

MICHIGAN TRADESMAN

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Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JUNE 28, 1922

Number 2023

CLEAR THE WAY

Men of thought! be up, and stirring
Night and day;
Sow the seed, withdraw the curtain,
Clear the way.
Men of action, aid and cheer them
As ye may!
There's a fount about to stream,
There's a light about to beam,
There's a warmth about to glow,
There's a flower about to blow;
There's a midnight blackness changing
Into gray;
Men of thought and men of action,
Clear the way.

Once the welcome light has broken,
Who shall say
What the unimagined glories
Of the day?
What the evil that shall perish
In its ray?
Aid the dawning tongue and pen;
Aid it, hopes of honest men;
Aid it, paper; aid it, type;
Aid it, for the hour is ripe,
And our earnest must not slacken
Into play.
Men of thought and men of action,
Clear the way.

Lo! a cloud's about to vanish
From the day;
And a brazen wrong to crumble
Into clay.
Lo! the Right's about to conquer,
Clear the way.
With the Right shall many more
Enter smiling at the door;
With the giant Wrong shall fall
Many others, great and small,
That for ages long have held us
For their prey.
Men of thought and men of action,
Clear the way!

Charles Mackay.

OELERICH & BERRY CO.



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Ginger Cake
and
Red Hen
Brands
are
Real Pure
New Orleans
Molasses



We pack our molasses in standard size cans, which contain from 4 to 6 ounces each more than other packers.



Old Manse Syrup

It always pays to
BUY THE BEST

Distributed by
ALL MICHIGAN JOBBERS

Packed by

OELERICH & BERRY CO.

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Reaches more people in Western Michigan than can be reached through any other telephone medium.

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Connection with 150,000 telephones in Detroit.

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For summer selling—
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Sugar represents about 14% of your gross sales, your profit on sugar has always been small, you can double, yes, *quadruple* your net sugar profits, if you will devote just a little time to the exploitation of

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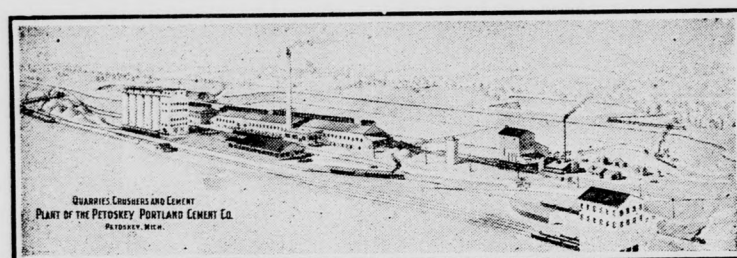
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Sugar Honey Golden Syrup

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



Petoskey Portland Cement

A Light Color Cement

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

ASK YOUR DEALER FOR IT.

Petoskey Portland Cement Co.

General Office,

Petoskey, Michigan

MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JUNE 28, 1922

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MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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in advance.

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advance.

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payable invariably in advance.

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MORE ABOUT COLFAX GIBBS.

The Tradesman publishes elsewhere in this week's paper the charge to the jury by Judge Perkins, of the Kent Circuit Court, in the case of the Berlin State Bank vs. Girow. This case has frequently been referred to by the Tradesman and more complete details in regard thereto will be presented to the readers of the Tradesman from time to time.

It appears that the original intention of the promoters of the Michigan Guarantee Company was to make the capital stock \$800,000. Mr. Smith and his associates subscribed for one-half of the stock, paying in \$4,000 in money and giving their notes for the remainder. A contract was then made with Colfax Gibbs to place the remainder of the stock, which he did so quickly that it was decided to increase the capital stock to \$1,600,000. Later on the capital stock was increased to \$3,000,000 and still later to \$5,000,000.

Colfax Gibbs was paid regularly 15 per cent. for selling the stock, but by some adroit twist it was arranged so that he received about 25 per cent. instead. When he had completed the sale of his portion of the stock, which amounted to \$4,250,000, he had drawn out of the transaction a little more than \$1,000,000 as his share of the profits.

It was brought out in the trial of the case above referred to that a conspiracy was entered into between Colfax Gibbs and his representatives and a number of country banks by which the cashiers or other responsible men in the banks received 2 per cent. on all transactions for acting as "cappers" for the swindlers. The cappers were supposed to furnish detailed information as to the men who had money in bank on deposit or whose credit was sufficiently good to justify the cappers in discounting their notes at their banks. The notes were sold to the banks without recourse and in exchange therefor Colfax Gibbs and his associates took 3 per cent. certi-

icates of deposit, while the bankers received 6 per cent. interest on the notes. This arrangement gave the banks an apparent profit of 3 per cent. per year on the transactions, which may have justified the directors in approving of the plan.

In some cases it is understood that these notes were taken in without the approval of the directors, although they were in all cases accepted without recourse.

In the trial of the case above referred to, Judge Perkins ruled that the transaction between Colfax Gibbs and his assistants and the people who uttered the notes was fraudulent and that the original holders of the notes could not collect thereon. He left it for the jury to determine whether the State Bank of Berlin was an innocent purchaser or whether it had become a party to the fraud by permitting its manager to act as a capper and a go-between. The jury decided the question in two minutes by bringing in a verdict of "no cause of action."

It is understood that the case will be appealed, but if Judge Perkins' decision is sustained, notes to the amount of over \$3,000,000 still outstanding in the various schemes promoted by Colfax Gibbs and his associates are absolutely invalid.

It is understood that the Berlin State Bank, with only \$25,000 capital stock, took in \$75,000 of these notes, so that on the face of things it looks as though the bank stood to lose a large amount of money through the "speculations" of its cashier.

When Colfax Gibbs got through with floating the stock of the Michigan Guarantee Corporation he had over \$1,000,000 of certificates of deposit in his own name. In taking certificates from the banks he was in the habit of having two certificates made out—one for 75 per cent. of the amount of the note to the Michigan Guarantee Corporation and another certificate for 25 per cent., representing his commission on the sale of the stock.

Colfax Gibbs' next deal was to sell the stock of the Peninsular Fire Insurance Co. This was done just as crookedly and criminally as was his first venture in the flotation line. Later on he sold \$1,000,000 worth of stock for the Southern Oil and Land Co., which was done crookedly and criminally.

Of these latter deals the Tradesman will have more to say hereafter, as it will also have much more to say regarding the action of the 200 country bankers who betrayed the trust reposed in them by acting as cappers for and conspirators with Colfax Gibbs to rob the men who invested their money in good faith in the Michigan Guarantee Corporation.

The Michigan Guarantee Corpora-

tion is manned by men of prominence in the business world. It is conducted along the same lines which other organizations of similar character have employed with signal success in other cities. It will, in time, probably be able to recover from the handicap under which it now rests because of the unfortunate methods employed by its promoter and his crafty associates in securing subscriptions to the capital stock. Because misrepresentations were made in the prospectus put out at the time the stock was sold and because Judge Perkins has held that the methods employed in placing the stock were illegal, none of the notes given to the company for stock, if still unpaid, have any value. If the decision in the case of Berlin State Bank vs. Girow is sustained by the Supreme Court, none of the paper held by country banks which acted as cappers for the swindling crew of stock sellers has any value. This means that many of the banks which entered into conspiracies to plunder their friends and customers must necessarily go into liquidation, because in many cases the amount of worthless paper they have discounted for Gibbs is three or four times in excess of the capital stock of the banks.

MURDER OF JUNKERS.

There can be little question that Rathenau went the way that Matthias Erzberger went, the victim of Junkerism and die-hard Hohenzollernism. Wherever discredited militarists and discomfited reactionaries are gathered in Prussia there is ghoulish gloating over Walter Rathenau's fate.

He stood like Gibraltar in the path of their plottings and schemings for resumption of their autocratic power. They hated him because he was the highest exponent of the modern, commercial spirit which brought pre-war Germany, without blood and iron, to the pinnacle of national glory. They hated him because he was a Jew. They hated him because of his intimacy with Maximilian Harden, incorrigible foe of Kaiserism and all its works. They hated him because he believed it was Germany's duty, to the extent of its physical powers, to fulfill the obligations of the Treaty of Versailles. They hated him because he lived and had his political being in the world of today, instead of in the divine right of yesteryear, which went glimmering when William II took craven flight from "My army" and "My Empire" on the eve of the Armistice of 1918.

It is the Hindenburgs, the Ludendorffs and the Von Tirpitzes whose bloody work was done in the Sylvan Grunewald that mad morning, though they disavow it until Kingdom come. The work of the Stinneses, the industrial reactionaries of Germany was accomplished, too, by the destroyers of

Walter Rathenau. Athwart the ambitions of the entire Prussian old guard he stood and firmly held his ground from the moment Wirth called him to the Foreign Secretaryship at the end of January, 1922.

Rathenau realized, as all the world does, that some day Germany's irrepressible energies and incorrigible passion for revenge and bloodshed will inevitably lead her to square accounts with France in a terrible fashion. But he understood that that day was not likely to come in his time and generation. He meant to lay the foundations for another "Der Tag" when he and Tchitcherin sprang the Treaty of Rapallo at Genoa in April, yet for Germany's welfare Rathenau had enlightened comprehension of the necessity for square dealing with France in particular and the allies in general.

Although typifying in his outlook upon life the antithesis of everything for which Hohenzollernism stood, Rathenau in the later years of the kaiser's reign was as intimate a crony of William II as the Prussian autocrat had. The Emperor, though constitutionally intolerant of men outside the reactionary caste and secretly dispising them, cultivated them for his personal benefit and for the advancement of Germany's prestige. He tolerated the friendship of Albert Ballin, the great shipping magnate, in that spirit. He hobnobbed out of similar motives with another Jewish merchant prince, James Simon, who shared William's passion for archeology.

THE McCALL COMPANY.

The Tradesman would like to receive detailed information as to the methods of one G. Cameron, who secures pattern contracts for the McCall Company, New York. Any merchant who has had an unpleasant experience with this person is invited to communicate with the Tradesman at once.

It is estimated that there are between eleven and twelve million tobacco smokers in the United States. Many of these are comparatively careful, it is true; but when the records show us that for the five years, 1915 to 1919, inclusive, more than seventy-three million dollars' worth of property was destroyed by fires directly traceable to the carelessness of smokers, we can visualize the percentage of smokers who carefully toss cigarette and cigar stubs, "heels" from pipes and the remainder of burning matches among combustibles.

On account of Fourth of July coming on Tuesday, the next issue of the Tradesman will be deferred until Thursday.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 12—On this day was held the final meeting of creditors in the matter of L. Gadziemski, Bankrupt No. 1956. The bankrupt was not present or represented. The trustee was present in person. No creditors were present or represented. The final report and account of the trustee was approved and allowed. A final dividend to creditors was declared. The final meeting was then adjourned no date.

June 14. On this day the hearing and examination of witnesses was begun in the matter of Allen G. Thurman, Bankrupt No. 1955. The bankrupt was not present or represented. The trustee was not present in person, but by Eugene B. Houseman, attorney. Several witnesses were examined before a reporter, the whole examination extending over a period of three days. The meeting was adjourned on June 16 to June 26.

June 15. On this day was held the first meeting of creditors in the matter of Willis I. Nash, Bankrupt No. 2100. The bankrupt was present in person and by attorney, A. E. Ewing. Claims were allowed against the estate of the bankrupt. Appraisers were appointed. Frank V. Blakely was elected trustee and the amount of his bond fixed by the referee in the sum of \$500. The bankrupt was then sworn and examined by the referee before a reporter. The first meeting of creditors was then adjourned no date.

June 16. On this day was held the final meeting of creditors in the matter of Fred Gunther, Sr., Bankrupt No. 1960. The bankrupt was not present in person or by attorney. The trustee was present. The final report and account of the trustee was considered and approved. The accounts and outstanding notes payable of the estate were offered for sale, but no bid was received for them. The trustee returned them and will sell the same privately. The final meeting of creditors was then adjourned no date.

On this day also was held the final meeting of creditors in the matter of E. D. DeLamater, Bankrupt No. 1898. The bankrupt was not present in person or by attorney. The trustee was present in person. Additional claims were allowed against the estate. The trustee's final report and account was approved and allowed. The bills of the attorneys for services rendered the estate and the trustee were considered and allowed. From the fact that the bankrupt had absconded and had not obeyed any of the orders of the referee, his discharge was not recommended. Supplemental second dividend sheets were filed. Final dividend sheets were filed. The meeting was then adjourned no date.

On this day also was held the final meeting of creditors in the matter of Benjamin H. Bush, Bankrupt No. 2048. The bankrupt was not present in person but represented by Louis G. Slaughter, attorney, of Coopersville. The trustee was present in person. The trustee's final report and account were approved and allowed. An order for distribution and final dividend sheets were made. The discharge of the bankrupt was recommended. The final meeting of creditors was then adjourned no date.

June 19. On this day was held the first meeting of creditors in the matter of Thomas G. McGurkin, Bankrupt No. 2101. The bankrupt was present in person. Creditors were present in person. The bankrupt was sworn and examined without a reporter. Claims were proved against the estate. From the fact that there are no assets in this estate, the same will be immediately closed and returned to the district court. The first meeting of creditors was adjourned no date.

June 20. On this day was held the first meeting of creditors in the matter of John Mulholland, Bankrupt No. 2103. The bankrupt was present in person and by attorneys, Griswold & Cook. Various creditors were present in person. Claims were allowed against the estate. The creditors failing to elect a trustee, the referee appointed Frank V. Blakely as such and placed the amount of his bond in the sum of \$1,000. The appraisal made before the first meeting was approved by the vote of creditors present. The first meeting of creditors was then adjourned no date.

June 20. On this day was held the final meeting of creditors in the matter of Reinisch Van Pelt Manufacturing Co., Bankrupt No. 1861. The bankrupt was not present or represented. Wicks, Fuller & Starr, attorneys were present. Creditors were present in person. The trustee's final report and account were approved and allowed. Claims were proved and allowed against the estate. Several contested claims were disposed of and decisions rendered upon the same. Various bills were considered and passed upon. An order for the payment of administration expenses was made, there being no funds for any dividend. The final meeting of creditors was then adjourned no date.

June 24. On this day was held the final meeting of creditors in the matter of Arend J. Smith, Bankrupt No. 1952. The bankrupt was not present or represented. The trustee was present in person. Additional claims were proved against the estate. The trustee's report and account was approved and allowed. The remainder of the accounts receivable

were sold. An order for the payment of administration expenses and the declaration of a first and final dividend to creditors was made. There was no objection to the discharge of the bankrupt. The final meeting of creditors was then adjourned no date.

On this day also was held the sale of the equity of the trustee in bankruptcy in certain real estate in the estate of Smith Bros. Iron & Metal Co., Bankrupt No. 2078. The bankrupt was present in person and by attorney, Chas. H. Lillie. Various bidders and creditors were present in person. Travis Merrick, Warner & Johnson, and Wicks, Fuller & Starr were present. The sale was conducted upon an offer of Isaac Goldman, in the sum of \$2,000, and the property was finally sold to this party for the sum of \$2,275. An order confirming the sale of such property as the trustee might have in this real estate was made.

In the matter of Ray J. Kilbourne, Bankrupt No. 2106, the funds for the conduct of the first meeting of creditors have been received and the same will be held at the office of the referee on July 1.

In the matter of Joseph Schrup, Bankrupt No. 2104, the funds for the first meeting of creditors have been received and the first meeting of creditors in this matter will be held at the office of the referee July 6.

June 26. On this day was held the first meeting of creditors in the matter of Ernest L. Wellman, individually, Bankrupt No. 2099. The bankrupt was present in person and by attorney, George B. Kingston. Clapperton & Owen, attorneys, were present for petitioning creditors. Travis, Merrick Warner & Johnson and Clare J. Hall were present for certain creditors. Claims were proved. The bankrupt was sworn and examined without a reporter. J. R. Gillard was elected trustee and the amount of his bond fixed by the referee in the sum of \$2,000. Appraisers were appointed. The first meeting of creditors was then adjourned no date.

