—as to what lines are likely to be popular and what lines are not.

One firm in a town of about 5,000 people has developed this side line on an extensive scale. The firm had the advantage of a large store and big show windows, affording ample space to show off the goods to advantage. By making a few alterations in the store, a stairway was built on the right hand side of the store immediately behind the big window, and to the right of the main entrance. A neat sign in the window, and another hanging above the stairway informs the public that "Toyland is Upstairs."

The side wall leading up to the second floor has been fitted with shelving and the customer on his way up sees displayed there many lines suitable for Christmas gifts.

Toyland is situated on the second floor of the building. Considerable thought has been given to the arrangements. Along one side of the room runs a series of four display tables. In the center of the floor are display racks; and along the wall are arranged larger toys, such as toboggans, hand sleighs, baby cutters, rocking horses, snow shoes, etc.

On this floor a rest room has been fitted up where the comfort of the patrons is looked after. The rest room equipment includes a table, chairs and reading matter, and a coal heater provides warmth on winter days.

The Toyland floor is well lighted at all points by electricity. A cash carrier connects it with the main office downstairs, and a special record is kept of all sales in this department. Salesladies are employed, the goods

are all marked in plain figures, and everything is on prominent display so that the goods largely sell themselves. The rear part of the floor is devoted to the display of stoves, churns, washing machines, kitchen cabinets, and similar lines.

At the opening of Toyland Santa Claus was present in person, and presented all the children with picture books bearing the inscription, "Compliments of Blank Bros." A great deal of interest was created and hundreds of children visited the store. In many cases parents accompanied the children and took a keen interest in the new department. The annual visit of Santa Claus shortly before the Christmas season has become a feature in this store.

The goods are held in a special store room, awaiting delivery on Christmas Eve. One of the large show windows on the ground floor is used for displaying toys and sporting goods, with frequent changes of display to keep the youngsters interested.

There is a wide variety of toys that would not be out of place in a hardware store. Metal toys such as trains, fire engines, express wagons, aeroplanes, tanks, etc., are much in demand. These possess durability; and quite a few hardware dealers confine their attention to such lines, refusing to handle dolls, teddy bears, and similar breakables. Whether the hardware dealer should draw this line, or whether he should handle everything, is purely an individual matter, local conditions and local competition having considerable bearing on the selection of a stock.

The merchant who decides to start a toy department must be sure to push the goods to the limit, because it is not a profitable undertaking to carry over a large stock until the next Christmas season. And toys, while always in demand to some extent, are essentially seasonable. For this reason, also, care should be taken in ordering, and in making the actual selection.

To push the goods, you must play them up for all they are worth. Let people know that you are conducting a toy department; don't leave them to find it out.

A first essential is to find room for a table or tables to be devoted exclusively to toys and kindred Christmas lines. To do this a part of the less seasonable stock must be relegated to the background; but by judicious arrangement such goods as are not in great demand at this season can be temporarily displaced.

Thus one firm in a city of 15,000, about the last of November every year, clears out the center space of a wide store, and uses it solely for a

## 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 Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,  
Sporting Goods and  
FISHING TACKLE

**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

#### 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.

**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. 51 for Meat Markets  
No. 75 for Florist Shops

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

Christmas department in which toys are featured. This department is strengthened by suitable window displays and by advertising.

An effective method of acquainting the public with the fact that the store is running a Christmas department is by making up an attractive window display of toys and possibly sporting goods. In arranging this display, the window trimmer should make it a point not only to show some of the most attractive goods, but to drive home a few of the strongest talking points. For instance, above the iron goods might be placed a placard reading:

#### Toys That Will Last

Why buy presents for your children that break the first day? These toys will give pleasure every day in the year because they can't be broken.

This argument is certain to impress toy hunters, as it gives a sensible reason for purchasing iron goods. Above the space devoted to dolls' houses and dishes, something to this effect might be shown:

#### Do a Thing Well

You are getting a doll for your little girl. Why not make her joy complete by buying a supply of these enamelware dolls' dishes. They will outlast a generation of dolls.

Here again the argument of durability is driven home and is as certain to prove effective as in the first instance. The sporting goods section of the window, if the two lines are combined in one display, should contain seasonable articles such as skates, hockey sticks, pads and pucks, snowshoes, skis and stable lines, such as boxing gloves, etc. A card might read:

#### For Manly Boys.

No present is more fitting than a pair of skates, a hockey stick, boxing gloves, or any of our long line of sporting goods. A hearty boy craves these things.

The goods should be advertised as well. People generally are inclined to look elsewhere for toys, unless the fact is brought directly to their attention that Blank's Hardware Store is specializing in such lines. Printers' ink is the medium to use in spreading the information. Effective advertising will bring results.

The toy trade as a holiday branch of the business has one great advantage. It attracts people to the store. Children insist that their parents take them through all stores where such goods are sold. If the exhibit is a pleasing one, the little tots will remain just as long as they can, and in the meantime the accompanying parent will be looking around. People who otherwise would not have entered the store are thus brought into contact with your goods. While the children eagerly inspect the toys, the parents are practically certain to look at other lines as well. They may have no intention of buying at the outset, but if the stock carried is up-to-date and well displayed it should not be difficult to interest them. The toy department is a magnet, in this respect.

Victor Lauriston.

Practice makes perfect. The older a woman is the better she should carry her age.

#### Petoskey Business Men Planning For the Future.

Petoskey, Oct. 4—Hotel men from various cities in Northern Michigan met at the Cushman House last Saturday to discuss the hotel situation generally and to make plans for the coming year.

The Northern Michigan section of the Hardware Dealers Association met here last week and following a banquet, at which George W. McCabe presided and which was thoroughly enjoyed, the meeting carried out a very complete and constructive business program.

Now that the most strenuous portion of the resort business has subsided, local men are taking vacations on the streams and lakes for fishing and duck hunting.

If publicity will do it, many thousands of people will soon become acquainted with the attractions of Little Traverse Bay region in October.

This is one of the finest months in the year for an outing in this territory and knowledge of this should fill the hotels here to capacity.

The receipt of a signed lease from the Messrs. Connable gives Petoskey possession for five years of one of the finest tourist camp sites in this State. Early in the spring improvements will be made, so that early tourists may find in the camp all desired conveniences.

Saturday, Oct. 29, has been selected as the date for a big dollar day trade event here. Under the chairmanship of Isaac Rheinhertz, there is little doubt as to the complete success of the campaign of publicity now in progress.

Merchants' trade extension, or Get Acquainted trips will be resumed the coming week. These have proven profitable in trade results, as well as in getting residents of country and city closer together.

J. Frank Quinn.

#### Prefers Cash To Credit.

"I understand that you prefer charges against this man," said the judge.

"No, sir," answered the grocer, "I prefer cash, and that's what I had him brought here for."

# 8%

**Cumulative-Participating  
Preferred-Investment**

**OF THE  
PALACE THEATRE  
CORPORATION  
AND OLIVER THEATRE**

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

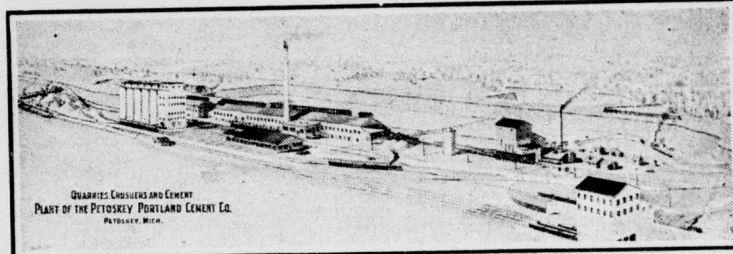
Note—The Editor of the Tradesman recently visited South Bend and was so well impressed with our proposition that he handed us his subscription.

**PALACE THEATRE  
CORPORATION**

**Oliver Theatre Bldg.**

**South Bend**

**Indiana**



## 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

## Signs of the Times Are Electric Signs

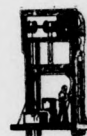
Progressive merchants and manufacturers now realize the value of Electric Advertising.

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

**THE POWER CO.**

Bell M 797

Citizens 4261



#### SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind machine and size platform wanted, as well as height. We will quote money saving price.

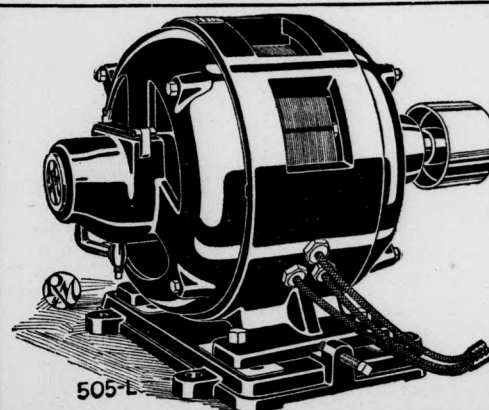
Sidney Elevator Mfg. Co., Sidney, Ohio

## Sand Lime Brick

Nothing as Durable  
Nothing as Fireproof  
Makes Structures Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof  
Weather Proof  
Warm in Winter  
Cool in Summer

**Brick is Everlasting**

Grande Brick Co., Grand Rapids  
So. Mich. Brick Co., Kalamazoo  
Saginaw Brick Co., Saginaw  
Jackson-Jansing Brick Co., Rives Junction



## 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



### Why It Pays To Treat Traveler Courteously.

Much has been said in our daily press, our weekly and trade journals, by our public speakers and our convention speakers of the ills, drawbacks and the hardships of business in these times. In almost all cases, or at least 95 per cent. of them, these articles that were written, or if verbally transmitted, were propounded by either the president or sales manager of some organization, by some buyer or department manager, by the retail merchant, or by the consumer either directly or indirectly. Rarely do you see where a traveling salesman who is one of the important spokes in the wheel of the business world is defended, praised or credited with the big part he plays daily in the lives of merchants, wholesalers and consumers.