June 21 (delayed). On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Rollie E. Shaw, Bankrupt No. 2107. The matter has been referred to Benn M. Corwin, referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules of the bankrupt do not indicate the occupation of the bankrupt. The assets are listed at \$200, all of which are claimed as exempt, and the liabilities are listed at \$819. From the fact that all of the assets are claimed as exempt funds have been written for and upon receipt of the same, the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Miller Furniture Co., Grand Rapids	\$124.50
A. F. Richardson & Son, Grand R.	75.00
Mike Adboe, Grand Rapids	17.98
C. F. Adams, Grand Rapids	22.25
G. R. Loan Co., Grand Rapids	22.83
Harvey J. Richards, Grand Rapids	55.00
John Hoffman, Grand Rapids	32.00
Dr. C. H. Bull, Grand Rapids	35.00
Detroit Clothing Co., Detroit	3.00
Dr. G. H. Southwick, Grand Rap.	20.00
National Clothing Co., Grand Rap.	27.00
Czar D. Cooper, Grand Rapids	16.00
Wurzburger's, Grand Rapids	25.00
Chaffee Bros., Grand Rapids	3.00
Walter Idema, Grand Rapids	13.00
Michael Klunder, Grand Rapids	25.00
J. T. Hughes, Grand Rapids	124.00
O. Edwards, Grand Rapids	120.00
C. D. Cooper, Grand Rapids	56.87
P. Steketee & Sons, Grand Rapids	82.90
Dr. Henry, Grand Rapids	28.00
De Jager Fuel Co., Grand Rapids	9.00
M. N. Parris, Grand Rapids	6.34

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 27—Times have picked up to a marked degree for the past few months. Clean-up week started the ball rolling. Our main street, when the pavement is finished, will present a very good appearance, as it will also be six feet wider up to the Ashmun street bridge.

The Soo ford Co. has purchased a lot on the Southwest corner of Peck and Ashmun streets, where an up-to-date garage will be built for ford cars exclusively. The building will cover the entire lot with a frontage on Ashmun street of 60 feet by a depth of 193 feet on Peck street.

The Soo Oil Co.'s new station is now practically complete and is doing business. The new station is located on the corner of Peck and Ashmun streets. The station makes a decided improvement to that part of the city and takes the place of buildings which were an eyesore.

Our Civic & Commercial Association at its annual meeting held last Friday re-elected all of the present officers for the ensuing year. Much important work was done by the Association last year, and it is expected that the coming year will be a banner year for additional industries and factories.

We hope that business in its cycle to recovery will remember that these are modern times and that the motor cycle is a very popular vehicle for speed.

R. A. Stearns, of the contract and institution department of Swift & Co., Chicago, is spending a few days' vacation in the Soo this week. That he is an expert fisherman is evident, as he succeeded in getting a three pound speckled trout in the rapids, which is the largest fish caught there for some time. Mr. Stearns is justly proud of his unusual catch and is now in a position to inform his friends just where and how to get the best fish.

The Soo will join other cities on the Great Lakes in urging the fight against the diversion of the water from the Great Lakes into the drainage canal at Chicago, which has resulted in lowering the levels of the lakes.

John White, President of the local Rotary Club, returned last week from a three weeks' trip to the West, where he attended the international conven-

tion of Rotary Clubs which convened in Los Angeles the early part of June.

Approximately 5,000 of the Upper Peninsula Development Bureau's new tourist folders, "Cloverland in Clover-time," have already been distributed throughout the United States. Considerable favorable comment has been received regarding the new booklet.

"Peace does not cost as much as war, but it is harder to make."

Herb Fletcher, the popular cashier of the Sault Savings Bank, entertained a number of friends at a berry pick last week in Canada. They made a record haul of the largest wild strawberries brought in this season. However, Herb hesitates somewhat in telling where the patch is located, but he does admit that it is near a good grocery store. He has them all guessing.

Now that we have stopped the winning of the war by gas, suppose we try to prevent the starting of wars by gas.

William G. Tapert.

Don't let personal feeling enter business; stick strictly to the merits of the proposition.

Herpolsheimer Co.

WESTERN MICHIGAN'S GREATEST STORE

MANUFACTURERS AND JOBBERS OF BEST GRADE



Window Shades, Rugs
Linoleum, Carpets
Curtain Rods
Brass Fixtures

OUR AIM IS TO GIVE PROMPT SERVICE AND QUALITY MERCHANDISE. Samples of shade cloth and estimates furnished upon request.

Consider Carefully the
OFFICERS and DIRECTORS
of the
Michigan Radio Corporation

Guy W. Rouse, Pres.,
Pres. Worden Grocer Co.

H. C. Cornelius,
Sec. and Treas. Wolverine Brass Works.

Douglas Ray,
Sec. and Treas. of the John Widdicombe Co.

Frank G. Row,
Sec. and Treas. Grinnell-Row, Insurance.

G. W. Euker, Vice Pres.,
Pres. International Battery Co.

W. G. Farnsworth, Sec.-Treas.

H. K. Brearley,
Sec. and Treas. Brearley-Hamilton Co.

C. H. Stalker,
Michigan Radio Corp.
Chas. J. Kindel, Manufacturer.

The Future of RADIO

Promises Great Returns to the Early Investor

The investor who puts money into the manufacturing end of the great wireless Telephone business at this time is getting in on the ground floor of an industry with wonderful future possibilities. The money invested in a thoroughly sound business institution has the assurance of great earnings.

Great Demand for Receiving Sets Far Exceeds Present Supply

The Michigan Radio Corporation is manufacturing wireless telephone Receiving Sets in order to help meet the demand for Radio equipment. It will take months to fill all the orders filed with manufacturers of wireless equipment throughout the country. The Michigan Radio Corporation will get its full share of this business when additional capital for expansion is obtained.

MAIL THIS COUPON

Send today for our booklet "The Marvel of the Radio-Telephone" containing complete information concerning the field for radio and our offer to you. All you have to send is your name and address on the coupon. No obligation.

Michigan Radio Corporation

Ottawa Ave., Grand Rapids, Mich.

Michigan Radio Corporation,
Ottawa Ave., N. W., Grand Rapids, Mich.

Gentlemen: Send me full details of your offer to investors together with complete information regarding your Company and the market for wireless telephone equipment, probable profits from the enterprise, etc. This request, however, puts me under no obligation.

Name _____

Address _____

Must Squeeze Water Out of Railway Stocks.

Glen Lake, June 27—A great deal of ado is being made nowadays over the so-called Cummings-Esch railroad transportation act of 1920, which was really Congress, final disposition of railroad control, so far as Government operation was concerned, and yet few understand its details of operation.

Instead of throwing back the various transportation lines to their actual owners, the Government, having disorganized them to the extent of eliminating efficiency, and substituting therefor autocracy and political chicanery, possibly felt that in order to restore the various lines from the condition of wreckage into which they had fallen, undertook to place them on a footing whereby they might make some return to stock and bondholders by establishing a basis of profit by regulating rates and setting a wage scale for employees.

At the time of its adoption very few of the laymen really understood what was going on, hearing of the law's existence only through its arbitrary, unheard of and almost prohibitive rates established by the Interstate Commerce Commission.

They did not fully realize that Congress really designed to lead up the American public to the limit of endurance by practically guaranteeing dividends on railroad stocks which had been copiously watered and which had been perfunctorily appraised by inexperienced engineers; also they did not understand that for purely political purposes the war-time wage scale was to be preserved inviolate.

As a result, the dissatisfaction of shippers, farmers and the traveling public in general, and the workingman also is far from satisfied, possibly for reasons that the application of the law has been most arbitrary and the results almost disastrous. The public certainly want to return to the old

system in vogue prior to Government control and operation. They want the Interstate Commerce Commission, so far as state regulation is concerned, to "keep off the grass" and to permit their own state organization to control railroad rates, and are reasonably confident of the ability of the State Utility Commission to apply regulatory measures which will be equitable alike to the public and transportation companies.

The recent decision of the United States Supreme Court in the child labor case, in which the tenth amendment was restored to its original purposes, clearly proves that Congress had no right to grant special powers to the Interstate body, and right on the heels of their decision it might be well to have this controversy settled by the supreme tribunal, who must, in confirmation of the child labor decision, abrogate the Commission's power, or stultify themselves by acting otherwise.

The railroad physical valuations are very much inflated and juggled to the limit and the American people certainly have a vested right to object to the provisions of the Esch-Cummings act, which takes from their pockets in high freight and passenger charges the funds to reward an unjustified watering of the holdings of the transportation lines.

It has been demonstrated that the water cannot be squeezed out of railroad stocks by ordinary methods, and it is high time that the holders of railroad securities should take their losses, instead of further oppressing the public who are sustaining them.

Asserting that by "process of gradual encroachments" the Federal courts of the country have "wrested sovereignty from the people," Senator La-Follette, of Wisconsin, in a recent address, proposed an amendment to the constitution, denying the power of the judicial bodies to set aside a Fed-

eral law as unconstitutional, and providing for the nullification of any such decisions by the Supreme Court by action of the Congressional body.

"The law is what they (the Federal judges) say it is and not what Congress intended to enact. The constitution is not what its plain terms declare, but what these nine men construe it to be. In fact, five of these nine men are actually the Supreme rulers, for by a bare majority the court has repeatedly overridden the will of the people."

Erratic as he is accredited to be, the Senator has stated an undeniable truth, but it seems to me that such a radical change in legal practice would eliminate all necessity for maintaining Federal courts, except for ordinary trial causes.

All of which brings us up to the statements enunciated by President W. W. Potter, of the State Bar Association, charging our own Supreme Court with having "shirked its duty and responsibility in permitting the court procedure in Michigan to remain in its present cumbersome form."

The Michigan constitution makes it the duty of the Supreme Court by general rule to establish, modify, simplify and amend the practice in such court and circuit courts, which duty has further emphasized by statutory provisions.

The point made by President Potter is that the average man is frequently compelled to submit to injustice or to expend an exorbitant sum of money to vindicate his rights.

The lawyer is not worried because he knows the remedy, and the court of last resort is not interested because it deals only with a small portion of one per cent. of the cases in controversy, but the public, through laws' delays and intricacies, loses respect for the courts and attempts to arbitrate rather than adjudicate their differences.

The United States Supreme Court has recently made important recom-

mendations looking to the acceleration of the work in district courts, which might well apply to our state tribunals, and the recommendations of President Potter are almost directly in line with same, but while his suggestions are reasonable, there is little prospect of their having any effect on the judicial system to which they are aimed.

Judicial officers are too prosy and too much inclined to leisure and idleness. In fact, too many of them are lazy. The dignity attached to the office encourages laziness. Cases are argued before these judges, which could be decided on their merits at once, but the written opinion of the court must be prepared and procrastination alone is largely responsible for the law's delays.

The judiciary should be placed on a business plane, the judges required to perform their duties in a business like manner, with power placed with the governor to remove them if they are not functioning.

This, to be sure, would be a radical departure from set customs, but it is a matter of business just the same, and the public are more directly interested in this than any other branch of the State government.

Flimsy technicalities and sloth are both responsible for the expense and delays in judicial proceedings. Otherwise the courts, by a little exertion and possible coercion could clean up their dockets in short order, render their decisions without weeks and often months of delay, and the taxpayer and litigants would gladly grant them vacations, if they are, as it seems, a necessary part of judicial life.

Frank S. Verbeck.

His Choice.

"I see in the paper where a man who speaks ten languages has married a lady who speaks seven."

"I'll bet on the lady."



Barney Langelier has worked in this institution continuously for fifty years.

Barney says—

Our crowd went to Fremont last Saturday to visit the big plant of the Fremont Canning Co. They found there one of the biggest canning factories in the country and also the cleanest and most sanitary; and,

By Golly, those Fremont peas are the best peas we have ever tasted.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

MOVEMENT OF MERCHANTS.

Saginaw—The Ray Hardware Co. has engaged in business at 1941 East Genesee avenue.

Jackson—The McIlvaine-France Motors, Inc., has changed its name to the France Motors Inc.

Munith—The Farmers State Bank has been incorporated with an authorized capital stock of \$25,000.

Vicksburg—The C. Z. Robinson Co., dealer in general merchandise, has removed its headquarters to Owosso.

Bay City—The Carroll Windiate Co., mercantile broker, has decreased its capital stock from \$100,000 to \$50,000.

Sault Ste. Marie—The Peninsula Bark & Lumber Co. has decreased its capital stock from \$150,000 to \$50,000.

Clayton—E. C. DeMerritt & Son succeeded Wilson & Stoffer in the hardware and agricultural implement business.

Hesperia—S. R. Hunt has sold his stock of groceries, boots and shoes, to Albert DeLong, who has taken possession.

Fremont—J. P. Hardy has sold his grocery and shoe stock to Alfred Johnson, recently of Howard City, who has taken possession.

Detroit—The Bissett-Wayman Co., 500 Woodbridge street, East, steel and iron products, has changed its name to Max Hagelstine, Inc.

Benzonia—L. J. Shalda, who recently returned from California, is in town preparatory to moving to Grand Rapids or a nearby town, where he will re-enter the drug business.

Flint—The McInnes Drug Co., 2001 Lewis street, has been incorporated with an authorized capital stock of \$15,000, \$11,270 of which has been subscribed and paid in in property.

Standish—A judgment has been given the East Michigan Farmers Elevator Co. against Morley E. Osborne for \$596.95. Osborne is agent for the book firm of Houghton Mifflin & Co.

Detroit—The Briskman Glove & Mercantile Co., 1066 Michigan avenue, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Superior Smoked Fish Co., Inc., 2323 St. Antoine street has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in property.

Bessemer—The Finnish Store Co. has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Scottville—Mrs. Edward Brooks has sold a half interest in her undertaking and furniture stock to Fred Beecroft, of Chicago and the business will be continued under the style of Brooks & Beecroft.

Flint—The Industrial Loan Co., with business offices in the Palace Theater building, has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and \$1,500 paid in in cash.

Albion—Kilpatrick & Wood, of

Lansing, have purchased the "college hill" grocery of Ernest W. Griffin, and will take possession August 1. They will conduct a lunch room for students in connection with a grocery business.

Lansing—George R. Byrnes, for some time connected with the C. J. Rouser Drug Co. store No. 2, has resigned his position and engaged in the same line of business at 501 East Shiawassee street under his own name.

Grand Rapids—The Chatter-Box, 112 East Fulton street, has been incorporated to deal in ice cream, confectionery, tobacco, etc., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Royal Oak—The Severence Furniture Co. has been incorporated to conduct a retail furniture store at 424 South Washington street, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Ann Arbor—The Cadillac Garage Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, \$8,100 of which has been subscribed and paid in, \$1,100 in cash and \$7,000 in property.

Detroit—The Hastings-Brewster Market, 2824 Hastings street, has been incorporated to conduct a general market for food and produce dealers, with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in cash.

Detroit—The Pfent-Decker Co. has been incorporated to deal in auto supplies and to conduct a general garage business, with an authorized capital stock of \$24,000, all of which has been subscribed and paid in, \$11,000 in cash and \$13,000 in property.

Detroit—The Motor Specialties Corporation, 120 Mt. Elliott avenue, has been incorporated with an authorized capital stock of \$50,000 preferred and 100,000 shares at \$1 per share, all of which has been subscribed, \$22,000 paid in in cash and \$128,000 in property.

Lansing—Mrs. Anna C. Mahoney, dealer in millinery and women's accessories, 214 South Washington avenue, has taken a long time lease of the store building she occupies and will remodel and enlarge the floor space which will enable her to greatly increase her stock.

Monroe—John A. Martin, 65 years old, well known retired shoe merchant, died Sunday morning at his home here, following a brief illness. Heart trouble was given as the direct cause of death. He leaves two daughters and a son. Jacob Martin, of Los Angeles, former mayor of this city, is a brother, and Mary Martin, of Monroe, a sister.

Manufacturing Matters.

Bay City—The E. J. Vance Box Co. has decreased its capital stock from \$100,000 to \$50,000.

Saginaw—The Nitro Products Co. has decreased its capital stock from \$200,000 to \$20,000.

Grayling—The Hanson & Michelson Lumber Co. has decreased its capital stock from \$650,000 to \$250,000.

Detroit—The Larowe Construction Co. has decreased its capital stock from \$300,000 to \$20,000.

Chesaning—The G. M. Peet Packing Co. has increased its capital stock from \$40,000 to \$100,000.

Saginaw—The Texigan Oil Products Co. has increased its capital stock from \$100,000 to \$150,000.

Marysville—The American Bushings Co. has increased its capacity 50 per cent. by the installation of a second electric furnace.

Yale—The woolen mills will take on an extra force of 100 people after July 1. This increase is due to a large order from the Ford Motor Co.

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

Kalamazoo—The William G. Finch Co. has changed its name to the Weibatch Liquid Scale Co., Inc., and increased its capital stock from \$20,000 to \$200,000.

Grand Rapids—The Stow & Davis Furniture Co. has changed its \$110,000 common stock to 11,000 shares no par value. The preferred stock remains at \$125,000 as before.

Lansing—The Capital Glass Co. has completed its new plant and makes a specialty of automobile work, mirror manufacturing and renewing, beveling, polishing and general custom work.

Gladwin—The Wagarville Creamery Co. has been incorporated with an authorized capital stock of \$12,000, \$10,000 of which has been subscribed and paid in, \$200 in cash and \$9,800 in property.