In this writing I would like to show how the salesman longs to meet his merchant buyer, and how he, in turn, wants to treat the merchant. No merchant or buyer of merchandise should turn a salesman away without giving him a hearing, no matter whether you buy or not. A real salesman will never forget the courteous merchant and will always advertise him to his fellow salesman as a real man. A merchant who is always very busy with his books, or morning mail, or who has just remembered that he must run out about fourteen blocks to see a new automobile, leaving the salesman to patiently await his return, before giving him two or three minutes' audience, soon becomes known, and every salesman will try to outwit him. The result is this merchant is continually in hot water, fearing some salesman will take advantage of him. And he should be in that mood because by his treatment he has shown the salesman that he distrusts him, and every other man who enters his store to sell him goods.

This merchant cannot expect any favors from his traveler because when the time comes that the salesman's house gives him a bargain in its line of goods, he cannot buy that bargain, much as he needs it, because he is afraid the salesman is trying to unload something on him. This is a condition I meet and so does every other salesman selling goods on the road. This merchant, if he would only give his regular travelers a hearty handshake when they enter—if he would return the pleasant greeting the salesman offers and show him that he places every confidence in him and the house he represents—he would find his conditions so changed, it would seem to him the sun was shining day and night. For the majority of salesmen calling on their customers every two or three weeks, have more at stake than merely securing an order. They expect to call on that man every trip; they expect the goods to be the same as previously purchased; they expect him to have no complaint because the house does so and so, and above all they expect that the merchant will be well satisfied by his previous treatment, that he will place another very substantial order. Don't you see, my dear merchant friends,

that we prize even above your orders, your friendship, your trust, and your confidence, and don't forget 95 per cent. of us will never abuse that trust and friendship and the other 5 per cent. can abuse it only once.—Traveler in Hardware Age.

### Troubles of the Traveling Man.

Who hath woe? Who hath contentions? Who hath babbling? Who hath corns on the bosom of his pants? Verily, he goeth forth upon the road to travel.

He goeth forth in the morning with a light heart and a starched collar, and returneth at eventide with a soiled raiment and blisters on his heel.

He goeth forth like a roaring lion—seeking whom he may devour; but lo! every man he meets smiteth him. He goeth to the place where they do entertain strangers, and what he ordereth of the servant she bringeth not, and what he doth not order is set before him.

And when eventide has fallen, he sayeth unto the keeper of the house: "Behold! I would be awakened at the fifth hour of the morning that I may depart to another country."

And lo! before it is yet light he knocketh loudly against the door, and sayeth in a loud voice: "Arise, that you mayest depart upon thy train."

And he that would arise awaketh in haste and putteth his right foot into his left shoe, and he girdeth himself quickly. And, behold, he weareth his clothes hindsides before, so great is his haste thereof.

And the collar that should be girt about his neck is coiled in the upper story of his hat.

And when he arriveth at the place from whence he would depart, he finds it only the third hour of the morning, and he leaneth against a telegraph pole, and in his heart he revileth the keeper of the house wherein he slept.

Or perchance he asketh to be awakened at the sixth hour of the morning, and, lo! the servant man knocketh not until the eighth hour, and when he raieth the hired man looketh at him with a look of scorn. He goeth forth to ride upon the railway.

Then cometh in a beautiful maiden, arrayed like the lilies, and behold she taketh a seat afar off, but the dowdy woman with five children and a wart on her nose taketh the seat nearest him.

Verily, man that is born of woman and goeth upon the road, is of a few days and variegated rations. To-day he has much that is good, and tomorrow the food is the withered grass, yet not cleanly. Where he sleepeth, if there be much water, he hath no towel; but if the water be gone, he hath of towels five in number, and a piece of soap.

Verily, he hath cause to murmur an exceedingly great murmur.

### HOTEL RICKMAN KALAMAZOO

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

**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.

### 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.

### PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

### 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.

The Newest Well Known for  
In Grand Rapids Comfort and Courtesy

### HOTEL BROWNING

Three Short Blocks From Union Depot  
Grand Rapids, Mich.

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

### New Hotel Mertens

GRAND RAPIDS

Rooms without bath, \$1.50-\$2.00; with shower or tub, \$2.50.  
Meals, 75 cents or a la carte.  
Wire for Reservation.

Union  
Station

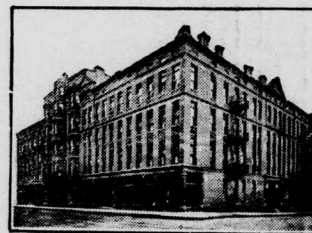


### CODY HOTEL

IN THE HEART OF THE CITY  
Division and Fulton

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

CODY CAFETERIA IN CONNECTION





### Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 4.—John Olney (American Type Founders Association) says he received one of the best deals at the Central Hotel, Calumet, he ever experienced. He found the food and table service superb. Roast chicken, 50 cents for large portion, and two for a quarter cigars, 10 cents apiece. Everything on the bill of fare is priced at about half what it is at any other hotel in the State. Mr. Olney has been devoting three weeks to calling on the printing trade in Wisconsin and asserts that the hotels in that State, as a rule, are greatly inferior to the hotels of Michigan. The landlords were exceedingly cocky during September, owing to the large amount of resort travel, which filled the hotels to capacity, leaving the poor rooms and poorer service to the regular traveling men.

John D. Martin and wife started Tuesday on a two weeks' auto trip to Detroit and Toledo.

J. S. Chenoweth, 525 Woodward avenue, Detroit, writes as follows: "Will you kindly make announcement in the next issue of the Michigan Tradesman of the death of John L. Root. Mr. Root lived at 1550 Hamilton avenue, Detroit, and will be buried at Vassar. Funeral will be held Oct. 4 in charge of Vassar Masonic lodge. You will remember running a little story regarding Mr. Root some time ago and should you want further facts than those above you could obtain them from that article. Mrs. Root asked to have the notice published, as it will reach many of his friends who might not see it in any other place. She will appreciate this very much."

Landlord Burns, of the Phelps House, Greenville, is very happy these days over the arrival of a new boy in his family.

Guy W. Rouse, President of the Worden Grocer Company, left Sunday for New York, where he will spend two or three days.

The human stomach is not as large as the human head. But often it holds more.

Old Adam started the race; but some persons think that the devil won it.

The shorts have it in the skirt market.

Ireland is concerned over home-brew; America over home-brew.

Why is it that when the pace gets hot so many persons get cold feet?

Many modern marriages are merely a-la-money a la mode.

Our young women may not keep in close touch with world affairs; still they are duly interested in man-dates.

Two heads are better than one—especially in a barrel.

'Tis idle, any more, to talk of taking Time by the forelock; Time is bald-head.

One can't drink his cellar supply—and still have it.

The American Specialty Manufacturers' Association sent to 300 hotels throughout the country a letter in which enquiry was made whether in harmony with the general decline in prices a reduction in the price of rooms and menus had been made. In answer, several big hotels sent the circular of the Hotel Association, giving reasons why reductions cannot be made. Some others evaded the question. Quite a number suggested the idea that member traveling men have the seal printed on their business card, and if presented at the desk they will receive special attention and rates. Quite a few reductions were noted in food and rooms by many hotels.

With leading shoe manufacturers represented at the meeting, the Milwaukee Association of Commerce on Monday of last week concluded the compilation of a questionnaire to be sent manufacturers and jobbers regarding the effect upon business of present high railroad passenger and pullman rates. Principal points brought out were that several firms are turning to automobiles to cover territories,

that commission salesmen are not covering their territories thoroughly because of the necessary expense involved, that high rates are much more of an influence in maintaining high prices than the public realizes and that normal conditions cannot return without a reduction in these rates. The Association is enlisting the co-operation of the Wisconsin Manufacturers' Association and other state bodies and hopes to obtain National support.

G. K. Coffey, the elephantine mutual insurance salesman, started out Aug. 17 on a trip which consumed six weeks and two days. The party included Mrs. Coffey and their son, Floyd, wife and child. The party meandered to Marquette, covering twenty miles of corduroy road West of St. Ignace which Mr. Coffey said would surely put anything but a ford out of commission. From Marquette the party proceeded to Milwaukee, Chicago, Toledo, Cleveland, New York City, Harrington, Del., Harrisburg, Shippensburg, Chambersburg, Gettysburg, Pen., Hagerstown, Md., Pittsburg, Dayton, Ft. Wayne, La-Grange, Battle Creek and Caledonia. At Middle Springs, Penn., they visited the church where the (senior) Coffey's were married in 1886. No accidents befell the party and none of them were ill for a moment during the entire trip.

A conscientious liar is one who has misrepresented a matter so long that even he himself believes it to be as he says.

Confidence is the key that unlocks the bank to the man who is trying to establish himself.

Play fair! Don't let your eagerness to win, your ambition to get ahead of others, make you unfair to them. Give the other fellow a chance.

When an employee ceases thinking of the business as "ours," he is greasing the skids.

The rule of "leaving well enough alone" is all right, but it is too often used by the fellows who are too lazy to make a move, even if they know in their inmost souls that the old way of doing a thing could be improved upon.

It is not the mistakes we make that retard us, but our inability or unwillingness to learn the lessons that these mistakes teach us.

The man who succeeds is the man who is active, does not wait for orders and is prepared for to-morrow's opportunity.

Opportunities are not half so rare as are the men who are prepared to receive them.

Mr. William G. McAdoo is about the last man to whom we would look for advice on any problem of railroad management or financing. A matter of boosting wages to win political support would be something else again; but as a mischief-maker in railroad economies Mr. McAdoo was beyond compare when in authority.

It is not enough to hold the key to the situation. You must be able to turn it to open the door.

Handicap spells incentive to the man of moral courage and the right incentive coupled with a get-there disposition is a world-moving fulcrum.

The successful man of to-day is "made" not born, and the credit of the making is due only to himself and the way he takes advantage of opportunities.

Self-reliance, self control, and self-respect are the three things that make a man a man.

Better find one of your own faults than ten of your neighbor's.

Before you try to convince anyone else, make sure that you are convinced, and if you cannot convince yourself, drop the subject. Do not try to "put over" anything. Tell the truth.

The man who hopes to leave his "footprints on the sands of time," must have the "sand" to begin with.

The sort of men to whom the world

owes a living are satisfied to earn their own maintenance.

The fellow who watches the clock during the day-time, usually pays no attention to it at night.

The man of grit carries, in his very presence, a power which controls and commands.

No man ever got nervous prostration pushing his business; you get it only when the business pushes you.

Weak men wait for opportunities, strong men make them.

L. V. Silver, who was engaged in the clothing trade at Ionia for many years, has engaged in general trade at Dildine. The Worden Grocer Co. furnished the grocery stock.

David Drummond recently received an application for a charter to organize a Bob Tailed Cat Club in New Zealand.

Fred S. Piowaty has so far recovered from his recent critical illness as to be able to sit up in bed. His strength is slowly returning and he confidently looks forward to the time when he will resume his accustomed place as a strong factor in the fruit and produce business of this market.

Moses Dark was called to Saginaw last Saturday because of the serious illness of Mrs. Dark, who underwent a minor operation at one of the hospitals there earlier in the week. Late reports from Saginaw are to the effect that Mrs. Dark is on the road to recovery.

The Valley City Milling Co. has already graded the roads on its new building site at Walker Station and has let the contract for the grading necessary for the construction of the new side tracks. The company is now offering for sale the \$50,000 remaining preferred stock in the treasury. All previous offerings of this kind were largely oversubscribed. Of all the preferred stock now issued, 64 per cent. is held by employees, former employees and the trade. Over 80 per cent. of the entire capitalization now outstanding, both preferred and common, is owned by employees, former employees and the trade.

Henry Vinkemulder and brother have the sympathy of the trade in the death of their father, Peter Vinkemulder, at the ripe age of 94 years. The deceased lived a very exemplary life and left a heritage to his numerous descendants which they may well regard as priceless.

One of our high school boys recently said he would take three subjects this year, which no doubt will be football, cigarettes and girls.

C. H. Venema succeeds John Afman as traveling representative for the Grand Rapids Dry Goods Co. in territory adjacent to Grand Rapids, including Holland. Mr. Venema is the son of Harry Venema, 2008 Godfrey avenue, who has been engaged in the dry goods business here many years.

Louis L. Taylor, who has been house salesman for the Michigan Hardware Co. for the past two years, has gone on the road for that house as special fishing tackle salesman. He will cover the entire State and Northern Indiana. He is meeting with exceptional success.

### Items From the Cloverland of Michigan.

Sault Ste. Marie—Oct. 4.—Theodore McKinney, of P. T. McKinney & Sons grocery, has been appointed manager of the East end branch of the firm. "Ted," as he is known, is a live wire and will, undoubtedly, make a success of his new occupation.

It has been announced that the Frank Perry Coal Co., which has been doing business here for several years, will wind up its affairs and dissolve in the near future.

"All politicians are promising men."

H. M. Gillette, local agent of the Metropolitan Life Insurance Co., arrived last week after a business trip to Manistique with the latest bear story. He claims that while driving along the road near Trout Lake he encountered a bear and two cubs. He

had a 32 caliber revolver with him and a hatchet. He used the revolver with seeming effect on old bruin, while Mrs. Gillette, who held the hatchet, tried to ward off any attacks which the bruin family might attempt. Bears are reported to be numerous in that vicinity. Mr. Gillette says that the next time he makes a trip through that country he will take along an escort from Fort Brady.

Oscar Stolberg, the popular tailor of Iron Mountain, closed a deal at Manistique last week, having purchased the tailoring business of Johnson & Summervold, on Main street. He will take possession about Oct. 10. Mr. Stolberg and two brothers have tailoring establishments at Iron Mountain and Crystal Falls. Manistique is their third place of business, which will be conducted from headquarters. All are professional tailors. Oscar Stolberg will be in charge of the Manistique shop.

The Chippewa County Fair last week was a great success for one day only. The weather man ordered rain for the next day, so the fair was called off in consequence. The horse races were postponed until Saturday, when all those interested were afforded an opportunity to enjoy themselves. The Pickford Fair takes place this week and is expected to be one of the best ever held in that place.

A. M. Sharpe, the popular Soo Line conductor, has retired from active service with the railroad company, after a period of thirty-four years. This announcement is causing much regret to the railroad men with whom he was associated, as well as the traveling public. Mr. Sharpe has always been most efficient in the performance of his duties and his record is one that can well be envied. His courtesy to the traveling public has resulted in many warm friendships. His friends, however, are pleased that he will now enjoy a vacation which has been well earned.

Ed. Dupon, who has been conducting a restaurant business in Trout Lake for the past year, has sold out to George Messenger, of Eckerman, who took possession Oct. 1. Mr. Messenger has been agent for the D., S. S. & A. at Eckerman for a number of years and will be missed by the traveling public.

"A new automatic phonograph plays three hours without stopping, but don't tell the neighbors."

Carl Clarke, of Brimley, has discontinued stage service between the Sault and Brimley. James Thompson, of Brimley, will continue the service, making the trips with a sedan. Mr. Thompson will make only one round trip daily, leaving Brimley in the morning and returning at noon.

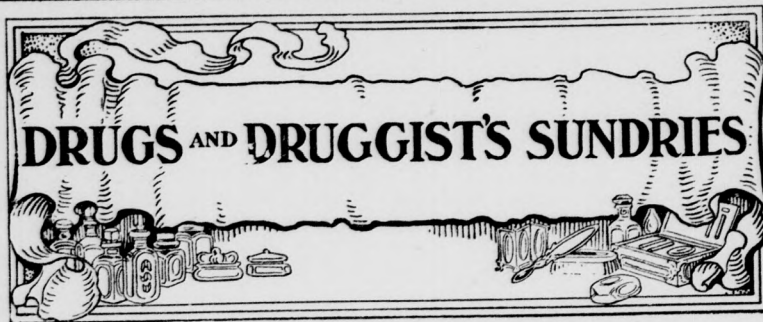
R. L. Murphy, who for the past two years has been with the Metropolitan Life Insurance Co. here, has been promoted for efficient service and is now Superintendent of Agencies for Northern Michigan. He is with the Minnesota Mutual Livestock Insurance Co., with headquarters at St. Paul.

Explorations have been arranged for the exploring of a tract of land about twenty miles East and South from Manistique in the hope of finding petroleum. Four holes will be put down and a sum of \$60,000 has been arranged for to conduct this work. Indications are considered favorable. No company has as yet been formed for handling this enterprise, the work being placed in the hands of three individuals in whom the backers have confidence. There has been talk for many years concerning the probabilities for the finding of oil in this particular field and now a practical test is to be made. If the Upper Peninsula can add oil to its iron and copper, timber and soils, climate and scenery, then that would be a very fine help. We wish the prospectors good luck.

William G. Tapert.

Poverty is no disgrace—but it's darned inconvenient.





**Michigan Board of Pharmacy.**  
President—James E. Way, Jackson.  
Sec'y and Treas.—Charles S. Koon, Muskegon.  
Director of Drugs and Drug Stores—H. H. Hoffman, Sandusky; Oscar W. Gorenflo, Detroit; Jacob C. Dykema, Grand Rapids.  
November Examination Session—Grand Rapids, Nov. 15, 16 and 17.  
January Examination Session—Detroit, Jan. 17, 18 and 19.