Detroit—The Imperial Ship Building Corporation, with business offices at 1805 Dime Savings Bank building, has decreased its capital stock from \$750,000 to \$75,000 and 4,750 shares no par value.

Detroit—The Berendt Sign Co., 1000 Gratiot avenue, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,710 has been subscribed and paid in, \$470 in cash and \$2,240 in property.

Detroit—John G. Heal, founder of, and for many years general manager of the Standard Tool & Manufacturing Co. has become associated with the American Metal Products Co., manufacturer of welded steel tubing.

Lake Linden—The Eddy Lumber Co. has been dissolved. Less than three years ago the company disposed of its mill and large timber holdings to the Stearns-Culver Co., of L'Anse, which has operated the plant since that time.

Detroit—The American Standard Novelty Co. has been incorporated to manufacture and sell at wholesale and retail, toys, novelties, etc., with an authorized capital stock of \$18,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Johnson Cracker Co., 1001 Lafayette boulevard, has been incorporated with an authorized capital stock of \$100,000 participating preference and 35,000 shares at \$1 per share, of which amount 35,000 shares have been subscribed and paid in in property.

Detroit—William L. Brenner, manufacturer of valves, 206 Bates street,

has merged his business into a stock company under the style of the Brenner Valve Corporation, with an authorized capital stock of \$30,000, of which amount \$25,200 has been subscribed, \$6,700 paid in in cash and \$16,800 in property.

Bangor—The Bangor Manufacturing Co., authorized capital, \$35,000, has been organized and will take over the assets and business of the Kalamazoo Pump Co., engaging in the manufacture of the De Vel water systems, automatic pumps for residences, institutions, hotels and office buildings. The new concern was organized by Frank C. Sherman, formerly with the Cook Standard Tool Co., of Kalamazoo, also organizer of the Electric Phonograph Co. He announces that manufacturing space has been secured in Bangor, machinery is now being installed and the plant will be under production in 30 days. The Bangor Manufacturing Co. includes many of the business men of this community. Bert Lee, president of the village, is president of the new company. Mr. Sherman will be manager of the new concern.

Niles—Notice of a special meeting of the stockholders of the Towar Consolidated Mills company, Towar Textile Mills corporation, Towar Cotton Mills, Inc., and Acme Belting Co., of this city, with stockholders throughout the State, to be held, July 5, has been given. The notice refers to previous notice given stockholders of losses, the above named companies have suffered in business and in depreciated inventories during the last two years, and states that these losses practically have exhausted the working capital, so that they find themselves without adequate capital to adequately carry on the business. It is proposed that the stockholders exchange their common stock in the above companies for non-cumulative preferred stock in a consolidated company to purchase the physical properties of the above named companies and continue the business.

If ever there is a ban put upon the use of tobacco it will be because of the deadly and increasing peril of careless smokers. It will be for the necessary purpose of delivering the American population from the waste and tragedy of criminal carelessness in this connection. It will be to save millions of dollars of property value and hundreds of precious lives from the smokers who lack a sense of responsibility and do not have the sense to know the deadly relation existing between the lighted cigarette or cigar stub, or the match with which they have lighted the cigarette, cigar or pipe, and fire destruction.

Lee H. Bierce, Secretary of the Association of Commerce, has been questioned by Thomas J. Jackson, Detroit, President of the Michigan Association of Shoe Dealers, relative to the possibilities of Grand Rapids entertaining the Association at its annual convention.

A man's statements and his actions will be honest or they will be dishonest. I know of no way in which they can be half way between.

Essential Features of the Grocery Staples.

Sugar—All of the New York refiners except one have advanced their quotations on granulated from 6c to 6.20c. Federal is asking 6.30c. The ostensible reason for the advance is the upturn in prices for raws, but the impression has prevailed that in pushing up prices refiners, being anywhere from two to four weeks and perhaps more behind their orders are actuated by a desire to discourage new buying for the present rather than by the other consideration. This view would seem to find some support in reports that a large percentage of the orders tendered by brokers during the week were turned back. There is undoubtedly a very largely increased consumption of sugar, as indicated by recent heavy withdrawals on waiting orders, and present prospects, based on probabilities of a record fruit crop, are that very much more sugar will be required for home use than had been anticipated. A good deal as to that, however, will depend upon whether sellers of fruit make prices reasonable enough to encourage housewives to preserve and can on a scale proportionate to that in vogue before the war. Local jobbers hold granulated at 7c.

Tea—The market is dull in spite of strong statistical position. The trade are not taking any speculative interest. Markets on this side are in several instances elbow the cost of replacement, but even that does not cause any great interest in buyers' minds. A fair distributive business is doing every day. There is nothing weak about the market, almost everything is bringing full prices.

Coffee—The market has been somewhat irregular during the week, but this refers only to green coffee in a large way. Demand is quiet. All grades of Rio and Santos remain about unchanged from last week, possibly with a small fraction decline. The jobbing price of roasted coffee remains unchanged. Milds are in fair request at unchanged prices.

Canned Fruits—The strawberry pack in Michigan is so short that packers will be compelled to cut their orders down to 70 per cent. The cherry situation is unique. Some canners who purchased early made contracts right and left, and together with their own packs they control the situation, as jobbers in all quarters have not covered to any extent. Apricots are controlled largely by a comparatively light crop. Old fruits of all kinds are to be had only in broken lots and are held firm at steady advances as supplies dwindle. Pineapples are firm and sell readily enough, but in small blocks. Apples are steady and, while more active, are still only in routine demand.

Canned Vegetables—This is the first season great damage has been done to the Alaska pea crop by pea lice. The pack of Alaska is only about 60 per cent. of a five year average. Whether the same loss will be experienced in harvesting the sweet pea crop remains to be seen. Reports from other states are also unfavorable, as follows: Indiana and Ohio, 40 to 60 per cent. of an average crop;

Tri-states, 30 per cent.; Wisconsin, 60 per cent.; New York, 60 per cent. Tomatoes are quiet as to spot offerings, which are broken as they are needed, because jobbers do not care to acquire a surplus of No. 2s, say, at \$1.02, factory, when new goods packed a little later on can be had at 80c. While old tomatoes have remained quiet they have suffered the adverse influence of the tendency to equalize prices between the two packs more than new stock. In fact, new tomatoes have gained in strength and show some real firmness at 80c, \$1.12 @1.15 and \$3.50 for the three sizes. Well known brands cannot be bought for less. Corn added nothing new to its development last week, either spot or future. Old corn of the standard grade is weak and a slow seller considering the extent of the supplies in sight. Other vegetables have been in nominal demand.

Canned Fish—Salmon is unusually dull for the opening of the summer season when consumption is normally at its height. There is so little movement in pinks and reds that both show weakness and are offered at a wide range of prices. Little call is made for mediums or chums. Sardines resemble salmon as the spot demand is for minimum lots from all classes of the trade. As old packs have practically cleared and as production of new fish has been almost nil, the tendency is to hold both lines firm at the factory in Maine, even though the demand lacks force. Future prices show a little hardening as the \$2.95 price on keyless oils has been withdrawn and \$3 substituted, making the spread of prices from all canners \$3@3.25, East. Foreign and California sardines are quiet. No radical change has occurred in other fish.

Syrup and Molasses—Demand for compound syrup is, as is usual at this season, quiet. There is, under the circumstances, a fair demand without any disposition to anticipate buyers' wants. Prices remain unchanged. Sugar syrups are wanted moderately at full prices. Molasses fairly active, but with sales small and for actual wants. No change anywhere.

Cheese—The market is steady and quotations are slightly higher than a week ago. There is considerable cheese going into storage at this writing and the quality is now very fine, showing full grass cheese. There is only a fairly good consumptive demand for this commodity.

Provisions—The market on smoked meats remains firm at about 1/2c per pound advance over previous quotations. There is a fairly active demand with a moderate supply. The market on lard remains unchanged, with an adequate supply to meet the present demand. The market on lard substitutes is barely steady at unchanged quotations. The market on dried beef tenders remains firm, with a very light supply. The market on barreled pork and canned meats is steady to firm, at unchanged quotations.

Salt Fish—New pack mackerel are now coming in in somewhat increased

quantities and this is relieving the shortage that has continued for several months. Trade are taking new fish to some extent although not in any sense greedily. Prices are steady and unchanged.

Review of the Produce Market.

Apples—Transparents are now in market, fetching \$3.50@4 per bu.
Asparagus—Home grown \$1.50 per doz. bunches.
Bananas—7 1/2c per lb.
Beets—50c per doz. for home grown.

Butter—While the receipts of creamery butter have been somewhat heavier, the quotations remain steady to firm during the past week. There is a fairly active demand for the different grades of creamery butter and there has been considerable butter placed in cold storage the last few days. So long as there is butter going into storage we do not look for any material change in quotations. Local jobbers hold extra creamery at 36c in 63 lb. tubs for fresh and 33c for cold storage; 37c for fresh in 40 lb. tubs. Prints 36c per lb. Jobbers pay 18c for packing stock.

Cabbage—Tenn., \$1.75 per crate of 50 lbs.; home grown, \$2 per bu.
Cantaloupes—California are being marketed on the following basis:
Standards ----- \$4.75
Ponys ----- 4.25

Georgia are sold as follows:
Standards ----- \$3.25
Ponys ----- 3.00
Flats, pink meat ----- 1.25
Carrots—40c per doz. for home grown.

Cauliflower—Florida, \$3 per case of one dozen heads.

Celery—Florida, \$8.50 per crate of 4 to 6 doz. stalks; Michigan, 50c per small bunch.

Cherries—\$2 per crate for sour; \$2.50@3 per crate for sweet.

Cocanuts—\$7.50 per sack of 100.

Cucumbers—Illinois and Indiana hot house command \$1.25 per doz. for fancy and \$1.50 for extra fancy; home grown, \$1.65 per doz.

Currants—Red in 16 qt. crates, \$2.50.

Eggs—Receipts have dropped off to a considerable extent, but the quality holds up well for this season of the year. Local jobbers pay 20c for candled, cases included.

Green Peas—\$4 per bu.

Grape Fruit—Present quotations on Florida are as follows:

54 ----- \$11.00
64-70-80 ----- 11.00

Green Onions—Silverskins, 25c per doz. bunches.

Lemons—The market is firm, with an upward tendency. Sunkist are still being quoted as follows:

300 size, per box ----- \$9.00
360 size, per box ----- 9.00
270 size, per box ----- 9.00
240 size, per box ----- 8.50

Choice are held as follows:

300 size, per box ----- \$8.50
360 size, per box ----- 8.50

Lettuce—Leaf, 85c per bu.; Iceberg from California \$4.50 per crate; home grown head, \$1.75 per bu.

Onions—Texas Bermudas, \$2 per crate (about 45 lbs.) for yellow and

\$3.25 for white; California, \$6 per 100 lb. sack.

Oranges—Fancy Valencias are now held as follows:

100 ----- \$10.50
126 ----- 10.50
150, 176 and 200 ----- 10.50
216 ----- 10.00
252 ----- 9.00
288 ----- 8.00
324 ----- 7.00

Parsley—60c per doz. bunches.

Peppers—Florida, 65c per basket.

Pieplant—\$1.25 per bu. for home grown.

Potatoes—South Carolinas command \$6 per bbl. and Virginias fetch \$6.50, home grown, \$1.15 per bu.

Poultry—Local buyers pay as follows for live:

Light fowls ----- 15c
Heavy fowls ----- 19@20c

Broilers ----- 28c
Cox and Stags ----- 10c

Radishes—20c per doz. bunches for home grown.

Raspberries—Black in 24 pint crates, \$3; red in ditto, \$3.50.

Spinach—\$1.25 per bu. for home grown.

Strawberries—The market is still fully supplied on the basis of \$2@2.50 per crate. This week will close the season in this latitude.

Sweet Potatoes—Kiln dried Georgia command \$2.50 per hamper.

Tomatoes—\$1 per 6 lb. basket from Florida and Texas; home grown, \$1.60 per 7 lb. basket.

Watermelons—40@50c apiece for fine stock from Florida.

Wax Beans—\$3.50 per bu. for home grown.

Business Changes at Greenville.

M. S. Kraus has purchased a half interest in the dry goods stock of M. Kellman, at Greenville. The business will be merged into a corporation, with \$25,000 capital, all paid in, under the style of the Kellman-Kraus Co. The offices of the new corporation will be as follows:

President—M. Kellman.

Vice-President—B. Kellman.

Secretary—M. S. Kraus.

Treasurer—M. Kellman.

Manager—M. S. Kraus.

Mr. Kraus was for several years connected with the department store of Goldstein Bros., Indianapolis. For the past two and one-half years he has been merchandiser for Wm. H. Bicknell & Co., at Clare. He expects to put the business on a good basis and expand the trade radius of the store.

Charles L. Holt, Jr., widely known in hotel circles, died during an attack of asthma at Dixie Inn, Westlake, late Sunday. Holt, a sufferer from the disease for years had been confined to his summer home all spring and summer to gain relief. Sunday night physicians sent to the sheriff's office for the pulmotor. The pulmotor, it was said, prolonged the life of the patient an hour or more. Holt was the son of the former proprietor of the Ritz hotel.

It has been said that money is the root of all evil. Don't you believe it; idleness is the root of all evil.

Business Improvement So Far This Year Exceeds Expectations.

Written for the Tradesman.

That improvement in business during the first half of 1922 has exceeded the expectations of careful observers may be easily seen by looking back over the reviews and forecasts which were published in various newspapers and financial magazines at the end of last year. For example, one of the best known business statisticians in the country, who has made a special study of the automobile industry, stated in an article last December that this industry expected 1922 to be a lean year. Some producers, especially those making cheap cars, were looking for a larger output than in 1921, when production was only about 60 per cent. of capacity, but the situation in its broad aspects was not promising. Now the manufacturers have experienced a most agreeable surprise. Instead of being a lean year, 1922 is proving to be one of the best years in the history of the industry. The output has broken all records and the increase has by no means been confined to the cheap cars. Manufacturers of the luxurious types are also enjoying excellent business. All of this goes to prove that the country is never so poor as some of us think when business is in the trough of depression, nor is it quite so rich as some unfortunately suppose when it is at the peak of inflation.

The revised index of prices of building materials, prepared by the Division of Building and Housing of the Department of Commerce, shows that prices until recently have been as much out of line among these related commodities as they were in the case of the widely dissimilar groups included in the Government's general price index. Among building materials the rise was sharpest in the case of lumber products. The index for yellow pine flooring and laths, Douglas fir, and white oak all passed the 400 mark early in 1920 (the average price in 1913 being taken as 100), while earthen products, such as brick, tile, gravel, sand and cement, hovered at the peak around the 200 mark. Naturally deflation has been sharpest in those materials which scored the highest advance. Thus, yellow pine laths have dropped 73 per cent. from the 1920 peak and yellow pine flooring 60 per cent. while brick, which scored only about half so great an advance, is down only 31 per cent. from the peak and yet stands now at about the same level above the pre-war average as does pine flooring. The index for all building materials reached the peak in April, 1920, when it stood at 300. In May of this year it stood at 160, showing a decline of 47 per cent. This recession and the increasing cheapness of money show why the country is now having a boom in building.

If any general conclusion is warranted from the boom that has overtaken the automobile and building industries, referred to above, it would seem to be that there is a direct connection between this and the operation of bringing prices within reach. The year 1921 was one of sweeping price adjustments in the automobile

industry and, as already indicated, in the industries producing building materials. These two lines are now busy. It is not safe, however, to make this conclusion too sweeping. There are other industries in which prices are at or even below pre-war levels, such, for example, as copper and rubber, and that are not experiencing a boom. Price is not the sole consideration. Nevertheless, the need of keeping prices within reasonable limits in these days of buyers' markets is so evident that it is doubtful whether any distinct upward trend in the general price index is to be hailed, as it so frequently is, even in Government publications, as a sign that trade is improving. In the case of some commodities an advance can mean only improvement. This is obviously true when existing price levels are below costs of production, provided that these costs have been properly deflated. But among retailers any present tendency of consumers' goods to register a sharp advance is not interpreted as a favorable symptom.

William O. Scroggs.

Cannot Do Business Without Goods To Sell.

Trying to increase the sales of any department in a store without sufficient stock, according to a former buyer for one of the big local stores who is now in the wholesale end of the hosiery business, is like trying to shoot rabbits with blank cartridges.

"When I became hosiery buyer for the store with which I was connected," this man said yesterday, "the general policy was to buy goods only as they were needed. The result was that women often wanted to buy six or a dozen pairs of a certain novelty stocking when only two or three pairs of their size were in stock. These were sold to them and their order was taken for the remainder. After one or two experiences of this kind, however, the women bought only the number of pairs in stock. In other words, they were not willing to wait for the remainder."

"Not only did this lessen sales directly, but it created in the minds of those women the impression that Blank's was a store where you could not get what you wanted. When I took hold, I had a heart-to-heart talk with the head of the business. I told him I wanted to buy more goods, and I asked him not to judge me by what my inventory showed at the end of the first year. He agreed. The department, in the final year under my predecessor, did about \$330,000 worth of business on a stock valued at about \$35,000. In my first year I did about \$400,000, but my inventory showed a stock valued at \$65,000."

"The boss shivered a little when he saw those figures, but, true to his word he did not say anything. The result was that the inventory of the following year showed a stock of from \$40,000 to \$45,000 worth of merchandise, but the year's sales had mounted to over \$450,000. During the remainder of the period I was there my inventory never showed more than \$40,000 worth of stock or less than \$35,000, and I turned my stock an average of ten times during the year. My pre-

decessor did as well as that in turnover, but the smallness of his stocks kept his sales about \$120,000 a year lower than mine. You can't do business without goods to sell."

Cotton Prospects and Cotton Goods.

Cotton quotations attained new levels during the past week and they remained high despite some fluctuations due to speculative activities and a varied collection of weather in the growing districts. Less stress seems to be laid now on the threatened ravages by the boll weevil and more emphasis is placed on the matter of supply and demand. Everything depends on the new crop. Within a few days the figures will be given of the Department of Agriculture's estimate of the acreage under cultivation as well as the condition of the crop as of today. A common impression is that more than 35,000,000 acres will be shown as seeded to cotton. Should this be the case and the yield be one-third of a bale to the acre, it will mean between 11,000,000 and 12,000,000 bales for the crop. But there are many contingencies which may arise in the next four months to affect the total. Stored cotton, too, is growing much smaller in quantity, owing to the demands from spinners, and the carry-over promises to be the lightest in years. As against this is the fact that growers are doing their best to get a large crop because of the certainty of good prices. Exports showed a big drop in May, having been only 469,397 bales, as against 598,209 bales the month before. The total for the year promises to be less than 6,000,000 bales. The goods market shows signs of strengthening in all directions. This is especially true of printcloths and other gray goods which are held on the basis of from 45 to 48 cents per pound. This is considered high enough to allow mills a very good profit. Not much movement in knit goods is expected until after the Fourth of July, when jobbers will be in the city.

Woolens and Apparel Industries.

Little change is reported in the wool situation. Fairly stable prices have prevailed at the public sales abroad, but there has been a little weakening as to the domestic clip. There seems, also, less disposition on the part of the mills to stock up at present prices, although this may change later on should it appear that the proposed tariff rate on wool is likely of enactment. The only check to rising wool prices in this country in such event will be the greater resort to shoddy in order to enable clothing manufacturers to get up suits to sell at a price. The mills are getting ready for the next lightweight season and are already offering tropicals informally. A slight increase in prices is not considered as likely to act as much of a check on buying. A more important factor is the outcome of the campaign to sell Fall clothing to the retailers, which is now in progress. The labor difficulties in the local clothing field seem now in a fair way of settlement and the same is true of the women's garment industry. How far these settlements will affect cost of operation is still to be determined. A good

business in dress goods is anticipated, as the women's wear trade is less affected by the matter of price than is that of men's wear. Cutters up are encouraged by the responses they have thus far received.

Hats For Summer Wear.

Two rather unusual things for use in women's hats for Summer wear have appeared in the local market. One of these, according to the bulletin of the Retail Millinery Association of America, is monkey fur for trimming purposes. The other is fine kid, which is used in the making of some of the higher-priced chapeaux.

In black, the monkey fur is appearing as trimming on hats made of white, sand, navy and black crepes, generally in connection with the larger shapes. Cuffed and quartered-crown effects in these shapes are the most frequently seen, with the fur also used on some poke and mushroom types.

Suede and fine kid in red, white or sand, trimmed with all-over patterns in chainstitch embroidery, are employed in the higher-priced models referred to. For these hats very soft, pliable skins of fine grain are used, either in the glace finish or in the dull suede effect. The skins are used to make up the crowns. In one white model, the kid, in suede finish, is worked into a high-draped crown with a set-in tip. The cloche brim is made of white taffeta, with an upstanding flange of black velvet. In red, glace kid is used to make a hat with a cuff crown and inset tip. This hat is trimmed with peasant designs in embroidery, which are worked entirely in white and green. The entire crown is chainstitched. The narrow poke brim is formed of white taffeta, with the edge flange slightly rolled.

They Say—

That advice is like snow, the softer and easier it falls, the more good it will do.

That labor and capital will find it more profitable to lock arms than to lock horns.

That it pays in dollars and cents to get the other fellow's viewpoint; anyway, it is inexpensive.

That immortality would be of little use to that person who cannot employ well an idle hour.

That you may vanquish your foes alone, but you will need help when it comes to dealing with relations.

That which costs but little is, in the minds of most men, worth but little; don't put your price too low.

That people who complain about being misunderstood should reflect on how much worse it would be to be understood too well.

That the duration of a pleasure contemplated and the length of the repentance to follow should be carefully weighed, before indulging.

That Gideon bibles in hotel rooms for sinful salesmen are good things. That being the case, the cuss that fixes the rates ought to have a half dozen.

That the highest criticism is not that which finds fault, but which discovers hidden beauty and paths of ascent to heights hitherto unattained, but accessible.

\$1,000,000**Lincoln Mills, Limited**

(Makers of sulphite pulp, fine papers and paper containers)

20-Year First Mortgage 7½% Sinking Fund Bonds**\$100, \$500 and \$1,000 denominations.****Due May 1, 1942.**

BUSINESS: Lincoln Mills, Ltd., or its predecessors, has been continuously engaged in the profitable manufacture of fine papers and paper products since 1878. Its plants are located at Merritton, Ontario, 10 miles west of Niagara Falls. Ample and perpetual pulpwood supply is assured to Borrower by its own timber holdings and wood preparation plants. This Company is the only manufacturer of grease-proof and glassine papers in the British Empire, and no other Canadian mills manufacture extra strength flour and cement sacks and similar containers.

SECURITY: A closed first mortgage upon all present fixed assets and all hereafter acquired, specifically including the plants at Merritton, with an annual capacity of 13,500 tons of sulphite pulp and 6,000 tons of finished paper; crown leases upon 180,000 acres of land containing 1,500,000 cords of pulpwood on the Gaspé Peninsula, Quebec, wood preparation mills, and water powers and rights to 2,000 H. P. on the old Welland Canal.

ASSETS: Based upon recent appraisals, total fixed assets are valued at \$3,810,403. Net tangible assets, as shown by the Company's balance sheets, are \$4,583,088.

Fixed assets, therefore, amount to \$3,810 for each \$1,000 bond and net tangible assets to \$4,583 for each \$1,000 bond.

EARNINGS: For the six years ended December 31, 1921, available net earnings averaged \$312,828 per year. Average earnings therefore, were 4 times annual interest charges on all bonds of this issue.

SINKING FUND: The Borrower covenants to pay to the trustee \$50,000 each six months during the life of this loan, for payment of principal and interest. These payments should amortize and retire the entire issue before maturity. Payments for pulpwood cut and used should provide an additional \$25,000 per year for purchase or redemption of bonds. Bonds are callable only at high pre-payment figures.

ECONOMIC ADVANTAGES: Because of Canadian import duties, the Company's products are well protected from competition. Plants are located in the midst of abundant labor supply and with excellent accessibility to supplies of raw material and transportation. Plants are of stone and reinforced concrete construction and form an unusually well-balanced, self-contained and co-ordinated unit.

Paper products are in daily use in the commercial, industrial and household life of every community in the civilized world. Lincoln Mills, Limited, has unusual stability because of its established business in necessities. These bonds bear our unqualified recommendation.

PRICE: Par and Interest, to Yield 7½%

Descriptive Circular on request.

Fenton Davis & Boyle

CHICAGO
First National Bank Building
Central 2507

GRAND RAPIDS
Michigan Trust Building
Citizens 4212. Main 656

DETROIT
Congress Building
Main 6730

Although the statements herein made are not guaranteed, they have been obtained from sources we believe to be reliable and are statements upon which we have acted in purchasing these securities for our own account.

WU TING-FANG.

The Foreign Minister of the Canton government, whose death is reported to have followed the collapse of that government, had the distinction of being one of the very small group of Chinese public men whose names were something more to the Occident than a collection of hyphenated monosyllables. During Wu Ting-Fang's residence at Washington as representative of China he became as real a personage to millions of Americans as most of their own statesmen. He was as sure to be the subject of an illustrated article in the magazines now and then as the newest senator or the oldest philanthropist. This triumph was the natural consequence of his unusual personality. His witty remarks and his pointed observations upon a variety of topics were always being quoted, and he could be counted upon to deliver an address or to give an interview that was certain to provoke wide comment. Not the least of his traits was an outspoken frankness that somehow managed to be suave.

Wu Ting-Fang was particularly happy in citing passages from English literature. He was more familiar than most of his hearers with the best that has been written in English, and he had a rare facility for making use of his knowledge. He did not hesitate to turn a famous line upon those for whose gratification it had been composed, as when, quoting Tennyson's "Better fifty years of Europe than a cycle of Cathay," he boldly declared that if the actions of some European governments towards China were indicative of European character, then better fifty years of Cathay than a cycle of Europe.

All this intellectual and social endowment he marshalled to the advantage of his country. It was impossible to look down upon a people that could send so brilliant a representative abroad. China might be old, but Wu Ting-Fang, without being the less Chinese, was as up-to-the-minute as any American. The combination was irresistible. When he went home he took with him the good wishes of millions of Americans, who hoped to see him play an important part in rescuing China from her enemies without and within. It was his fate, however, to fall with Sun Yat-Sen in defence of an autonomous southern China rather than to be with the forces fighting for a China united.

GOVERNMENT PRICE-FIXING.

A writer in a farm journal, published in the Middle West, thinks that the farmers of this country have a grievance because the Government fixes prices to protect some classes of producers and does nothing of the sort to protect the farmers. It cites the case of the railroads and public utilities, whose rates are fixed with the purpose of securing them a fair return, and of railway labor, whose wages and working conditions are fixed by law, and then makes loud lament that the farmers who furnish half the tonnage supplied to the railways and who feed and clothe the

railway laborers, are left at the mercy of every economic storm that sweeps the country. This will make an appeal to the class in whose favor it is supposed to be made. But are those whom the Government is accused of favoring unduly so well off as alleged? The railways have never earned the fair return named in the transportation act. Railway labor was generously treated for a time, but as this is written it appears to be no happier than the farmers. Many of our public utilities are in the hands of receivers, in spite of alleged favors from Government agencies. Then the farmers themselves raised an outcry when the Government undertook during the war to guarantee them a fair price for their wheat. The truth is that the farmer who clamors for such aid wants a Government price only when his market is low, and he is unwilling to have a rule that works both ways.

LATEST UNION MASSACRE.

Not a word can be said in extenuation of the atrocities perpetrated at Herrin, Ill., by a mob of union coal miners. Next to the Homestead murders, it is the worst blot on the record of union labor, which is replete with bloodshed and unparalleled crime ever since the first dupe of unionism held up his hand to take the iron clad oath of the union, which automatically makes him a liar, a thief, an incendiary and a murderer. Armed warfare in industrial disputes is bad enough, but what took place at Herrin was not war but massacre. There were apparently no casualties in the course of the actual "battle." Prisoners who had raised the white flag were shot down in Mexican bandit fashion. The blow is all the worse because the blood madness that seized upon the Herrin strikers seems to have been more than the ordinary wrath against professional strike breakers. This time it was directed against a strike-breaking union. The fury was the fury of civil war.

So long as a single union card or union button are in existence life will be unsafe, human liberty will be a joke and American freedom will be a by-word.

Union labor champions insist that the way to produce booms is to raise wages, and thus create demand for products. The difficulty is that the increase of wages is followed by such increases of prices that the nominally higher wages may be really lower. Another theory is that depression begins with lack of demand for goods. A third theory, favored by those trusting the iron trade barometer, is that prosperity or depression depends on the building industry. But the ordinary processes of life do not admit of great variation. If men are to live, they must consume necessities within narrow limits. Construction is large or small according to expectation of profit, and depends on far-seeing investors' appraisal of the outlook. Thus the building boom, the revival of hope for the railways and the certainty of a better year for the farmers combine to overweight the disturbing economic factors.

PYRAMIDING COSTS.

It is evident from the comments of many persons outside the trade, that the principle involved in basing selling prices on costs is often misunderstood. A consumer, for instance, has written an indignant letter intimating that if the duty on raw wool is fixed at 33 cents per pound, scoured basis, as the new tariff bill provides, and if it takes an average of three and a half pounds of scoured wool to make a suit of clothes, then the retailer, clothing manufacturer, or commission merchant, or perhaps all of them together, are guilty of extortion if the price of a suit of clothes is raised any more than the exact amount of the duty. The duty in this case would amount to \$1.15. Why, then, it is asked, should it increase the cost of a suit of clothes or an overcoat from three to five dollars?

This question assumes that the producer or distributor should base his mark-up on a lump sum for each transaction, instead of on a percentage of cost. In that event the cloth and clothing manufacturers and the jobbers and retailers would each add \$1.15 to their selling price and receive the same profit as before. The injustice of such a practice is evident to every dealer. If it were applied to every dealer. If it were applied rigorously there would be a smaller percentage of profit on luxurious clothing than on the cheap clothing of the unskilled laborer. When raw wool goes up the textile manufacturer has to invest more money when he purchases a given quantity, and therefore, must sell his cloth at somewhat more than the increased cost of the wool. This process is repeated all along the line, and so the "middleman's" profit is necessarily "pyramided" on the original cost. There is nothing unethical about such a practice. It is necessary.

SOME HOARY PROPAGANDA.

It is frequently stated that the effects of a tariff law are never as beneficent as its enemies avow. Every one is familiar with the old-time claim that a panic has followed every downward revision of the tariff and that a business boom has come after every upward revision. To discuss this today is like threshing old straw, but since the recent upward trend in business is occasionally being ascribed to the effects of a prospective high tariff law, some passing remarks on this topic may not be inappropriate.

The alleged connection between tariffs and panics has never had any standing among economists, whether they were high-tariff men or free traders. Those who try to set up such a connection make out a bad case for protection. The last two disastrous panics in this country occurred under a high tariff regime. The panic of 1907 occurred under the Dingley act, and after that law had been in full effect for ten years. Moreover, there was not at the time the slightest reason to look for any immediate downward revision of the rates. The earlier panic of 1893 came after the McKinley act with its high rates had been on the statute books

for three years. In 1920-21, under the present low tariff act, the country went through the most trying period of financial readjustment in its history without any panic. Now, these facts only establish a negative conclusion, and that is that panics have come and gone, but that the tariff has had no connection with them whatever. No reputable economist or business statistician to-day attributes any of the recent improvement to the prospects held out by the new tariff bill.

FUTURE CLOTHING PRICES.

The index of the conference board shows that for the past three months clothing has been the only item in the workman's budget which has shown any tendency to advance in price. The advance since the middle of March has been only 1.3 per cent., but it evidently reflects the movement in the price of raw cotton and wool. Calculators have recently been interesting themselves with estimates of the effect of the raw wool duties upon the price of a suit of men's clothing. Their figures show a wide discrepancy, ranging all the way from 70 cents to \$5 and over. It is hardly necessary to state that the 70 cent estimate comes from a defender of the wool duty and the \$5 estimate from its opponents. The latter contend that the higher price of raw wool will be pyramided through each process of production and distribution; this the wool-tariff advocates deny. Nevertheless, since the average suit of clothes requires three and a half pounds of wool, and since the proposed duty on wool is 33 cents per pound, scoured basis, it is difficult to see how any estimate of increased cost can be as low as 70 cents. Obviously, with a specific duty on wool, whatever increase in clothing prices is necessitated will be relatively greater on the cheaper grades of apparel made with the coarser wools. The higher duties on linings, padding, buttons, and thread will also add slightly to the cost of clothing manufacture.

OUR MONEY SUPPLY.

Monetary deflation continues, although the general stock of silver and gold continues to expand. The report of the Treasury Department shows that the total stock of money decreased \$20,500,000 in May, while \$7,700,000 was added to the stock of gold, and \$6,100,000 to the supply of silver dollars. These gains were offset by retirement of Federal Reserve notes during the month, the total withdrawals being \$31,500,000. The stock of Federal Reserve notes during the past twelve months decreased to the extent of \$571,900,000, while that of gold increased \$528,200,000. The gain in gold almost offsets the reduction of Federal Reserve notes, but the change from one sort of money to the other really has more significance than the figures of themselves reveal. Very little of the gold goes into circulation, and the gain in the stock of yellow metal is therefore less indicative of actual monetary inflation than a corresponding increase of the freely circulating Reserve notes would be.