#### Grand Rapids Meeting of Board of Pharmacy.

Muskegon, Oct. 3—The Board of Pharmacy will hold a meeting for the examination of Candidates for Registration at the Evening Press building, Grand Rapids, Tuesday, Wednesday and Thursday, November 15, 16, 17, beginning at 9 o'clock, a. m., of the 15th. All candidates must be present at this hour. Applications must be filed with the Secretary at least one week before the examination.

#### Preliminary Requirements.

All candidates must furnish satisfactory evidence to the Board that they have completed work in the public schools equivalent to tenth grade.

Candidates for Registered Pharmacist must furnish affidavits showing that they are at least twenty-one years of age and have had not less than four years' practical experience in pharmaceutical work and compounding prescriptions.

Candidates for Registered Assistant Pharmacist must furnish affidavits showing that they are at least eighteen years of age and have had not less than two years practical experience in pharmaceutical work where drugs, medicines and poisons are dispensed and prescriptions compounded.

Not to exceed two years' attendance at a recognized school of pharmacy may be accepted by the Board in lieu of a like period of practical pharmaceutical experience. Only full college years will be accepted.

Applications for examination and blank forms of affidavits for practical or college experience may be obtained from the secretary.

Fee for Registered Pharmacist, \$15; fee for Registered Assistant Pharmacist, \$10. Fee for re-examination: Registered Pharmacist, \$3; Registered Assistant Pharmacist, \$2. There is also a Certificate fee after passing: Reg. Pharm., \$15; Reg. Asst. Pharm., \$10.  
Charles S. Koon, Sec'y.

#### Pharmacist's Apprentices.

Muskegon, Oct. 4—Judging from the number of Pharmacist's Apprentice applications being received at this time, fully three months after the law went into effect, I am forced to the conclusion that many drug clerks do not understand that time served will not be credited when they come for examination unless they are registered. This means that if a young man has worked in a drug store since Jan. 1, 1921, say, and sends an application for apprentice's registration on Oct. 1, if he has the blank properly filled out showing such service he will be credited with the time from Jan. 1 to July 1, but will lose credit for the time from July 1 to the date of his registration, Oct. 1, or three months. Any drug clerk who has not yet registered will see by this that it is desirable to lose no more time; get your applications in at once. Those who already hold Registered Assistant's

papers are not required to register as Apprentices.

Employers, possibly, may be to blame for the failure of their clerks to register. Perhaps they do not explain the necessity to their help. To such as are remiss in this duty permit me to quote from the law:

"It shall be the duty of registered pharmacists who take into their employ an apprentice for the purpose of becoming a pharmacist to require such applicant to apply to said board of pharmacy for registration as apprentice."

Life certificates are being mailed as fast as possible. The engrossing takes time and there has been a delay in securing mailing tubes. Licentiatees will please be patient. We hope to have them all delivered before the end of the year.

Charles S. Koon, Sec'y.

#### Increasing Powers and Duties of the Board.

Muskegon, Oct. 4—Last month the State Administrative Board, which now manages all business affairs of the State, adopted a resolution which in effect, increases the powers and duties of the Board of Pharmacy by transferring all of the activities of the Food and Drug Commissioner which pertain to drugs and pharmacies from that department to the Pharmacy Board. In carrying out this plan a new position is created the title of which is Director of Drugs and Drug Stores. This Director has charge of all drug store inspection and regulation, conducts prosecutions and directs the actions of the drug and pharmacy inspectors. In this way a duplication of the work is avoided and all work is done under the immediate supervision of the Board of Pharmacy at a considerable saving in the expense. H. H. Hoffman, formerly President of the Board of Pharmacy, now holds the position of Director of Drugs and Drug Stores and Mr. Blair F. Scott is the inspector taken over from the Food and Drug Department. Complaints may be made to the Secretary of the Board as formerly.

C. S. Koon, Sec'y.

#### Thou Art the Man.

If we are fallen on evil days,  
If we have turned from knightly ways,  
High thoughts and deeds and visions fair,  
High hopes for good that all may share;  
If in their stead—not here alone,  
But wheresoe'er the sun hath shone  
With rays of promise—we have seen  
The trivial, selfish, vain, and mean  
Exalted, puffed with pomp and power,  
Strutting the stage at Fate's noon hour—  
Is thine the fault?  
Art thou the man?

If thine the faith that faltereth,  
If thine to draw one craven breath;  
If, aught of loftier motive slain,  
The selfish, trivial, mean, or vain  
Hath found a harbor in thy breast;  
If thou hast failed the just man's test  
And stood all niggard of applause  
When forward moved some mighty cause  
'Neath banners other than thine own;  
If on the path thou tread'st alone—  
One path of millions, each for one  
To follow till the journey's done—  
Thou hast not fared with heart of hope,  
With all thy strength on every slope,  
With generous thought, with hand alert  
To lift the falling, mend the hurt;  
If thou hast bowed to sloth and ease,  
And spurned the old austerities;  
If, wandering from the paths well-trod  
In love of man and fear of God,  
Unhelping and disconsolate,  
Thou mournest yet the world's estate—  
Thine is the fault.  
Thou art the man!  
M. A. DeWolfe Howe.

#### He Knew It All.

He was out with his best girl, and as they strolled into the restaurant he tried to put on an I-do-this-every-evening kind of a look. When they were seated at a table, a waiter approached them.

"Will monsieur have a la carte or table d'hôte?" he asked.

"Both," said the young man, "and put plenty of gravy on 'em."

You can't come down with a grouch and come up to requirements.

#### Wise Grocers!

stock their shelves with extracts that "move" and "satisfy" customers.



#### Van Duzer's CERTIFIED

Flavoring Extracts have been in demand for 70 years by exacting buyers who insist upon absolute purity, true flavor and complete satisfaction.

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

## 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

## In the City of Grand Rapids

Sixty-eight Million, Two Hundred Forty-seven Thousand, Seven Hundred telephone messages pass over the Citizen Telephone Company's lines annually.

The Citizens Telephone Company is handling daily in its Grand Rapids exchange an average of One hundred Eighty-six Thousand, Nine Hundred Eighty completed calls.

There are Eighteen Thousand, Six Hundred Ninety-eight telephones in the Grand Rapids exchange, with an average of ten calls daily.

These figures give some idea of the part the Citizens Telephone Company occupies in the commercial, economic and social life of the city.

The Company furnishes a necessary service.

### Its First Mortgage Bonds

paying 7% are a safe, conservative and very attractive investment for your funds.

Price 98 and interest, to yield 7.20%.

## Citizens Telephone Company

### Farmers Advised To Plant Walnut Trees.

"Plant walnut trees," is the advice that is being sent out among farmers in many states. It is pointed out by forestry experts that the walnut tree is of comparatively rapid growth, its nut crop is valuable and the wood brings a high price for furniture and house trimming. The walnut is native in Illinois and vicinity and is one of the finest of the forest trees.

In the early days, there was so much walnut in many regions that the wood was used for homes and was even split into fence rails. Some of the old rail fences, of walnut, can still be seen on farms from Indiana to Missouri. The old trees were giants and would be highly ornamental if still standing. A grove is easily started and is often a good method of utilizing what would otherwise be waste land. The forestry experts have called attention to what was accomplished by an Indiana farmer who shovelled up several wagonloads of nuts and litter in the bottoms and spread this over some of his land while the snow was still on the ground. In the spring the nuts were pressed into the ground and now the farmer has a promising grove of young trees.

It is claimed that there is no American tree that excels the walnut in utility. Pennsylvania is making a systematic effort to renew its supply of these beautiful trees. Recently 150 bushels of nuts were planted in the nursery at Mont Alto and it is expected that there will be 100,000 seedlings for distribution next spring. Many requests for seedlings have come in from owners of woodland who wish to start walnut groves. Forestry experts have urged that the planting of walnut trees is one of the best ways for replenishing the forests.

### Paying Flat Rate For Butter Fat.

Saginaw, Oct. 3—In our opinion there is no more important factor in the manufacture of creamery butter, both to the producer and to the manufacturer, than the improvement in the quality of cream delivered to most centralized creameries.

The Michigan Creamery Butter Manufacturers Association has sponsored a movement to grade cream and has sent out varied literature to the farmers. This literature bears the endorsement of the Michigan Dairy Division of the Food and Drug Department, the Michigan Agricultural College, and the Michigan Farm Bureau. Most of this literature was distributed through the agents of the creameries. Practically no attempt has been made in Michigan to make a differential on the quality of cream that is delivered; the movement so far being confined to an educational campaign.

We doubt if this has resulted in much improvement in quality this year. However, we have had unusually hot weather in July with the usual effect on the quality of the cream. We doubt, however, from our own experience whether much improvement can be made in the quality so long as the creameries or the stations pay the same price for poor cream as they do for good cream. Certainly the farmer who takes pains and goes to the expense of handling his cream properly and delivering it in No. 1 condition is entitled to some substantial reward as compared with the farmer who is absolutely indifferent to the care of cream.