To Retail Grocers and General Merchants

GENTLEMEN:

We have worked out and are now using in our general grocery and notion business here, a Trade-Building sugar deal that is bringing us a trade that sticks like a leech, grows bigger every day, brings us better prices on our goods and practically does its own advertising after once thoroughly started.

That the deal will positively stand the crucial consideration of merchants of high-powered judgment, hard-boiled experience, progressive selling ideas and broad-tired competitive views, we have only to point to the fact that it has already spread to 23 different States—that it is already being used by over 200 merchants in those 23 States, and that they are located in towns and cities of all sizes, from a few hundred population up to such places as Toledo, Canton and Akron, Ohio; Cadillac, Mich.; Milwaukee, Wis.; St. Louis, Mo.; Wellsburg, W. Va.; Bradford, Pa.; Buffalo and Morton, N. Y.; Sioux City, Iowa; and various towns and cities in Kansas, Illinois, Oklahoma, Nebraska, Arkansas, Texas, Oregon, Wyoming, Florida, South Carolina, South Dakota, Colorado, Alabama, etc.

The first merchant of a town or locality who puts the plan in operation will score a lasting victory over his competitors—for it will do them no good, whatever, to fight it by price-cutting, lottery schemes, trading stamps, premiums or drawings of any kind, whatever—for those stunts are only for the time being, while this deal is a continuous performance, one that will gradually bring you customers that have traded elsewhere for years, who in turn will bring others. It will gradually reduce the necessity of price cutting, make your patrons eager to pay cash over the counter or meet credit obligations promptly, cure the tight-wad from asking the price on everything he comes to buy, bring you a sugar trade that will make you "sugar king" of your locality—and above all it will constantly advertise your store through patrons in a way that will carry ten times the weight of anything you could do or say personally, toward bringing in new customers every week of the year.

In short, it is a proven winner—one that will last, and it is going to gradually find its way into some ONE store in EVERY TOWN, and into scattered sections of every CITY; and our purpose in advertising it this way is to find and interest the one merchant in each town or locality who wants our co-operation and experience-benefit in putting the deal over. If you care, therefore, to look over complete details of the plan—how to start it, how to handle it, what it will do for you, why it will do it, what it will cost you, etc., kindly mail us check for \$1.00 and we will not only tell you the story in detail, but will also include a copy of each of the only two pieces of printed matter we have ever had to use on the deal to put it where it now is, and which two pieces are being used just as successfully by others, throughout the United States, from whom we are daily receiving such reports as follows:

"Plan is going good."—C. G. G., Drumright, Okla.
 "I am well pleased with the plan."—A. E., Kankakee, Ills.
 "Your proposition looks good to me."—S. E. W., Morton, N. Y.
 "Fine deal. It is doing the business."—A. S., Penasola, Kas.



"Everything is coming fine; well pleased."—A. L. L., Mattoon, Ills.
 "It is sure helping to stimulate our trade."—J. E. B., Girard, Kansas.
 "It certainly is a success in all five of our stores."—A. O., Parsons, Kas.
 "We are well satisfied with the plan and thank you for letting us know about it."—W. H. P., Wilsonville, Ala.
 "Got more results from this deal in one day than on aluminum premiums in three months."—D. B., Bennett, Ia.
 "We want to congratulate you on the plan, it is working fine—we are sure doing the business."—B. B., Chappell, Nebraska.
 "The deal appeals to us very strong, and we expect to continue it. Customers are enthused, and we expect to show a nice increase in business from same."—J. H. R., Danville, Ills.
 "Deal is getting in its work—I notice the difference on customers who had been giving me about half their trade; I am now getting it all, and a good many new ones."—S. J. E., Burlington, Kansas.

Actual names of these dealers are withheld here to protect them from being annoyed by curiosity seekers or doubting-Thomases, but same will be given in full to merchants who take the matter up with us, as explained above. Address letters, checks, etc., to

GLENN'S DOUBLE STORE, Mountain Grove, Mo.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Michigan Factories at

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

Science in Buying as Important as in Merchandising.*

In all branches of industry there have come in recent months radical changes in methods of successful procedure. We, of the retail shoe business, recognize that these changes are here and that they are necessary. It is with fore-knowledge of this fact that I submit definite recommendations which I believe to be practical and applicable to every shoeman in our country.

The eventually expected shifting of the sellers' market to that of the buyers' market once more has brought us the "go-getters" age. The shoe manufacturer has his problems—the retailer his. In the past, the dealer has doubtless played a greater part in helping to serve the ambitions of the manufacturer than vice versa.

With the manufacturers' style promoting "to keep the factory going," it has become a debated question whether that has served its purpose or proven a partial boomerange in the difficulty for dealers to remain solvent, to the eventual disadvantage of the enterprising manufacturer.

The style fever, to the detriment of ous to the case of the woman or flapper who pays all attention to the complexion and ignores the physical health. The style angle has to take a tilt immediately if both dealer and manufacturer would retain their normal financial condition. The inflated turnover of fads should not blind the dealer to the regular turnover of the stock—better to cut out the experimenting and the gamble than to cut out the profits. There is not much blessing in guessing.

One of the most successful buyers of women's garments in the country, who has the same vital style and size problems as the shoe merchant, remarked that the wonderful progress of his department was due firstly to buying only to the greatest degree possible such merchandise as he was sure to sell at a profit, and to not be influenced by quantity price because that never compensates for losses from leftovers. Secondly, intelligent, or I might more generously term it, scientific buying, because his card stantly how many of each company's goods he sold at regular mark-up; what proportion at a mark-down; record of sizes sold; at what prices; also a record of successes compared with other firm's goods. He knew, and that is why he grew.

Instance No. 2. A clothing merchant in Wooster, Ohio, could not understand why his hat department did not show a better profit. During a special sale I noticed most of the hats were of the larger sizes left over. I suggested that in the future his men keep a record of the sizes of the hats sold. He was losing sales on account of buying too few of the sizes in demand and buying too many of the larger sizes. This latter information has enabled him to buy with the least possible chances of lost sales and mark-downs. The average dealer has a record of stock on hand and a record of his buying, but not sufficient information about the sales to

guide him in his buying. For instance: Some time ago I overheard a prosperous shoe merchant at an Iowa convention salesroom on being importuned to buy a certain number of pairs of shoes of a new style remark, "There are just about 12 or 15 women I know in my town who would buy these shoes. Give me just 10 pairs. I would rather lose the sale on two or three pairs than lose the profits on three or four left-overs." Wise buying, I would say, because remember the real profit is made on the last quarter of a dozen of any article. If you sell 20 per cent. of your purchase at a mark-down, you are swapping dollars.

Fad-buying breeds overstocking and the underselling of regulars which is one of the cancers in the profit system, and our living, bear in mind, must come from the net profits. Better be "out" of a few fads than many dollars because, you make money on the shoe you consciously "buy"—not what is "sold" to you. The latter usually make the mark-downs. Leaks and losses are seldom represented in staples.

The time is here when we should recognize more science in buying as well as we have been recognizing science in merchandising. Instead of considering the style angle only, let us constantly bear in mind our clientele, our volume, our population, competition and past outlets. We have certainly been playing style spasms far beyond the possibility of practical and profitable consumption by the entire class while aiming only at a certain style. We have only to review the past.

For instance, when high toes for women's shoes were in vogue everybody showed them at various prices. Dealers thought and bought high toes in various types and leathers to the exclusion of thought of how many actual possible sales there were in the entire city. Not sufficient thought was given to the trade for which they were best adapted, or the number who would not be interested.

This kind of thinking and buying naturally meant over-merchandising beyond the power of absorption by the community. There is a saturation point in all sales, and we have only to think back of our mark-downs on surplus stock of this nature that had accumulated from hysterical buying and allowing our impulses and emotions to rule over our judgment. This is what leads to confusion instead of definite conclusion.

Our retail shelves still tell a woe-ful story of "influence buying" which in turn has encouraged manufacturers and jobbers to stock up their departments unnecessarily, again demanding a reduction in price possibilities, and again flooding the market to the detriment of the sale of regular merchandise.

The dealer who is susceptible to "stylitis" is subject to "inventory-paralysis" and this contracts a tubercular balance sheet. Let us ask ourselves frankly and seriously, "What is my clientele analysis? Just what percentage of my trade is women's and men's? What percentage of flap-

per business as against the safe, staple, steady and sure?"

We have only to recall our experiences when the long pointed last and the 2 and 2½ in Louis heels fad. How many people played this type almost exclusively, forcing this sort of footwear on the people of middle age and older simply because it was the style, and this to the detriment of thousands of feet not adapted to such lasts and heel heights. This was poor merchandising, poor service, and poor business building. An error recent enough to be still vivid in our minds—the price we paid to sell off surplus stock accumulated on this type bought at peak prices.

The successful buyer of any merchandise in our larger and more prosperous stores is buying from analysis charts. The results are fewer lost sales, fewer mark-downs and more "velvet." Watch the "net" before there is "nit."

The present season is offering another good illustration of over emphasizing fads. Show windows everywhere tell a story of fad or influence-buying without an analysis of selling possibilities, again forcing thousands of women of 30 years of age and over back to wearing "chicken" shoes—nothing short of ridiculous, for as one woman remarked, "She felt as foolish as her feet looked."

We must get away from the one-track buying, thinking altogether too much of styles and fads, and not half enough of class limitation of the crowd to whom such a style will appeal and our possibilities of outlet.

We need more sales education in our shoe stores, not simply along the lines of salesmanship, but along merchandising lines so that shoe clerks will not run immediately for "the very latest" or "something new" regardless of whether it is the proper shoe for the customer, or whether it is sold to the detriment of a health turnover.

When buying we should figure as closely as possible what the possible what the possible consumption of a certain shoe may be in our town, and in our store, because there is a saturation point, and we will quickly get beyond that saturation point if every shoe dealer in the city goes at it blindly.

A chart analysis will at least tell us what might happen instead of being obliged to relate "how it happened."

Take more stock in stock-charts, and you will chart your course straighter and safer. Let us do less buying on the basis of fear, and better buying on the basis of knowledge—not fearing what the other fellow in town may do or show, but with a more definite decision against a repetition that there is in our own business.

I am a great believer in clientele analysis and merchandising according to that clientele, independent of the other fellow.

This is still the age of the "survival of the fittest"—not "slickest." Don't run a spasmodic style show if you would stand a show in business. We must never lose sight of the fact that style fads are and always will be over-merchandised. We can prevent this

Our Own Make Men's Oxfords IN STOCK



- | | |
|---|--------|
| 514—Men's chocolate side bal Oxford punched tip square toe leather quarter line rubber heel welt 6/11 D | \$3.50 |
| 539—Men's chocolate side lace Oxford London last tip welt 8½ iron sole rubber heel 6/11 C | 3.50 |
| 543—Men's chocolate side bal Oxford tip London last welt C & D | 3.85 |
| 571—Men's black kid Oxford Premier last tip welt 9 iron sole rubber heel 6/11 B C D E | 3.90 |
| 550—Men's chocolate kip bal welt Oxford Saxon last tip 8½ iron sole rubber heel 6/11 C | 4.00 |
| 586—Men's chocolate calf welt Oxford bal Premier tip 8½ iron sole rubber heel 6/11 C & D | 4.25 |
| 583—Men's chocolate calf welt Oxford strand last tip rubber heel 6/11 C D | 4.50 |
| 574—Men's mahogany calf Oxford welt apron quarter Saxon last tip 8½ iron sole rubber heel C | 4.50 |

"More Mileage Shoes" First, Last and All the Time.

HIRTH-KRAUSE CO.

Shoe Manufacturers and Tanners

GRAND RAPIDS, MICHIGAN

*Address delivered by C. K. Chisholm, President of the N. S. R. A., before the California Shoe Retailers' Association.

to a great extent by recognizing the psychology of repetition constantly beating against the merchant's brain which gradually wears down his perspective, thus losing his sense of proportion.

Fad selling grows gradually in fear, slowly at first, then explaited in advertisements and trade papers and windows, spreading like a cancer into the stock and profits of the retailer. If we pay attention to everything we see and hear and read on fads, it is all we think about, and we lose our sense of proportion in the "bread and butter" merchandise.

We can put a check upon this hysterical merchandising by absolutely insisting on our plan or chart of "clientele merchandising." Every sample you pick up, ask yourselves, "How many pairs of these can I sell in my store or city? How much trade have I who can intelligently buy this style satisfactorily?" Do you know exactly how many pairs of shoes you sold in each size and style, and do you then buy accordingly? These things you must know, and you can know, by dividing your trade first into two broad branches—male and female—or three divisions; women's and big girls; misses and children; men and boys. Again, divide men's into three broad divisions, like the distinctly young men; the conservative or middle group; and a third group of real staple buyers; then estimate the number of men whom you sell in each group.

This you can do when you keep as good a record of sales as you do of purchases. It is this record of sales that will safely guard your future buying and prevent over-buying. If this were done, fewer merchants would make such errors as were made in buying ball-strap oxfords as for illustration, in 1921. If you bought these goods on the basis of trade possibilities and put them in the groups mentioned above, you would have had a happier story to tell and the quantities bought would have been smaller and within your sales absorption possibilities.

Divide and sub-divide your stock and your clientele into groups and divisions or separate units. Then buy according to these units and you will have a healthy inventory sheet. We must ask ourselves seriously and sensibly whether this flapper type of shoe will go with certain groups. Consult your chart on the fad class. The big group of matrons and grown-up women still young enough to want style, but not of the extreme variety, and a third group starting with the "fair, fat and forty," and ranging upward we strike the real staple buyers.

I positively maintain that when we once start to visualize our individual customers as a merchandising proposition we can school ourselves quickly into putting any sample shoe into its proper group, and await happily the sales. When you do this, bear in mind the principle of style buying and the danger of a riot of style, and that a style orgy soon neutralizes it all, making no style at all.

The successful shoe buyer recognizes and realizes that no one merchant can buy everything and should not

try to, nor should he be influenced to buy something simply because it is a "big seller." It may be with the manufacturer, but that does not foretell its success with the retailer.

How many strap designs with slight variations and at various prices are you now carrying in stock? This is going to affect your clean-ups. We must remember that a new idea in good grades will soon be copied in the cheaper grades. You often find yourself in the middle of a selling campaign on a particular \$8 style, such as we did in sport oxfords, and then in a cheaper grade the style is copied and the market flooded at \$5 and under, leaving a large stock of better grades to sell at a loss.

Sympathy is poor cement for broken bank accounts.

Under your group charts and clientele merchandising these errors could be reduced to a minimum. You would practice more stock limitation and more standardizing of prices. For instance, \$6, \$8 and \$10, or \$6, \$7.50 and \$9. Then have the styles arranged as complete as you feel necessary at these prices.

If you think you must sell a \$5 shoe or in-between prices, use occasional shoes that are not too near some style you have at other prices. This plan will help your turnover, which you must ever bear in mind for successful operation to-day.

I am frequently asked, "Which is the most important—buying, selling or accounting?" I reply, "Which leg of a three-legged stool is the most important?" It is all right enough to say "Goods well bought are half sold," but it is the other half that shows upon the ledger.

Our sales force must be better sellers—sellers of the correct shoes in the correct way. Let us teach them that mark-downs are losses, and slow sellers and shelf-stickers do not discount bills. Let the sales force realize that our profits as well as expenses must come from the sale of the right goods at the right prices, and our living must come from the net profit. With this thought ever in mind, to guide selling and buying, there will be less sighing.

It is time we admitted the old principle of buying shoes for special types was done more or less in a desultory, or hit and miss fashion, and we should advocate a downright scientific analysis of our trade types by groups and numbers. Then buy religiously into these groups and in the right quantity, bearing in mind our short selling seasons (weather permitting) and our clean-up months with its losses. We will then minimize our mark-downs and maximize our turnover.

Manufacturing and merchandising will right itself with the right understanding, but only when we control style buying and not let style selling control us.

We should learn to say "No"—or "We'll go." Let the manufacturers help to build healthier merchants by encouraging healthier merchandising and we will reduce the setbacks all around.

"The house that helps you to succeed," as a manufacturers' slogan,

policy, or practice would serve to remedy many trade evils. With this point in view, let us ever recognize science in business—the art of knowing.

The N. S. R. A. long since recognized the interdependency of the tanner, the manufacturer, the wholesaler, and the retailer, and in the general interest of all, and in the selfish interest of the shoe retailers, our directorate at our last annual convention adopted the following resolution which we heartily endorse and recommend to your consideration and action:

Resolved—That it is imperative for the welfare of all branches of the shoe industry and the buying public, and we strongly recommend to the members of the National Shoe Retailers' Association and all retail shoe merchants, the placing of their orders for staple merchandise sufficiently in advance of each season to enable the manufacturers to produce the necessary shoes to supply the country's needs at the lowest economic cost. If orders may be placed early the manufacturers can obtain their raw materials without interfering with the law of supply and demand by the placing of tremendous orders at a date too close to the expectant date of delivery.

Any thing that might be considered adverse to the style situation in my remarks must not be considered as in any way discounting the value of shoe styles, but rather as a guide and warning towards the stable side of the retail shoe business which we all recognize carries our profit or disaster.

The man who plans for to-morrow is wise, but the man who never acts until to-morrow is foolish.

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bring a big demand for them.
For quick service send us
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Charge To Jury in the Girow Case.

Following is the charge to the jury in the case of Berlin State Bank vs. Girow, referred to in the Tradesman of last week and this week:

Ladies and gentlemen of the jury, this is an action brought by the plaintiff bank to recover upon a promissory note executed by the defendant to the Michigan Guaranty Corporation at the plaintiff's bank shortly after the note was given.

The plaintiffs claim that it was a bona fide purchaser of this note; that it gave value therefor at the time the note was discounted; that for the note in controversy, and other notes discounted at the same time, it gave its certificates of deposit payable at future dates by agreement with the person presenting the notes for discount. That it could not escape its liability on these certificates of deposit; that it subsequently paid these certificates of deposit; that the certificates of deposit given at the time payable thirty days from date included the note in controversy in this action; that that certificate of deposit was paid when presented approximately thirty days from its date; that the note in controversy did not fall due until after four months from this date, Nov. 16, 1920.

The plaintiff claims that it had no knowledge of any fraud claimed to have been practiced by the Michigan Guaranty Corporation or its agents upon the defendant Girow at the time it discounted this note and gave these certificates of deposit; it claims that prior to the purchase of stock and the giving of his notes therefor by the defendant Girow, several of the officers of the plaintiff bank invested in stock issued by the Michigan Guaranty Corporation; that they purchased large amounts of this stock and gave their obligations therefor.

The bank claims, through its officers, that the transaction between the Michigan Guaranty Corporation and the defendant, Girow, was a legitimate transaction, an honest transaction; that the note given in payment for the stock by the defendant, Girow, and in controversy here was an honest note; that it would be paid at maturity, and that it had no knowledge of any facts or circumstances that would lead anyone to suspect that the transaction was questionable or in any way tainted with wrong-doing, and that, therefore, it discounted these notes, gave its certificates of deposit in payment therefor, and now claims to be a bona fide holder of the note and entitled to recover.

On the other hand, the defendant, Girow, claims that the transaction at its inception was fraudulent as between him and the Michigan Guaranty Corporation; that he was de-

frauded by the Michigan Guaranty Corporation, through its agents and that misrepresentations were made to him which induced him to buy the stock and give his two notes therefor. He claims that the plaintiff bank was not a bona fide purchaser of the note in controversy and claims that the circumstances attending the purchase of the note by the plaintiff were unusual and ought to have put the bank upon its guard as to the nature of the original transaction; that the issuing of certificates of deposit payable at future dates in exchange for the notes discounted at that time, including the note in controversy, was an unusual transaction; that the rate of interest borne by the certificates of deposit was unusual; that the endorsement of the notes then discounted, including the note in question "without recourse," was unusual, and that none of these acts were in the usual course of business. And that the officers of the bank that is, the cashier and the assistant cashier, had knowledge of sufficient facts and circumstances as to the fraudulent character of this note at the time they discounted it; that they had knowledge of the facts and circumstances which, if enquiry had been made at the time and before the note was discounted, would have revealed to the bank the true nature of the transaction; that misrepresentations had been made to secure execution of the note, and that these circumstances coming to the knowledge of the bank before Nov. 16, 1920, and the nature of the transaction itself in discounting the notes, would put a reasonably prudent person upon enquiry as to the nature and character of the original transaction between the Michigan Guaranty Corporation and this defendant, and that no enquiry having been made which would have disclosed the fraud, the bank cannot claim to be a bona fide purchaser of this note and that no recovery should be had.

These, in substance, are the claims of the parties. In stating them you will understand that I do not state or attempt to state what the evidence disclosed. I merely state the claims as made by the respective parties. You are the sole judges of the evidence and you alone.

The case as presented has been necessarily of a two-fold character; one branch relating to the nature of the original transaction and the other branch relating to the question of the good faith of the bank in discounting the note.

I have stated in your presence, that is, as to the first branch of the case, the alleged fraudulent character of the original transaction in the procurement of the note. There is no



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GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

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dispute that was a transaction between the Michigan Guaranty Corporation, through its agents, and the defendant, Mr. Girow.

The plaintiff bank claims it had no knowledge whatever of that transaction and that, therefore, it is not in a position to make any sort of a defense to the claims made by the defendant in that regard; that it was a bona fide purchaser of this note without any knowledge of any fraud in the original transaction; that it was not a party to that transaction; that it took no part in it.

Under the undisputed evidence, therefore, we may assume and you may assume that the original transaction was fraudulent and that the note as between the original parties thereto could not be collected because of the fraud practiced. But that is not the controlling question in this case. That is not the question you are called upon to determine. You are called upon to determine, under the evidence, the question of the good faith of the bank in discounting this note, and you will confine your attention to that question alone and the evidence in the case relating to that question.

You will not confuse your minds with the fraud practiced in the procurement of this note, the injustice done to this defendant and, perhaps, others. That is a matter that you will not consider because the plaintiff bank, in being a party of that transaction, cannot now be condemned because of the fraud practiced by someone else of which it had no knowledge and in which it took no part. The sole question I repeat, is as to the bona fides to the transaction on the part of the bank in discounting this note.

The negotiable instrument law, the provisions of which determine, upon proper testimony, who are and who are not good faith purchasers of notes, contains the following provisions: "Section 58," and these provisions as they apply to the facts in the case, as you find them to be, will be the determining factors as to your conclusions upon those facts.

"To constitute notice of an infirmity in the instrument or defect in the title of the person negotiating the same, the person to whom it is negotiated must have had actual knowledge of the infirmity or defect or knowledge of such facts that his action in taking the instrument amounted to bad faith."

Section 59 provides: "A holder in due course holds the instrument free from any defect of title or prior parties and free from defense available to prior parties among themselves and may enforce payment of the instrument for the full amount thereof against all parties liable thereon."

A holder in due course would be a

holder in good faith, in due course of business, without notice of any infirmity in the instrument at its inception.

Section 60 provides as follows: "In the hands of any holder, other than a holder in due course, a negotiable instrument is subject to the same defense as if it were non-negotiable."

And section 61 provides: "Every holder is deemed prima facie to be a holder in due course, but when it is shown that the title of any person who has negotiated the instrument was defective, the burden is on the holder to prove that he or some person under whom he claims acquired the title as a holder in due course."

Those are the provisions of the statute and some definition, perhaps, as to the terms used in this statute may become necessary before the statute is fully comprehended and made applicable to the case in hand.

Under this statute, even though fraud was practiced upon the defendant in the procurement of this note, if you should find that he was induced to sign the note by fraud, and you do so find because I have already instructed you in that regard, yet, that of itself does not prevent the plaintiff from recovering.

It must be shown, in addition that the plaintiff at the time it purchased the note, had actual knowledge of the fraud so practiced or knowledge of such facts that its action in taking the note amounted to bad faith. And the right of the plaintiff to recover is not to be overthrown by slight circumstances because it is not obliged to engage in an active enquiry to afford an imputation of bad faith. The plaintiff's rights are to be determined by the simple test of honesty and good faith, not by any speculative enquiry into the question of diligence or negligence, for the plaintiff may have been negligent in taking this note, but still, unless the plaintiff was guilty of bad faith in the transaction, it can recover.

Now, as to the meaning of these terms used in this statute, I instruct you that a bona fide holder of commercial paper is one who takes it in good faith before maturity for a valuable consideration in the usual course of business, without knowledge of facts which would impeach its validity as between the original parties to the note and without knowledge of the facts and circumstances that would lead a careful and prudent person to suspect that the paper was invalid as between such original parties.

Now, the term "valuable consideration" has been used in this instruction. A valuable consideration means money or any other thing that bears a known value. It means something of actual value capable of pecuniary measurement.

A person or a bank taking an assign-

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DO you expect to build up your estate during early life? How many producing years have you left? Do you expect to provide for the family an income that will always be forthcoming?

If so, consider a "Living Trust" in this company's care and see for yourself in what a comparatively short time accumulations will build up the fund.

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ment, by endorsement or otherwise, of commercial paper before maturity, paying value therefor, without notice of any infirmity of title or construction, is deemed in law a good faith purchaser, and I so instruct you. Good faith means without notice of any infirmity, as well as for a valuable consideration. It means an honest lawful intent. It denotes the state of mind acting without knowledge of fraud and without any intent to assist in a fraudulent or otherwise unlawful scheme. It is the opposite of bad faith and fraud, and under the circumstances disclosed by the testimony in this case, the non-existence of bad faith must be established by the plaintiff by a preponderance of the evidence.

The plaintiff asserts good faith in this transaction; asserts that it purchased this note without any knowledge whatever of any infirmity in it.

The defendant has established the fact that the note is infirm as between the original parties and that it was procured by fraud. Now, the statute I have read places the burden of proof upon the plaintiff to satisfy you by a preponderance of the evidence that it procured this note in good faith, under the evidence and the instructions I have given you as to what constitutes good faith.

A great deal of testimony was offered in this case as to the subsequent transactions of the cashier of the bank acting in association with the agents selling this stock in the community of Berlin. What he did, what he said and his relations to these agents, all that testimony was received subject to the objection of the plaintiff's counsel upon the theory that these subsequent transactions might have some bearing upon the knowledge that this plaintiff bank had as to the nature of the original transaction between the Michigan Guaranty Corporation and this defendant in the procurement of this note. Now, any knowledge subsequently received by the bank, or its officers—because the bank only acts through its officers—would have no bearing upon this case and your determination of the questions of fact involved.

If at the time this note was discounted the bank acted in good faith under the instructions I have given and the evidence in this case, its subsequent knowledge however obtained, could not make it a bad faith purchaser. And, therefore, I instruct you that you must not consider any of the testimony offered in this case as to the transactions between the cashier and these agents in the disposition of stock, for the reason that those subsequent transactions on their face and affirmatively do not in any respect show that the bank, prior to Nov. 16, by its officers and agents, had such knowledge subsequently obtained, if any.

Your attention is directed exclusively and solely to the testimony in this case bearing upon the knowledge this bank had by its cashier and assistant cashier of the situation before it discounted this note. I give this instruction explicitly because I had expected that some connection would be made between these subsequent transactions

and the knowledge that the bank may have had before, but the evidence falls short of that. I am giving this instruction explicitly and positively so that there may not be any error in this case. Without such a communication and such an association, with the knowledge the bank, through its officers, had prior to the discounting of this note, such subsequent knowledge is wholly and absolutely immaterial to this controversy and must not be considered by the jury.

Now, if you find for the plaintiff that it was a bona fide purchaser of this note for value and without knowledge of any infirmity in the note, your verdict will be for the plaintiff for the face of the note, together with interest thereon from its date to the present time, at the rate of six per cent. per annum.

Unless you so find, your verdict will be, no cause of action.

The verdict of the jury was "no cause of action."

Corporations Wound Up.

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

Wells Stone Co., Limited, Saginaw.
Shop of Durst, Detroit.
Murphy Metal Products Co., Detroit.
Finance Corporation, Detroit.
Fair Ventilator Window Co., Detroit.
Oakley Elevator Co., Oakley.
Charlevoix Elevator Co., Charlevoix.
Defiance Construction Co., Detroit.
Gratiot Highlands Co., Detroit.
Oxford Overall Co., Oxford.
Leonard A. Seltzer Co., Detroit.
Crescent Beverage Co., Detroit.
Investors Federation, Inc., Detroit.
Eureka Realty Co., Toledo-Milan.
Elk Resort Association, Mt. Pleasant.

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Through our Bond Department we offer only such bonds as are suitable for the funds of this bank.

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That Water Transportation Companies are paying very fine dividends?

Do you know that there is a great future for Water Transportation?

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Write us and we will send you full information as to why Transportation Companies offer an excellent opportunity for safe investment and substantial dividends.

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3

Per Cent Interest Paid on
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Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President

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Time To Recognize a Most Important Factor.

One of the things which has been demonstrated beyond question is that a city which reaches a remarkably low loss ratio over a period of years, a loss ratio reflected in a decreasing number of fires also, makes this record because of a citizenship which is aroused and alert on the subject of fire prevention. The fire department, the water supply, the police system, the building construction laws and their enforcement—all these—have an almost immeasurable influence on losses, and without them, all fire prevention efforts, even though bringing a small number of fires, would fail to reduce the fire loss because of a few fires of the conflagration type. Yet, having an efficient fire department, an adequate water supply, a good building code well enforced, the most important factor in fire loss reduction becomes the attitude of the people toward fire safety. Underwriters call this the temperamental hazard.

Underwriters have long recognized that the temperamental hazard and the moral hazard are present and to a decisive extent but they have always declared that it was impossible to measure these hazards and therefore they have confined themselves in rating systems to a measurement of physical conditions as the direct rate making factors. It should be understood that the temperamental and moral hazard naturally enters into consideration when the basis table for an entire state is decided upon since the basis table uses such figures, as will when applied in rating, produce enough for the companies to pay their losses and expenses and in some instances a slight underwriting profit. Therefore only state wide community efficiency in reducing fire losses brings direct recognition for community fire loss reduction efforts.

But the state as a single community is too unwieldy to manage with present resources in a concerted, continuous and intensive fire prevention campaign. A city of even 500,000 population can be moved; the habits of its people can be changed; the attitude of its people can be influenced; a fire safety and fire prevention sense can be inculcated in its population. These things being true, would it not be logical that underwriters should recognize the temperamental hazard and its effect upon the fire losses in the rating system for communities as represented in municipalities?

A direct example will make clear why it is logical that a community of the size of a municipality should receive a direct reward for its efforts in promoting fire safety. In past years a few cities of the country have been giving careful attention to fire prevention and have made a notable reduction in their fire losses. Other cities have recently entered upon fire prevention campaigns and will no doubt show a reduction in the number of their fires, as well as in their fire losses. Suppose at the end of five or ten years these cities, because of their effort show a consistent reduction in number of fires and in fire losses and ask for a reduction in rates, is it logical to answer this community on the

basis of physical facts relating entirely to its fire department, water supply, police protection, building laws, etc? Is it logical to say to this community, "Yes, we know that by your attention to fire safety, you have succeeded in reducing the fire losses and now if you will purchase three fire engines, extend a water main into this new suburb, add three policemen to your force and enact this addition to your building ordinance, we will grant you a reduction in rates?" These things would almost undoubtedly be needed if they were recommended by the National Board engineers, but it must be affirmed that the failure of the present rating systems to allow citizens of a great municipality any recognition for the most important factor in reducing the number of fires, shows them to be inadequate.

The fire insurance companies in measuring property for fire rates have a very difficult problem and deserve assistance and aid in working out this problem. No doubt it would be difficult to work out a satisfactory system which would recognize the fire losses of a community as a contributing factor in determining directly the fire rates to be applied in that city but certainly the difficulties have never been demonstrated to be insurmountable. Why would it not be feasible, for instance, to say to a community that for reaching a certain minimum fire loss over a period of five or ten years, it would receive the same credit as for making such physical improvements as would entitle it to the next lower classification in the schedule? Vice versa, if the city consistently maintained a certain maximum high loss ratio, it would transfer itself to a higher rating basis. Necessarily, such a simple statement as that just made would be subject to modification. It is time that the constructive thinkers in the rating bureaus set about to solve this problem. It must be solved to give the proper encouragement to those communities which have honestly and faithfully tried to reduce their fire losses by practicing fire prevention.

Certainly Looks Suspicious.

A Washington man tells of meeting a friend on the street on an occasion when he wore an entirely unaccustomed expression of anxiety.

"What seems to be the matter, old man?" asked the first mentioned gentleman. "You look extremely worried."

"And I am worried," said the other. To be honest with you, it is on account of some life insurance I took out last Friday."

"But," continued the first, "what has that to do with the woebegone expression of your face?"

"Well, the very next day after I had it written my wife bought a new cook book. Possibly it is all right; but, old man, it certainly looks suspicious."