It naturally would be practically impossible to put into effect a plan which pays a premium for No. 1 cream unless there is practically 100 per cent. co-operation among the buyers; and that is a very difficult thing to secure. We have hopes that the spread of the Farm Bureau movement and the intelligence with which it seems to be managed will result in the members realizing the value and importance to themselves of improving the quality of their dairy products. As they get in closer touch with actual business practice and conditions they will realize that quality pays.

Michigan Creamery Co.

### Importance of Proper Store Lighting.

True color lighting has done much to eliminate the sample evil. Some stores now even refuse to distribute samples, explaining to the customer that the lighting system gives the same shades as day light.

Besides showing colors accurately, the lighting system must be restful, avoiding eye strain for customers and employees. A. I. Namm & Son of Brooklyn have noticed a marked increase in the efficiency of their employees since the installation of a new lighting system. Their globes are constructed of three layers of glass—white translucent, clear white, and blue.

No store can overestimate the value of an adequate lighting system.

### Do You Want To Kill Your Store?

Close it for an hour at noon.

Wait on customers in your shirt-sleeves.

Always have a cigarette or a cigar in your mouth.

Don't take any nonsense from customers. Let them know it is your shop, even if you haven't paid for the goods yet.

Don't be friendly with other traders, for fear they will give you some good advice.

Use your windows for storage.

Don't try to be popular. Be independent.

Give credit to anybody, or people may think that you need the money.

Don't advertise. You can't wait on more than one customer at a time.



**Fieglers**

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design

## 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.

## A Real Investment

When does a man really invest? When he accumulates solid and substantial investments which pay him good returns year in and year out. It means putting your money away **safely** so that it yields a **steady** and **sure** return. It means letting your capital work so that it receives full wages and no penny of it is lost to you or your heirs.

The investor provides for the future and for financial independence in his old age. He does what brings him the blessings of his wife and children.

A really sound investment is one that pays an income to the owner of the security regularly at stated periods **every** year.

It is possible to invest and be assured of such regular dividends and still get the full earnings of your investment instead of only the rental value of your money.

Where and in what can I invest to accomplish the above highly desirable aims?

Such an opportunity exists in an investment in the Petoskey Transportation Company.

Write for full particulars.

**F. A. Sawall Company**

313-314-315 Murray Building

GRAND RAPIDS

MICHIGAN



# 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

Canned Plumb  
Cheese  
Evap. Apples  
Whole Cloves  
Wheat

## DECLINED

Citron  
Lemon Peel  
Orange Peel  
Some Candy  
Mutton  
Veal  
Lamb  
Pork

Smoked Hams  
Some Flour

## AMMONIA

Arctic Brand  
16 oz., 2 doz. in carton,  
per doz. 1 75

## 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 30  
Quaker Brist Biscuit 1 90  
Quaker Corn Flakes 2 80  
Ralston Purina 4 00  
Ralston Bran 2 70  
Ralston Food, large 3 60  
Ralston Food, small 2 90  
Saxon Wheat Food 4 80  
Shred. Wheat Biscuit 4 90

## Kellogg's Brands.

Corn Flakes, 36s 3 50  
Corn Flakes, 24s 3 50  
Corn Flakes, 100s 2 00  
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

Scrub  
Solid Back, 8 in. 1 50  
Solid Back, 11 in. 1 75  
Pointed Ends 1 25  
Stove  
No. 1 1 10  
No. 2 1 35  
Shoe  
No. 1 90  
No. 2 1 25  
No. 3 2 00

## BUTTER COLOR

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

## CANDLES

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 10  
Van Camp, No. 1 1 00  
Van Camp, medium 1 30  
Van Camp, large 2 30  
Beans—Canned  
Red Kidney 90@1 50  
String 1 60@2 30  
Wax 1 60@2 70  
Lima 1 15@2 35  
Red 1 10

## Clam Bouillon

Burnham's 7 oz. 2 50

## Corn

Standard 1 20@1 50  
Country Gentim 1 60@1 75  
Maine 1 90@2 25

## Hominy

Van Camp 1 50

## Lobster

1/2 lb. Star 2 15  
1/2 lb. Star 4 00  
1 lb. Star 7 50

## Mackerel

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

## Mushrooms

Choice, 1s, per can 55  
Hotels, 1s, per can 55  
Extra 65  
Sur Extra 80

## Plums

California, No. 2 3 00  
Michigan, No. 2 2 50

## Pears in Syrup

Michigan, No. 2 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 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 3 50  
Extra 3 50

## Pumpkin

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

## Salmon

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

## Sardines

Domestic, 1/4 3 65@5 00  
Mustard, 1/4s 4 50@5 00  
Mustard, 3/4s 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 35  
Menu Gallon Glass 10 50

## CHEESE

Brick 25  
Wisconsin Flats 23  
Longhorn 24  
New York 24  
Michigan Full Cream 22  
Sap Sago 60

## CHEWING GUM

Adams Black Jack 65  
Adams Bloodberry 65  
Adams Calif. Fruit 65  
Adams Chiclets 65  
Adams Sen Sen 65  
Adams Yucatan 65  
Beeman's Pepsin 65  
Bechnut 75  
Doublemint 65  
Juicy Fruit 65  
Spearmint, Wrigleys 65  
Zeno 65  
Wrigley's P-K 65  
Sapota Gum 1 25

## CHOCOLATE

Walter Baker & Co.  
Caracas 36  
Premium, 1/4s 39  
Premium, 1/4s 36  
Premium, 1/4s 36

## 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

### Webster Cigar Co.

Plaza, 50s, Wood 95 00  
Coronado, 50s, Tin 95 00  
Belmont, 50s, Wood 110 00  
Tiffany, 50s, Wood 125 00  
St. Reges, 50s, Wood 125 00  
Vanderbilt, 25s Wood 140 00  
Amassador, 25s, Wd 170 00

### Sanchez & Haya Line

Clear Havana Cigars made  
in Tampa, Fla.

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

### Ignacia Haya

Extra Fancy Clear Havana  
Made in Tampa, Fla.

Delicades, 50s 115 00  
Primeros, 50s 140 00  
Queens, 25s 180 00  
Perfecto, 25s 185 00

### Garcia & Vega—Clear

Havana

New Panatella, 100s 60 00

### Starlight Bros.

La Rose De Paris Line

Couquettes, 50s 65 00  
Caballeros, 50s 70 00  
Rouse, 50s 115 00  
Pincular Club, 25s 150 00  
Chicos, 25s 150 00  
Palmas, 25s 175 00  
Perfectos, 25s 195 00

### Rosenthals Bros.

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

### Union Made Brands

El Overture, 50s, foil 75 00  
Ology, 50s 60 00

### Manila 10c

La Yebana, 25s 70 00

### Our Nickel Brands

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

### Other Brands

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

### 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@2 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 13  
Santos 18@23  
Maracaibo 24  
Mexican 25  
Guatemala 26  
Java and Mocha 39  
Peaberry 26

## 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 5 60  
Van Camp, Baby 4 50  
White House, Tall 5 00  
White House, Baby,  
8 doz. 4 75  
Silver Cow, Baby,  
8 doz. 5 30  
Silver Cow, Tall 5 60

## MILK COMPOUND

Hebe, Tall, 4 doz. 4 50  
Hebe, Baby, 8 doz. 4 00  
Carlene, Tall, 4 doz. 4 25

## CONFECTIONERY

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

## Mixed Candy

Grocers 13  
Kindergarten 22  
Leader 18  
Century Creams 22  
X. L. O. 15  
French Creams 20  
Cameo 22  
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 25  
Italian Bon Bons 20  
Marshmallow Peanuts 26  
Manchus 17  
National Cream Mints,  
7 lb. tins 32  
Nut Butter Puffs 24  
Persian Caramels 30  
Snow Flake Fudge 23  
Sugar Cakes 24  
A. A. Jelly Beans 17  
Wintergreen Berries 22  
Sugared Peanuts 22  
Cinnamon Imperials 22  
Cocoanut Chips 26

## Chocolates.

Champlion 23  
Honeysuckle Chips 40  
Klondikes 30  
Nut Wafers 30  
Ocoro 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 00  
Nibble Sticks 2 00  
Primrose Choc., Plain  
Dipped 1 45  
No. 12 Choc., Plain  
Dipped 1 75  
Chocolate Nut Rolls 2 00

## Gum Drops.

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

## Lozenges.

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

## Hard Goods.

Lemon Drops 19  
O. F. Horehound Dps 19  
Anise Squares 19  
Peanut Squares 18  
Horehound Tablets 20

## Pop Corn Goods.

Cracker Jack, Prize 7 00  
Checkers Prize 7 00  
Balloon Pop Corn, 50s 1 90

## Cough Drops

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

## CRISCO

36s, 24s and 12s.  
Less than 5 cases 19  
Five cases 18 1/2  
Ten cases 18  
Twenty-five cases 17 1/2  
6s and 4s.  
Less than 5 cases 18 1/2  
Five cases 17 1/2  
Ten cases 17 1/2  
25 cases 17

## COUPON BOOKS

50 Economic grade 2 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1,000 Economic grade 37 50

Where 1,000 books are  
ordered at a time, special-  
ly printed front cover is  
furnished without charge.

## CREAM OF TARTAR

6 lb. boxes 55  
3 lb. boxes 60

## DRIED FRUITS

Apples  
Evap'd Choice, blk. 17

## Apricots

Evaporated, Choice 25  
Evaporated, Fancy 30

## Citron

10 lb. box 36

## Currants

Packages, 14 oz. 23  
Boxes, Bulk, per lb. 20

## Peaches

Evap. Choice, Unpeeled 15  
Evap. Fancy, Unpeeled 13  
Evap. Fancy, Peeled 19

## Peel

Lemon, American 27  
Orange, American 28

## Raisins

Fancy S'ded, 1 lb. pkg. 20  
Thompson Seedless,  
1 lb. pkg. 27  
Thompson Seedless,  
bulk 22

## California Prunes

80-90 25 lb. boxes 20 1/2  
70-80 25 lb. boxes 20  
60-70 25 lb. boxes 19 1/2  
50-60 25 lb. boxes 19  
40-50 25 lb. boxes 18 1/2  
30-40 25 lb. boxes 18

## FARINACEOUS GOODS

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

## Farina

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

## Hominy

Pearl, 100 lb. sack 5 25

## Macaroni



## 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
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## JELLY

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

8 oz., per doz.	44
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## 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

None Such, 3 doz.	5 35
Quaker, 3 doz. case for	4 00

## MOLASSES

New Orleans	
Fancy Open Kettle	85
Choice	58
Good	53
Stock	26
Half barrels 5c extra	

## NUTS—Whole

Almonds, Tarragona	20
Brazils, large washed	18
Peanut Mixed	20
Pilberts, Barcelona	16
Peanuts, Virginia raw	11
Peanuts, Virginia, roasted	13
Walnuts, California	21
Walnuts, Naples	17

## Salted Peanuts

Spanish, 10 lb. box	1 25
Spanish, 50 lb. carton	11
Spanish, 200 lb. bx	10

## Shelled.

Almonds	55
Peanuts, Spanish,	9 1/2
125 lb. bags	50
Filberts	1 25
Pecans	75
Walnuts	75

## 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)	3 00
14 oz.	1 45
Manzanilla, 8 oz.	2 00
Lunch, 10 oz.	3 25
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 Kerosene	9.7
Red Crown Gasoline	19.9
Gas Machine Gasoline	38
V. M. & P. Naphtha	22
Capitol Cylinder, Iron	42.5
Bbls.	—
Atlantic Red Engine,	23.5
Iron Bbls.	—
Winter Black, Iron	14
Bbls.	—



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	—

## PIPES

Cob, 3 doz. in box	1 25
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## PLAYING CARDS

No. 908, Steamboat	2 75
No. 808, Bicycle	4 50
Pickett	3 50

## POTASH

Rabbitt's, 2 doz.	2 75
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## 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	15
Good	13
Medium	10

## Lamb.

Good	16
Medium	12
Poor	13

## Mutton.

Good	10
Medium	10
Poor	07

## Pork.

Heavy hogs	10
Medium hogs	11 1/2
Light hogs	11 1/2
Sows and stags	9
Loins	22@25
Butts	19 1/2
Shoulders	13 1/2
Hams	18
Spareribs	10
Neck bones	04

## PROVISIONS

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

## Dry Salt Meats

S P Bellies	16 00@19 00
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## Lard

80 lb. tubs	advance 1/2
Pure in tierces	12 1/2@13
Compound Lard	12 1/2@13
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. tubs	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1

## Sausages

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

## Smoked Meats

Hams, 14-16 lb.	23 @27
Hams, 16-18 lb.	23 @27
Ham, dried beef	38 @39
California Hams	12 1/2@14
Picnic Boiled	30 @32
Boiled Hams	40 @42
Minced Hams	14 @15
Bacon	20 @42

## Beef

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

## Mince Meat

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

## Pig's Feet

1/4 bbls.	2 15
1/2 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 skinn	1 75@2 00

## Uncolored Oleomargarine

Solid Dairy	24@26
Country Rolls	24@26

## RICE

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

## ROLLED OATS

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

## SALAD DRESSING

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

## SALERATUS

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

## SAL SODA

Granulated, bbls.	2 25
Granulated, 100 lbs cs	2 50
Granulated, 36 2 1/2 lb. packages	2 75

## SALT

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

## MORTON'S SALT

## SALT FISH

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

## Holland Herring

Standards, bbls.	13 00
Y. M., bbls.	14 25
Standards, kegs	80
Y. M., kegs	87

## Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 10
Scaled, per box	20
Boned, 10 lb. boxes	13

## Lake Herring

1/2 bbl., 100 lbs.	7 50
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## Mackerel

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

## Trout

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

## SHOE BLACKING

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

## SEEDS

Anise	30
Canary, Smrna	08
Cardamon, Malabar	1 20
Celery	32
Hemp, Russian	13 1/2
Mixed Bird	13 1/2
Mustard, yellow	30
Poppy	10
Rape	10

## SNUFF

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

## SOAP

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

## Lautz Bros. &amp; Co.

Acme, 70, 12 oz. bars	3 05
Big Master, 100 blocks	4 00
Climax, 100, 8 oz.	3 00
cakes	—
Lotus, 100, 10 oz. cake	8 75
Lotus, 100, 6 oz. cake	5 75
Marseilles, 100, 11 oz.	6 40

## Tradesman Company

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

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

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

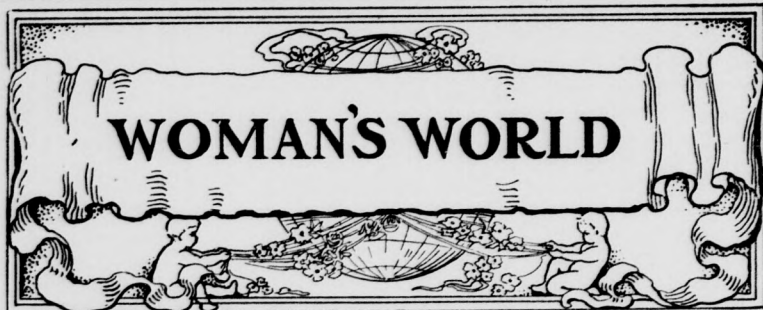
## Washing Powders

Snow Boy, 100 5c	3 90
Snow Boy, 84 14 oz.	5 00
Snow Boy, 24 pkgs.	5 55
One box free with every 5	—

## Soap Powders

Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60





### Even Queens Need Hours of Privacy.

Written for the Tradesman.

The first important decision that Queen Victoria made and carried out after she became ruler of Great Britain was that she would no longer sleep in the same room with her mother. The first thing she demanded for herself as she stepped out into the fierce light that blazes upon thrones was personal privacy. Having read about this remarkable initial exercise of royal authority and independence on the part of the eighteen-year-old Queen in the fascinating "Queen Victoria" of Lytton Strachey, I spoke of it to some friends who happened to be together at tea.

For a moment there was silence. Then one of them said:

"I think she was an ungrateful and unfeeling girl, Queen or no Queen. To hurt her mother so at such an hour—just when her ambitions for her child were crowned with success, and she must have been so happy—it was inexcusable!"

"All her life she had roomed with her mother," I said, "and when she knew that she was Queen, she asked her mother to leave her alone for an hour."

"As I said, I think it was outrageous."

"I don't believe it was any sudden decision," said another woman. "I know what it is never to have one minute to yourself. Up to the time I was fifteen or sixteen, I think the greatest wish I had in the world was for a room of my own, in which I could sleep by myself, have my own things and do what I pleased without being every minute under the eye of somebody else."

I thought so, too. Grown people do not realize that young people ever resent the constant espionage under which they live, or long for freedom from it. From the time they are born until they are well grown there is hardly an hour in their waking lives when some adult is not watching them to see what they are doing or not doing, to comment upon it, and generally to regulate their behavior, even in minute details. I haven't a doubt that most of the mischief children do, or are expected to do, when they are left to their own devices, is the reaction from the consciousness of observation and repression under which they spend most of their time. Like colts turned out to pasture after the confinement of the stable like even grown-up horses set loose after long periods of harness and bit, they kick up their heels in the joy of freedom, and anything that happens to be in the way of the heels gets smashed.

Everybody, I believe, not only has a right to a measure of personal privacy, but needs it for mental and physical health. It is not only that

one gets tired of the incessant society of even the most congenial companion; one needs at times to be positively alone, for the sake of being alone—to regain poise, to think over things that can be seen rightly only in silence and solitude. Quiet reflection is a real need of the human soul.

To be sure, many people are not conscious of this need; it is clattered and chattered out of them early in life by the people—often very loving people—who would not harm them for worlds, who insist upon being always with them. Such people are miserable when they are alone, and do not know what to do with themselves at such times. They never have cultivated either the companionship of their own souls or any resources of intellect or imagination with which to employ or entertain themselves. But it is a limitation, a defect.