Cultivate the habit of dropping your work when a customer comes in and meeting him with a friendly smile and a pleasant word. It will increase sales, brighten the day for your customer and add a new board to the fence between yourself and the undertaker.

Michigan Shoe Dealers Mutual Fire Ins. Co

LANSING, MICHIGAN

Cash Assets	OUR RECORD	Dividends to Policyholders
\$ 460.29	1912	\$ 744.26
1,258.98	1913	1,424.30
1,202.96	1914	1,518.99
3,087.11	1915	3,874.58
5,885.33	1916	5,606.11
7,191.96	1917	6,647.47
12,110.81	1918	10,519.98
23,482.98	1919	17,276.46
35,507.00	1920	37,247.42
68,917.43	1921	43,785.79

Total Dividends Since Organization \$128,645.36

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Careful Selection of Risks
Absence of Conflagration Hazard
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Minnesota Implement Mutual	50%	Ohio Underwriters Mutual	30%
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Ohio Hardware Mutual	40%	Finnish Mutual Fire Ins. Co.	50%

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WM. N. SENF, Secretary-Treas.

New Device Designed To Curtail Credit Losses.

The Shopping Check, patented by Roger Topp, Richmond, Va., is designed to curtail credit losses. It is nothing more or less than a negotiable instrument, in the form of a post-dated check, or note, made payable to the seller of the merchandise or other giver of value received. It is used by the customer on each transaction. All credit customers are advised that after a certain date the store will change to shopping checks; that the clerk will furnish one for the customer's signature; that the check allows the usual time for payment; that no statements or collectors will be sent out; and that the savings will be used in reducing prices. Mail order customers are sent a supply of checks with information.

The shopping check combines the functions of a bank check, trade acceptance, and promissory note. When drawn on the customer's bank it is handled like any ordinary check and deposited in the bank by the merchant on its due date. Otherwise it is drawn on "Self" and treated as a signed due bill.

"Shopping Checks," according to their due dates, are filed serially in a metal box for safe-keeping by the merchant, and a carbon copy, made on an attached slip, is given the customer as a "shopping check" receipt. Several days before the due date, the merchant mails the customer a courteous reminder of the designated time and manner of payment of the "shopping checks." A bond may be had of the National Surety Co., of New York, which guarantees payment of "shopping checks" when due. The merchant is thus enabled to accurately determine his income, and to gauge his ability to meet his own obligations accordingly.

Among the advantages claimed for the "shopping check" are: Elimination of expenses necessary under the old open account method, such as book-keeping, collectors, invoices, statements, stamps, stationery, interest, ledgers, bad debts, delinquent accounts, etc. It is also claimed that the "shopping check" is an absolute safeguard against disputes in accounts, and minimizes the expenses of exchanges, and "call-for" packages. A further advantage is that it enables the merchant using the system to make daily bank deposits as against the monthly collections of the old system.

The Essential Element in Advertising.

You can strip an advertisement of beauty, of form, clarity of expression and excellence of idea and still have something left if you are sincere. Two advertisements may be as different as a janitor and an Episcopal bishop, and yet each will make its appeal. Advertisements are like people. If a man is sincere you can forgive him almost everything.

It is equally true that a lack of sincerity can ruin the best material ever used in the construction of an advertisement. Take a drawing made by an artist whose technique is faultless, but who has the idea that he is

going slumming whenever he dips into commercial art, and combine it with a few vapid words by a writer whose chief interest is to finish it before luncheon. Have these words put into type and arranged by a designer whose life is spoiled because he didn't think of making type charts before Ben Sherbow did, and what you have is a pleasing advertisement, but one without a flicker of life. An advertisement ought to be as contagious as measles.

Advertising should not be too clever. The reader should remember the product advertised rather than in the manner in which the advertising was done. A slogan which contains the name of the product is better than a slogan which must be arbitrarily attached to the product in one's mind.

The goods must come up to the promise. Not long ago a product of doubtful merit was advertised by a trade character who was one of the funniest and most appealing characters that ever found its way into the pages of newspapers and on the billboards. But the merchandising was a failure because the producers did not realize the necessity of having the product as good as the advertising.

Less Money and Higher Prices.

That prices should be rising while monetary deflation is progressing may prove a little disconcerting to advocates of the quantity theory in its simplest form. Since the first week in May the circulation of Federal Reserve notes has decreased \$50,800,000, and yet prices in this period have been tending towards greater firmness. In France recently the same situation has been noted. The rising cost of living there is causing no little complaint from wage earners and salaried people, but the circulation of the Bank of France is being contracted. It was reduced last week to the extent of 504,000,000 francs. The mere quantity of money is obviously not the sole factor determining the price level, and the advocates of the quantity theory themselves point out some other influences, such as the amount of credit substitutes for money and the rapidity of turnover.

Making a Good Impression.

The following happened one day while I was looking for a position.

While on my way to the city I remembered the story of the boy and the pin. This boy applied for a position in a certain office, but found the position occupied. On his way out he stooped over and picked up a pin and put it in his coat lapel. The boss noticed this thriftiness, called the boy back, and gave him a job.

I thought I would work something along the same line so I bought a package of pins. As I entered the office I let a few pins fall along the floor. When I asked for a position it had already been taken. I started out and began picking up the pins. As I was leaving the office I overheard the boss say: "It's a good thing I didn't hire him; if he steals pins he will surely steal anything."

Don't argue with a man you want to get something from.

FIRE

TORNADO

BETTER INSURANCE

AT

LESS COST

During the year 1921 the companies operating through

The Mill Mutuals Agency

paid more than \$5,800,000 in dividends to their policy holders and \$8,300,000 in losses.

How do they do it?

By INSPECTION and SELECTION

Cash Assets Over \$22,610,000.00

We Combine

STRENGTH, SERVICE, SAVINGS

THE MILL MUTUALS AGENCY

120 W. Ottawa St.

Lansing, Michigan

Van Dam



The NEW PERFECTO
FROM OUR OWN SCIENTIFICALLY
CURED AND BLENDED TOBACCOS

IN ADDITION TO THE OLD VAN DAM FAVORITES
INVINCIBLE-10¢; BLUNT-10¢; CLUB-2 for 25¢

BLENDED AND MANUFACTURED BY

TUNIS JOHNSON CIGAR CO. GRAND RAPIDS, MICH.

COMMUNITY SERVICE.

It Involves Giving Time as Well as Money.*

That the business man owed any service to his community, other than to give a dollar in value for the dollar taken into his till did not greatly concern the average merchant or professional man until, say, half a generation ago. About that time one began to hear speakers concerned with public affairs appeal to men and women to remember that their community was not merely a body of men and women on whom they might prey for financial gain, but to regard their city as a civic organization which imposed upon every citizen certain duties and responsibilities, other than merely voting and paying taxes, one of which is compulsory, and the other ought to be.

The war years drove home the conviction to every conscientious citizen that he owed his community and his country a large debt, which in the face of a great need he was called upon to discharge. Over night we found men and women everywhere enlisting, not only in the army of millions to go overseas and fight, but millions more of the stay-at-homes were surging forward voluntarily to enlist in the great army that in three years sold more than \$20,000,000,000 in Liberty loan issues, and in that other army of tireless workers who sold Red Cross, Knights of Columbus, Salvation Army and other war activities to the American people to the extent of hundreds of millions of dollars. What leads them to do it? The spirit of service, which in the face of the country's need sent millions to battle and millions more to back them with billions of dollars. War, then, has taught us the great lesson we were slowly learning, anyway, namely that every citizen, every business man, every merchant, every lawyer, as well as every politician owed to his country and his community—the spirit of SERVICE.

The war left us tired, however, and the reaction which followed the great struggle found the average American citizen less disposed than during 1917-18 to give without stint of his efforts and his dollars for community service. It has been an effort to come back, but we are slowly returning to the spirit of service in community matters which imposes upon every man and woman responsibility for the things in every community which are community-wide in their scope.

We always did believe and most people practiced service in their lodge or club or church. The man who did not "belong" to some one or more organizations of this sort was unrecognized in his community. And if he "belonged" he naturally accepted certain responsibilities and did his part to help "carry on."

That was but the first step in community service. That was a narrow conception of the Spirit of Service, which to-day more or less rules the world. Clubs, lodges and churches are in a way but a selfish expression of our desire for service. We "be-

*Address by Chas. A. Sturmer, of Port Huron, at the National Hardware Congress at Chicago, June 22.

United

For Every Business Purpose

IT makes no difference what line of business you are engaged in, there is a UNITED TRUCK that will serve you well. We build them in

FOUR SIZES

1½—2½—3½—5-Ton

Here is a range of sizes that meets every business requirement. There are numerous body adaptations for particular kinds of hauling work.

Write us for specifications, prices and full particulars. We are always glad to send a representative to those who are in the market for a truck.

United Motors Company

FACTORY AND SERVICE 675 NORTH STREET

Bell Main 770

Grand Rapids, Mich.

Citizens 4472

**Quality—
rather than quantity production**

trucks

long" because we expect to get something out of them for ourselves, as well as give something of ourselves for the general good. If a member of the lodge, we figured it was good for our business. And no doubt many a man has joined the church not so much to secure a hold upon eternal life as to widen his local trade in popcorn or calico.

Time has widened these community service ideas into the principle that every citizen (which term now includes both men and women) owes service of some sort to every community-wide organization which has anything to do with the general good of his town.

What a wide variety of tasks this implies?

There are the schools.

There are the politics of the town.

There is the board of commerce.

There are the Y. M. C. A., the Salvation Army, the Boy and Girl Scout organizations.

There are the associated charities. Everyone, in these days must be fed and clothed.

There is the city hospital.

There are always the demands for money drives for the starving children of Armenia, of Europe or Soviet Russia.

There is bewilderment in this multitude of activities which beckon on every hand—everyone of them deserving to the extreme.

What shall the busy business man do?

He may do two very foolish things—he may close his eyes to the needs of his community entirely and refuse to participate in any of these activities, which is folly enough, or he may fall a victim to his own softness of heart and enlist under the banner of every cause which comes along, which is not folly only but pure idiocy.

I repeat, what shall the conscientious business man do when confronted with all the demands upon his time and purse?

First, he always owes the simple duty of well-informed interest in the community politics.

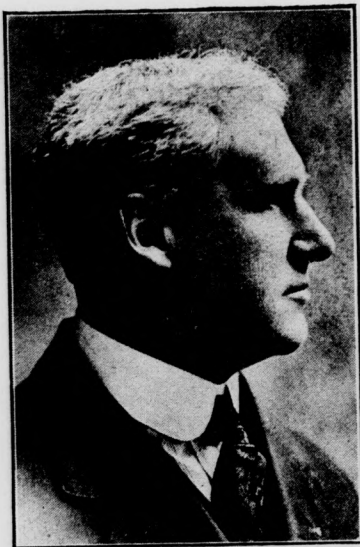
One of the greatest privileges of our citizenship is the right of voting. Yet how easy it is for us to neglect to vote. The day after the primary elections are announced, I am sure more than one here has said, "With such a list of candidates, I am sure Mr. X., the most competent man in our community, will be nominated." Just because we are sure Mr. X will be nominated, we do not take the trouble to vote and, as a result, when an incompetent candidate is elected our community suffers from our negligence because we did not do our duty.

The Community schools are also deserving of your interest and may lead to the business man accepting a place upon the school board. The individual conscience must answer in every case.

Second, in these days, no alert business man fails to answer the call of his community organization, usually styled the chamber of commerce. Failure to "belong" in this instance stamps the modern business man as narrow-minded, too selfish for his

own good, and apparently unable to appreciate that the growth of any community depends very much upon the concentrated efforts of its citizens, through a business organization, to keep an eye on the needs of the community and act quickly, efficiently and definitely, when the opportunity offers to improve the town commercially or industrially, or indeed, in any other way. What is more important or more logical in these days than that the community business organization should watch, not with narrow-minded partisan jealousy, or with captious eye, the administration of city schools and city affairs generally. The old cry, "Don't meddle with politics," is a slogan of the darker political middle ages.

There are two ways for you, as business men, to help build up your town.



Charles A. Sturmer.

First, pursue the selfish and perfectly obvious method of attending largely to your own business, building it up, increasing your patronage, and thus increasing the number of employees, and your ability to pay better wages and thus through your own business house, be it mercantile or manufacturing, spread prosperity throughout your community and thereby win the gratitude of your fellow citizens. This is service of a high order and rewards you, while it profits the community. Sometimes, in the case of a great manufacturer who develops his business rapidly and adds thousands upon thousands to his list of employees, he becomes the builder of a city. Purely selfish effort makes him the community's first citizen. His is a service of a high order, plainly enough.

Then, too, the manner in which one conducts his own business, especially the retailer, may embody a principle of real service in the community. For instance, he may encourage sound, healthy trading among the people of his city or he may operate on a careless credit system which helps to make spendthrifts and dead-beats of his customers. I believe the man who does a cash business and sells for close profits does something besides make sure that he gets dollar for dollar in cash or value when he makes a sale. He does the larger thing of

making a customer who can look himself as well as his merchant squarely in the eye and say, "I buy for cash. Give me the best possible bargain. I am tied down to no one by a credit account that is never closed."

A friend who recently served on a grand jury told me the other day of a man brought before the jury from a Michigan city for stealing from a postoffice. When asked why he found it necessary to pilfer from the post office the reply was this in exact words:

"Well, I was buying a house, a piano and a saxophone on the installment plan and I couldn't keep the payments up."

There the dollar-down and dollar-a-week idea made a criminal of a man with a wife and three children. Was the man more to blame than the looseness of the American credit system?

Second, there is the other kind of service, which solicits the aid of each of us, from time to time, in community enterprises of one sort or another. How far ought one to go in giving time and money to each of these?

That becomes with each of you a personal issue, which is not up to me to impose upon you. Your conscience must attend to that.

Suffice it is to be said, however, the local business man who fails entirely to render the service to his community in some activity or other which mod-

ern society demands of him, is by far the most impoverished citizen of his community. True, he may gain in his financial balance, but what a mean and sorry figure he presents as a complete failure in the society which supports him in business.

"He profits most who serves best" is the motto of the Rotary Club and I think it is a good one. The history of the past fifteen years, since service became almost the first word in the lexicon of community life, has demonstrated the truth of this Rotarian slogan. The man of every community who stands first in the minds of its citizens is the man first on the firing line when a battle for chamber of commerce or improved schools is to be fought or constructive movement of any sort in the community is to be advanced. The reward for service is usually the approbation of one's own conscience and of one's fellow citizens.

Select that community activity in which you can best interest yourself and stand by it, work for it, and see it through. Don't be content with doling out a few dollars when the collection committee calls upon you. Service means more than that. It means giving one's self, one's individual effort, and, more than that, providing the inspiration and the perspiration which will see your cause through. Remember the lines of our good friend Edward Guest:

The money gift is easy, there are hundreds who will pay.
And settle back contented while the workers toil away.
Men will dig into their pockets for the gold a cause may need
And then leave it for another to go out and do the deed.
But in every worthy struggle that shall help the race to climb
The world is always seeking for the men who'll give their time.

The money gift is easy, but a better gift than pelf,
Is to dedicate to service, not your money, but yourself.
For though gold and silver often are the things the cause demands
No righteous cause can triumph without willing hearts and hands.
And in every field of service that is known to mortal ken
You can hear the leader calling, not for money, but for men.

The money gift is easy, many gladly pay the price
Who sit back in time of danger and refuse the sacrifice
There are men to give their money for a purpose that is fine
Who never share the burdens on the bitter fighting line,
But the man the world is seeking in the tasks it has to do
Is the man who'll share the struggle and stay with it 'till its through.

The Place to Go Now!

Fun Center
of
Western
Michigan

Ramona

Cooler
in
Warm
Weather

RAMONA THEATER

KEITH VAUDEVILLE
and
FEATURE PICTURES

DANCING CASINO

CRAWFORD-DAVIES
ORCHESTRA

"On With the Dance"

Best Picnic Grove and Facilities In This Vicinity

Concerning GASOLINE

NO one factor contributes more to your sense of security while motoring than the knowledge that you can obtain a supply of high grade gasoline of dependable uniformity wherever you may be. You can have that sense of security by using Red Crown Gasoline because there is a Standard Oil (Ind.) service station or a Red Crown Garage every few blocks in the city and every few miles in the country.

Red Crown possesses every one of those characteristics which the wise motorist desires. It causes the engine to start instantly, it accelerates smoothly and quickly, and it enables the car to deliver all the power and speed the engine can develop.

The result of numerous tests have proved that with all its flexibility Red Crown gives greatest mileage per gallon.