I have in mind two different girls, neither of whom ever has been allowed to be "alone and unobserved." One has never been out of the sight of a doting and vigilant mother, who fusses over every movement the poor child makes, suggests her occupations and invents her entertainment, and reads every letter that she writes for fear it may contain a misspelling or an inelegance. The other has been almost every hour of her life, sleeping or waking under the observation of a strict and mentally wooden nurse. The result is what might have been expected. One is absolutely devoid of initiative and self-reliance. She is seventeen, but she dare not decide what dress to put on in the morning until she has asked her mother. The other, now sixteen, is passably but reluctantly well behaved while her duenna is on duty; left to herself, she is a reckless and irresponsible hoyden; she never has learned self-control; she knows nothing of the quiet enjoyments and employments that her nurse knows quite as little as she.

There is still another side of the matter. Those who have great responsibilities or irksome duties to perform—queens especially, I suppose—need the quiet times to gain strength for their tasks. I know how impossible it is for thousands, but it is a fact that every mother, every homemaker, ought to arrange her day so as to have a little while—not less than an hour if possible—in which to relax, to doze a little, read a little, think a little, and generally freshen up physically and mentally. It makes all the difference in the world, not only to the woman herself, but to the home and the family for whose sake she is spending herself. What Wordsworth calls "the quiet hour of inward thought" is necessary for children and grown people, and, it seems, even for queens!

Prudence Bradish,

[Copyrighted 1921.]

## We now offer the small balance of our treasury **Seven Per Cent Cumulative Preferred Stock**

### Regular Quarterly Dividends

All previous offerings promptly  
over-subscribed.

Price par \$10 per share and accrued dividend  
from October 1.

FURTHER INFORMATION ON REQUEST

## Valley City Milling Co.

Grand Rapids, Mich.

Citz. 4255

Bell M. 1194



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

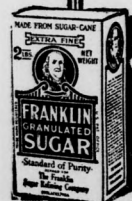
To save them the cost of  
twine, bags, labor, overweight  
and breakage.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



## MAIL ORDER COMPETITION.

(Concluded from page eighteen.)

were trying to put one over on them in some way. So Jan. 1 we came out with an announcement that from then on we would sell from catalogues at their price and not add freight. This we could easily do, as we were East of Chicago and not too far from it. This, however, could not be done by dealers too far West, as there would be a disadvantage on freight. We, however, took all catalogues off our counters and insisted that if we met the mail order competition the customer must bring his catalogue "and show us," and unless they did bring catalogues we would not consider the proposition. The net result has been surprising. A few customers have brought in their catalogues to buy from. It has however, inspired confidence that we did meet competition and they left it to us to do it. We are more than pleased with the result, although it might not be feasible for many other dealers to attempt. As a matter of fact, meeting the price is only a part of the problem and you will not succeed unless you have earned the confidence of your customers, and I want to say that it takes more confidence than price to put it across.

Think over these suggestions and if you conclude that they are worth trying I am sure that you will be surprised and benefited by the results.

In passing, however, I want to emphasize the necessity of clean dependable, constructive, persistent advertising, as it is abortive to spend money for publicity if you have not educated your customers to believe you. After you fool them once it is hard to overcome that handicap. Change your copy often—every week, if possible—and make claims that are not only true, but reasonable. You might tell them the absolute truth in a manner that would seem so unreasonable that they would not be-

lieve it, as truthful advertising even will not avail unless it is consistent. Use local newspapers for the most of your publicity. It is the quick logical medium. Scrutinize carefully and avoid programs and similar schemes. Bill boards may be good, but we have never used them except in a limited way. Circular matter furnished by manufacturers is good and does not cost you anything. Use it freely for store distribution and to mail out, but try to use judgment in your mailing list. You local paper is fighting for your town as hard or harder than you. Encourage it by all the space you can afford to buy, not as charity, but as a business proposition. The local paper reflects the prosperity of your town, help it make a good showing. We pay over \$500 per month for newspaper advertising and consider it a good investment, as it brings cash business from a large territory, twenty-five miles East, South and West; seventy-five miles North.

## Important Job.

Little Edward was a clever lad and most anxious to succeed. He got a job in a local bank and it seemed to his liking.

One day a wealthy uncle met him on the street and asked: "Well, Edward, how are you getting on in business? I suppose the first thing we know you will be president of the bank?"

"Uncle," said Edward, "I am getting on fine. I am draft clerk already!"

"Draft clerk!" exclaimed the uncle, astonished.

"Yes," continued Edward, "I open and shut the windows according to order and close the doors when people leave them open."

## BUSINESS WANTS DEPARTMENT

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

Wanted—To hear from owner of good general merchandise store for sale. State price, description. D. F. Bush, Minneapolis, Minn. 499

Wanted—To buy an interest in some paying business. References gladly exchanged. Address No. 500 Care Michigan Tradesman. 500

For Sale—1 Toledo computing scale. Weighs up to thirty pounds, A-1 condition. Address Clinton Local, Clinton, Mich. 501

Exchange—100-acre farm, nine miles southwest of Kalamazoo, for stock of general merchandise or hardware. Address No. 502, Care Michigan Tradesman. 502

Paying hardware business in Palestine, Texas; has grown from \$2,000 to \$80,000 business in seventeen years. Will take \$40,000 to handle deal. Good farming and dairy district. City of 13,000, four railroads, several factories, good schools, ideal climate, etc. Reason for selling, manager wishes to retire. Address P. O. Box No. 495. 503

Experienced grocery man desires position as buyer or grocery manager. Thoroughly competent, and can furnish good references. Address No. 504, Care Michigan Tradesman. 504

Want to hear from a party owning a good general merchandise business or other business for sale. State cash price and particulars. John J. Black, 130 St., Chippewa, Wis. 505

Would like to exchange a beautiful solid brick property in the best residential section in Detroit for a good clean stock of merchandise. Address No. 507, Care Michigan Tradesman. 507

For Sale—A SNAP—Grocery and meat market in thriving town of about 1600 population. Cash and carry business. Weekly receipts about \$1,000. On account of ill health I am compelled to sell. Excellent proposition. Investigate. Address No. 508, Care Michigan Tradesman. 508

For Sale—Good, established grocery and dry goods business. Leading store in thriving Southern Michigan town. Address No. 509, Care Michigan Tradesman. 509

WANTED—To hear of a good retail store, that from \$3,000 to \$5,000 will buy. Jones 2326A VanBuren, Chicago. 506

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

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

## 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.

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 Citiz. 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

## SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss.  
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

S. F. Stevens, Grand Rapids.

F. E. Stowe, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.  
Sworn to and subscribed before me this 4th day of Oct., 1921.  
(SEAL) Florence E. Stowe.  
Notary Public in and for Kent Co., Mich.  
(My commission expires Jan. 26, 1923.)

## DENATURED ALCOHOL POISON LABELS

In conformity with the requirements of the new regulations of the Internal Revenue Department, we are prepared to furnish special poison labels for use in selling Denatured Alcohol, printed with red ink on regular gummed label paper, as follows:

500 .....	\$1.25
1,000 .....	2.00
2,000 .....	3.50
5,000 .....	7.50

All orders promptly executed.

Tradesman Company  
Grand Rapids

## USE TRADESMAN COUPONS

## The Best Boy's Overall Made

Write for Samples

YOUNG SPARTAN  
INDESTRUCTIBLE BROWNIE

Double Value

Knee Seat

Stitch

Double  
Everything  
Except  
The Price

"Every Double Saves Mother Trouble"

THE  
IDEAL CLOTHING CO.  
TWO FACTORIES.  
GRAND RAPIDS, MICH.



### THE HYPOCRISY OF HENRY.

The recent announcement of Henry ford that the people of Michigan and the members of the United States Senate should put the seal of disapproval on the election methods of Senator Newberry is enough to make every decent man wonder whether the multi-millionaire tin lizzie maker is an arrant hypocrite or only a plain fool.

The Tradesman holds no brief for Senator Newberry and believes that many of the things his friends did in his behalf during the campaign were indiscreet, to say the least. Bad as they were, however, they were not one-hundredth part as reprehensible as the offenses committed by Henry ford and the clandestine methods adopted and carried into execution by his crafty friends during the same campaign. One of the worst of them was the manner in which tin lizzie agents were intimidated into distributing ford literature and forced to act as political henchmen for their employer on penalty of dismissal. Many ford agents complained to the Tradesman of the warnings they received from the men above them in authority that if they did not give the ford candidacy their whole hearted support they would be deprived of the privilege of obtaining further supplies of ford products. Men who already had many thousand dollars invested in ford supplies naturally felt they could not afford to see their stocks depreciate in value through their inability to obtain further supplies when needed, and reluctantly bent their necks to the yoke forced upon them, irksome as it was in many cases.

The Tradesman opposed Henry ford in his ambition to become United States Senator because of his ignorance, his narrowness, his disloyalty to the Flag and the unpatriotic sentiments he repeatedly uttered in the public prints over his own signature. Because Debs lifted his hand against the Government in time of peril, he is (justly) incarcerated in a Federal prison. Henry ford did infinitely worse things than Debs ever thought of doing, but because he was many times a millionaire he was permitted to go unpunished. Furthermore, he was commanded to stand for election to the Senate by the then chief executive of the Nation.

Until Henry ford recants the unpatriotic sentiments he uttered during and previous to the War, he stands before the country as the apostle of disloyalty, and those who excuse or condone his attitude and seek to explain away his unpatriotic utterances place a question mark on their Americanism.

### Review of the Produce Market.

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

Bananas—7½c per lb.

Beets—\$1 per bu.

Butter—Local jobbers hold extra creamery at 42c in 63 lb. tubs and 43c in 40 lb. tubs. Prints 44c per lb. Jobbers pay 18c for packing stock.

Cabbage—\$1 per bu.

Carrots—\$1 per bu.

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

Citron—15@25c apiece, according to size.

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

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

Cucumbers—85c per doz. for fancy home grown hot house; Indiana hot house \$1.25 per doz.

Eggs—The local dealers have advanced their paying price to 38@40c for strictly fresh, candled, cold storage are now moving out on the following basis:

Firsts	-----	35c
Seconds	-----	30c
Checks	-----	29c

Egg Plant—\$2 per doz.

Grape Fruit—Isle of Pines fruit is now in market, selling at \$7.50 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 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.

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:

90 and 100	-----	\$6.75
150, 176 and 200	-----	7.25
216	-----	7.00
252	-----	5.75
288	-----	5.00
324	-----	4.50

Parsley—60c per doz. bunches.

Pears—Anaju, \$3.25; Keefers, \$2.

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

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

Poultry—Local buyers pay as follows for live:

Turkeys	-----	28c
Geese	-----	13c
Choice Ducks	-----	20c
Light fowls	-----	14c
Heavy fowls	-----	18c
Light Chickens	-----	14c
Heavy Chickens	-----	16c

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 \$1.75 per hamper and \$5 per bbl.

Tomatoes—\$1 per ½ bu. for ripe; 75c per bu. for green.

Turnips—\$1 per bu.

Wax Beans—Home grown, \$1.50 per bu.

Some imagine that they hate a man when they merely fear him.

### Senator Smoot Awaits Final Struggle Unafraid.

A battle royal is being staged on the floor of the United States Senate to bring about the substitution of the so-called manufacturers' sales tax bill, framed by Senator Reed Smoot, for the revenue revision bill which has already passed the House and which is now under consideration in the Senate. Arrayed against the Smoot project are the forces of the Senate Finance Committee, the most influential parliamentary unit in this or any other country, but the Utah Senator, although his congressional followers are few, awaits the final struggle calm-eyed and unafraid.

While the Smoot bill embraces a number of provisions designed to simplify the collection of the Federal revenue, its most important feature is a 3 per cent. manufacturers' sales tax to be imposed only on finished products and is safeguarded so as to prevent duplicate taxation or pyramiding. The author of this interesting bill is confident that it would produce no less than \$1,200,000,000 in revenue, a sum large enough to justify Congress in repealing the excess profits tax, fixing the maximum surtax on individual incomes at 32 per cent., maintaining a 10 per cent. rate on net corporation profits, and retaining the tobacco taxes and the estate tax of the present law.

Figuring in the Treasury Department's estimate of \$340,000,000 to be received through the payment of back taxes, \$200,000,000 from the salvage of war material, and \$75,000,000 from the tax on alcoholic beverages, the total receipts under the Smoot bill are estimated at approximately \$3,895,000,000, or substantially more than the Treasury Department is demanding in connection with the current revenue revision.

### Keep To the Middle of the Road. Written for the Tradesman.

Wheat and flour have been in the dumps for the past ten days. Export demand has been very limited and a declining market has resulted, which has also rather driven domestic buyers out, they purchasing only as forced to under present conditions. We may see further decline of 25 to 50c a barrel on flour; if so, the basis prevailing after such a decline should furnish an excellent opportunity for investment in flour, as fundamentally the market is in a strong position. The latest reports indicate the total world crop this year is about 190,000,000 bushels greater than last year, which makes a total world crop of 2,945,000,000 in round numbers, still under 3,000,000,000, and from 1905 until 1916 inclusive the world's crop totaled in excess of 3,000,000,000 bushels; 1913, it amounted to 4,127,00,000; 1915, 4,094,000,000.

Stocks of flour are not large; although, the trade have filled up the big holes that existed when the new crop came on to the market.

We believe "the middle of the road" policy is the best—purchase to cover immediate requirements. On the other hand, if any material decline from the present basis should result—in other words, if flour can be purchased 50c

per barrel under the present market—it would seem to be excellent property. Lloyd E. Smith.

### New Style Canned Okra Is on Market

It is of general interest to observe the enterprising efforts on the part of canners to utilize food products for canning that people are not accustomed to find in cans, and it shall be our purpose occasionally to describe such products. There is an article which is being canned in the South called okra, Greek style. It is the young whole pods of okra, very tender and succulent and garnished with pure tomato sauce. It is a fine vegetable and can be prepared in many ways.

The Greeks have many articles in their list of foods that are unknown, either as to identity or method of preparation, to the American public. In fact the Greeks are epicureans and fond of fine and specially prepared dishes, and it will be remembered that Epicurus was a Greek and the father of the high cost of living.

Greek style canned okra is rapidly crowding out the old styles of dwarf okra, cut and whole. There are only two canners of the article in the United States. There is of course a sale for cut and whole dwarf okra in cans, but the consumption seems to be standing still, while that of Greek style okra seems to be advancing. John A. Lee.

### The Fire King.

[Published in the Grand Rapids Times a few days after the Chicago Fire, which occurred October 9 and 10, 1861.]

The Fire King has broken his chains.  
Deadly and fierce in his wrath;  
Chicago, the pride of the plains,  
Lies prostrate and black in his path.

A queen at the head of the lake,  
She sat in her beauty and pride,  
Her commerce no rival could take,  
Her riches no rival divide.

Her buildings, like palaces rare,  
So rapidly rose from the earth.  
So massive, so stately, so fair,  
They seemed of miraculous birth.

From her wealth other cities grew rich,  
By her strength other cities grew strong,  
In her temples each trade had a niche,  
And was proud in her train to belong.

But what are the riches of trade  
To the terrible King of the Fire,  
Like straw into ashes they fade  
Before the fierce blast of his ire.

Mourn for her, ye merchants: her loss  
Will paralyze business and gain;  
Mourn for her, ye sailors, who cross  
The lakes with her lumber and grain.

Despair sits enthroned on her streets,  
The Fire King has beggared her best,  
And terror with penury meets,  
Where formerly wealth was a guest.

Her women and children have fled  
Out from her cordon of flame;  
Dependent for shelter and bread,  
Which now from our surplus they claim.

Beware of the Fire King! beware!  
Guard your own homes as you may,  
But fail not your surplus to share  
With those who are homeless to-day.  
J. D. Dillenback.

If you are satisfied to be a nobody, all you have to do is to take the easiest route in sight. But if you want to be somebody, make up your mind at the start that you will have to tunnel your way through hills and mountains of difficulties. There is no easy route to a worthy ambition. It can't be reached in a rolling chair.

Don't look forward to a time when you shall retire from business and become an inactive onlooker. Plan to keep going as long as you live. Retired business men don't have a good time.





# 200% More Sales

*Sell  
them  
the  
year  
'round*

Yes—and some live grocers report increases  
than that in the sale of Sunsweet Prunes. do they do  
it? Simply because they have the good pruner sense to put  
prunes to the fore—to display this top-quality fruit in  
tastefully arranged windows instead of keeping their stock  
hidden in wooden boxes under the counter. For example:

"The Sunsweet Prune display was the most successful display we  
ever had. It not only increased our prune sales 200% but was a  
tremendous help to our other sales."

"I put in a large window display of Sunsweet Prunes and the results  
have been remarkable. Not only have we sold over fifty times the  
amount of prunes we ordinarily sell, but a window display of  
prunes alone has caused hundreds every day to stop and look."

"Our window display has certainly proved a success. The sales of  
Sunsweet Prunes have been really enormous. I am now selling  
about 500 to 600 pounds a week instead of 100 pounds."

You see, there's no mystery about it. People *want* prunes.  
And our hammer-hammer advertising has sold them on  
Sunsweet Prunes. So it is up to you only to remind them  
that *you* have them. See that your jobber keeps you sup-  
plied with Sunsweet Prunes; and write us for sales-helps  
and merchandising "pointers" that show you how to sell  
prunes at a healthy profit the year 'round. California Prune  
& Apricot Growers Inc., 1099 Market Street, San Jose,  
California • 10,800 grower-members.

## SUNSWET

CALIFORNIA'S NATURE-FLAVORED  
PRUNES



# What about the GASOLINE you use?

**E**VERY 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.

**STANDARD OIL COMPANY**

(INDIANA)

CHICAGO

U. S. A.