It is distinctly to your advantage to adopt Red Crown as the standard fuel for your car. You can depend upon its high quality and you can get it wherever you see the Red Crown sign. This combination of excellence of quality and availability, makes Red Crown an ideal gasoline.

STANDARD OIL COMPANY
(INDIANA)
CHICAGO ILLINOIS

Early Pigeon Days in Northern Michigan.

Grant, June 20—Reading an article by Capt. Belknap about the pigeons of early Michigan calls to mind some of the scenes along the Muskegon in that early day preceding the Civil War, when the semi-annual flight of the pigeons was as much a matter of course as the rising and setting of the sun.

Not like other birds, the pigeon went in large flocks numbering thousands if not millions. Spring and fall these flocks flooded the air throughout Western Michigan, clouding the rays of the sun at times.

Although we boys never got our game by using fishpoles, as described by Mr. Belknap, we often brought down a pigeon by hurling stones into the heavy mass of flying birds.

Pigeons were considered legitimate prey for boy or man.

Few were trapped in our immediate neighborhood, but the boy with his shotgun furnished the home larder with all the pigeon pie needed by hungry mouths.

For a period of from two to four weeks these birds continued to fly over the clearings, across woods and openings with a noise like the roar of many waters. Pigeon time was in the spring and fall. Where they went and why they chose these times for their army parades we of the woods did not know.

There were roosting places along the big lake. I remember seeing pigeon nests in trees bordering the river, but these were sporadic cases most of the nesting being in some other region.

Like other birds the pigeons sought a warmer climate before the rigors of winter set in. However, I distinctly remember one winter, an open one, when these birds remained here all winter. It was remarked at the time as being out of the usual order.

Wayside taverns along the highway between Muskegon and Newaygo—and there were several of them—were abundantly supplied with pigeon potpies and soups all during the season, and these eats were highly relished by the early traveling public.

The Cottage Inn, twelve miles out from Muskegon, on the river road, had a pigeon dinner all through the period of pigeon life in the woods. As a boy I have relished more than one such meal at that tavern of fragrant memory.

An occasional wheat field suffered when a flock of pigeons alighted thereon. There were few such fields, however, and usually boy guards armed with shotguns secured safety for most of the wheat fields.

Every boy of early settler days coveted a gun, shot pouch, powder flask and game bag. The backwoods stores always kept ammunition with which to supply the youngsters. My elder brother who afterward handled a more deadly weapon in time of war, became possessed of a fowlingpiece at the age of 8 years.

At the age of 12 he had bagged his first deer and small game such as pigeons, rabbits, squirrels and partidges were his daily game while the hunting season lasted. There were no game laws to restrict the hunter in those days. There were good schools in the woods, and no boy was permitted to carry a gun during the school season.

Despite the fact that almost every settler's boy above the age of ten owned a gun, there were no serious accidents. The parents taught their boys how to use a firearm, and all the precautions necessary to safety.

My brother's weapon was an old Revolutionary flintlock remodeled into a shotgun. It was a clumsy affair, with an iron ramrod, yet it was capable of doing good execution at short range, and was the means at one time of saving to a millowner his whole winter's supply of logs which occupied a river boom just above the mill.

Because a few logs, with another man's scale mark got mixed with

those of the millowner's, a gang of men set out once upon a time to cut the boom and set the logs going helter-skelter down the stream.

One man with a pike pole kept them off at the first attempt, and during the following night the millowner stood guard with the Revolutionary musket loaded with powder and slugs cut from a lead pipe.

The would-be despoilers got an inkling of what was on tap, and although whisky flowed freely, and much noise was indulged in, there was no second raid on that boom.

There would certainly have been a tragedy had the drunken woodsmen made a night attempt to slash the boom.

Besides being a small game and pigeon destroyer that first old shotgun did good service for its owners, and has long been enshrined in the memory of the writer.

That army of pigeons long ago deserted the country, and it is said not one of the specie is to be found between the two oceans.

Old Timer.

An American Hero Happy.

Bay City, June 20—Hats off again and three times three more for one of America's heroes—a modest one, too—Sergeant Alvin York, of Tennessee!

Also hearty congratulations; for a big load, I read, has been lifted from the mind of this fine, upstanding American. The mortgage on his farm in the Valley of the Three Forks of the Wolf has been paid off. Between drought and deflation the brave sergeant was for a time brought face to face with foreclosure.

I have recently read the story of this Tennessee mountaineer told by Sam K. Cowan in a book called "Sergeant York and His People." In all biography it would be difficult to find a more picturesque or inspiring account of a man holding to his principles and standing by his people. The mountaineers of the Cumberland are said to be the purest Anglo-Saxons in America to-day. In their customs, speech and manner of life they are close to their ancestors, the American colonists. Marooned in their mountain fastnesses, modernity has not found them. What overseas service, with its contact with new ways and foreign people, did for many country youths it did for Alvin York.

From his father he gained physical bravery; from his mother, moral courage. The one brought him back a hero; the other led him to refuse to capitalize the homage of the people and to refuse to go on the stage or lecture platform. The war had awakened his ambition, but it was for his mountain race, not himself.

"Back again at his home," writes Mr. Cowan, "he asked that the people give him no more gifts, but instead contribute the money to a fund to build simple primary schools for the children of the mountains who had no schools."

Out of his idea has sprung what is known as the York Foundation, backed by many influential people of the South. Sergeant York went out into the world, but he did not forget his own. It is heartening to see that the Nation also remembers and that his mountain farm is now free from encumbrance.

Vincent D. Paul.

His Specialty.

"Well! well!" interestedly ejaculated a recently arrived guest. "Look at that man running with all his might up the street! What do you suppose is the reason for his haste?"

"That's Austin Aggle," replied the landlord of the Pruntytown tavern. "Knowing him as well as I do, I presume he has had a hint that trouble of some kind is going to happen in the other end of town, and he is rushing there to act as innocent bystander."

Two Merchants With "Something in Their Heads."

About four years ago a couple of young men went into business. They opened a store in an old building in an out-of-the-way section of the city. Their equipment consisted of a rickety typewriter bought on the installment plan, and the necessary initial stocks. Their desk was picked up at a bargain sale.

Friends of these men laughed about the store, but the young chaps held steady. They saw what their friends did not see—namely, the splendid establishment which they had in their heads. They knew that they could not have that sort of a layout at once, but every effort was bent forward to making it an actual fact.

They gained a very fair patronage and began to make money. There was the temptation for each of them to buy an automobile, or to spend their profits in trips and handsome clothing. Once in a while they fell from grace and did invest money in ways which did not further their journey toward their goal. But every time they did a thing of that kind, they held a conference together and said, "Did it pay? We have bought thus and so, but we have put off the possession and enjoyment of that new store and the fine business which will go with it, to indulge a passing whim."

So more and more they learned what to buy and what to pass by. They became so enthusiastic over the progress they were making that it ceased to be a sacrifice not to spend money carelessly as some of their old friends were doing. If they took a trip, they took it in the direction of increasing their business acquaintance and making it in some way cash in on account.

One of these men is now twenty-four and the other twenty-six, and they are now prosperous just because they had something in their heads. They had not more opportunities than a good many of their early friends, but they have outdistanced all of them because they had a definite picture of what they wanted to achieve, and knowing what they wanted, they bent every effort toward it. In other words, they have traversed a straight line, which is the shortest distance between two points.

A good many business men to-day are describing wobbly, curved and crooked lines. They are perfectly capable of following the straight path, but it never occurs to them to do it, because they do not know what they want. They have never stopped to picture the position they hope to be in within five years. As a result, they have nothing to work toward. They spend their money in various ways which do not count in the building up of success. They keep on working,

to be sure, but they remind one of a sewing-machine needle without any thread in it, hopping up and down in the same place. If the needle is equipped with a thread, the stitches travel steadily on; if it is not, all the energy is wasted jumping up and coming down without getting any farther along.

So let us come back to our original question. What is in your head? How clear is the picture; how worthy is it; do the details change somewhat from time to time as you become a little more sophisticated in a business way; are you making as rapid progress toward that goal as you ought; are you satisfied with what you are accomplishing; do you sometimes put the brakes on needlessly by lack of energy exerted in the right of way, by foolish expenditures, or by pinch-penny methods in relation to keeping abreast with the times?

Everyone Working at Boyne City.

Boyne City, June 20—The Michigan Iron & Chemical Co., after a shut down of seventeen months, resumed operations last week, giving employment to the full force—about fifty men. The Charcoal Iron Co. resumed this week Wednesday, employing about the same force. With the starting of these two plants, Boyne City's industrial community is again in full operation, with the addition of two good plants which have been established within the past three years. We can't see any real reason for any gloomy forebodings as to our industrial future.

H. C. Colley has put up and will have in operation next week a brick yard with a capacity of 10,000 brick per day. Harry expects to double the capacity in a short time. The plant occupies a part of the old cooperage site. With the advent of cold weather, Mr. Colley will put in a small portable sawmill for the accommodation of those having small quantities of logs to manufacture.

If Barden & Son are as proficient in house finishing and building material as they are in advertising, they will surely get away with the long green. We rather expect that the silent partner is more or less responsible. Maxy.

How Often We Die.

Every twenty-three seconds somebody dies somewhere in the United States. During the next twenty-four hours 3754 persons in this country will "give up the ghost," as the phrase is. One hundred and fourteen thousand, two hundred and twelve men, women and children in the United States will surrender existence in the next month. During the next year 1,370,545 persons in this country will take the leap into eternity.

Listen to the clock! What does it say?

It says: "I'll get—you yet; I'll get—you yet!"

There may be some reason in flattering others but don't create a delusion by flattering yourself.

KEEP COOL—Swat the Fly

Now is the time to order your **FANS and FLY SWATS** for

SUMMER ADVERTISING

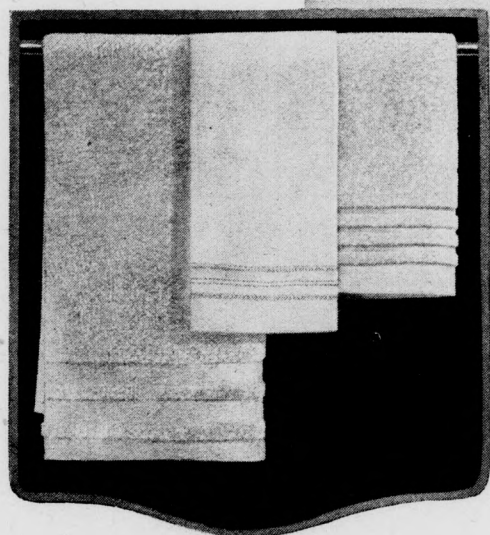
THE CALENDAR PUBLISHING CO. has them.

G. J. HAAN, President, Manager.

1229 Madison Ave., S. E. Grand Rapids, Mich.

Samples and Prices given upon request. Citizens Phone 31040.

Towels to please every kind of a customer



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



HERE is a line of towels so complete that it fills every possible towel requirement. For the Cannon line ranges from kitchen towelings to every size of huck and turkish towel.

These towels appeal to every class of customer. They are suited to the finest homes. And you can sell them at prices within the reach of all.

Cannon Towels offer the greatest values that you can buy. Compared price for price, they are closer in weave, heavier in weight, and higher in quality than any other cotton towels

made. Cannon Towels are all made from high-grade cotton yarns. They are bleached and finished by a special process that was originated by Cannon chemists. This process gives the towels an exceptionally good appearance. You will like their careful put-up.

Cannon Towels are made by the Cannon Manufacturing Company—the world's largest producer of towels. They are distributed only through jobbers. It will pay you to write your jobber today for samples, prices and complete information.

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

CANNON TOWELS



Michigan Retail Hardware Association.
President—Charles A. Sturmer, Port Huron.
Vice-President—J. Charles Ross, Kalamazoo.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.
Directors—R. G. Ferguson, Sault Ste. Marie; George W. Leedle, Marshall; Cassius L. Glasgow, Nashville; Lee E. Hardy, Detroit; George L. Gipton, Britton.

Some July Plans For the Hardware Dealer.

Written for the Tradesman.

During the midsummer days when it is rather difficult to evolve something new to attract attention to the store, the hardware dealer should be continually on the lookout for local events which can be used as likely subjects for window display.

Race meetings, conventions, military camps, ball games and so on are excellent pegs on which to hang good window designs. By linking up the display with some topic of wide local interest, its effectiveness as an advertisement is immensely increased.

Events such as those mentioned can very readily and effectively be linked up with your window trim. A big ball game, racing event of similar affair in your own town represents an excellent peg on which to hang a timely sporting goods display. Work in the team colors, some allusion to popular figures in the impending contest, and you at once grip the interest of the passer-by. During convention the outstanding feature of the organization can be brought out, while if there is any local product that can be featured as a souvenir, so much the better.

The great thing in window display is to make it as appropriate as possible. It is not easy, week in and week out, to run window trims of uniformly strong drawing powers. More, when a merchant's trims are too uniform in design, they are apt to lose their effectiveness with the passer-by—especially so in the hot mid-summer days when your store is on the sunny side of the street.

But when the whole community is discussing some event, then is the psychological moment for the merchant to capitalize the widespread discussion. A trim that is lined up with the outstanding topic in the public mind at the moment is bound to attract attention.

If good local events are scarce, then the merchant must exercise his ingenuity to attract attention. One effective method is to run a home manufacturers' display. That is to say, a display devoted to goods manufactured in your own town, or your own county or district, or your own state. Here can be introduced a very effective element of patriotic appeal

—appeal to community pride and patriotism. The articles shown could be tagged with the maker's name, the location of the factory, etc. if this is thought desirable. With the co-operation of the manufacturers, photograph of the industrial plants turning out the goods may be shown. Thus a window can be devised that not merely will appeal to local patriotism and sell goods, but will have an educative value.

At this season of the year it is important to push warm weather goods for all they are worth. A lot of push at the beginning of the season will save a lot of price-cutting at the end.

The merchant should continue to make a strong advertising appeal to the prospective camper out. The popularity of this method of spending a vacation is increasing, and the merchant by good displays can encourage the idea. Both from a healthful and an economical point of view, camping out is an excellent way to spend the holidays; and as the necessary articles are all part of the hardware stock, the moral for the hardware dealer is obvious.

A camping out window can be made exceedingly attractive, and, what is more, it is not difficult to put together. A tent, an imitation fire, some camp enamel-ware and chairs, with fishing rods, picnic baskets, etc. will make a good display. Artificial effects are easily produced by means of grass, brush, etc.

On the other hand, opportunities, now and a little later in the season, await the small town dealer in close proximity to summer resorts. One small town dealer has a cottage at a summer resort a few miles up the river from his place of business; and goes to and from business every day in his gasoline launch. In the evening he is among the campers themselves, and, as he mixes with them in their sports, he gets pretty well acquainted with their requirements.

"Almost every night during the season," he states, "I take up a load of stuff—fishing tackle, curtain rods, hammocks, screen doors, roofing, etc.—and frequently I have gone up with as much as a \$100 load. As it is largely a matter of convenience with these customers, in that they are saved a trip to town, most of them come over to my cottage and leave their orders. At the same time if I weren't willing to go to the extra trouble and to mix freely amongst these people, I wouldn't get a quarter of the business." By keeping in touch with his summer customers, this dealer sold more oil stoves dur-

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

W. M. Ackerman Electric Co.

Electrical Contractors

All Kinds of Electrical Work.

Complete Line of Fixtures.

Will show evenings by appointment.

549 Pine Avenue, N. W., Grand Rapids, Michigan

Citizens 4294

Bell Main 288



VIKING TIRES do make good

VIKING TIRES give the user the service that brings him back to buy more.

Cured on airbags in cord tire molds, giving a large oversize tire.

We have an excellent money-making proposition for the dealer. Write us for further information.

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

ing his first year camping out than in any previous season.

The automobile and the motor truck also afford facilities for handling such trade; and it is worth catering to during the summer months.

It is good policy for the merchant to strongly push all warm weather goods. Hammocks, garden seats, swings, refrigerators, lawn mowers, screen doors and window screens, etc. must be sold early to sell well. Unless prominence is given to these lines, and aggressive selling methods are adopted, the tendency of the average individual is to put off buying until relatively late in the season. Then he decides that, having done without for so long, he can wait until next year.

Put these goods on display, show them prominently inside the store, and don't be afraid to personally call the attention of your customers to them. Suggestion—always tactful—is an important factor in making sales.

The alert hardware salesman will find a good many opportunities to double his sales by suggesting additional purchasers to customers. For instance, a customer while waiting to make a small purchase shows interest in the hammocks on display. He is waited on, buys a window screen, and is going out. The indifferent salesman will let him go without question. But the wide-awake salesman will take advantage of the cue given him to suggest a look at the hammocks and to comment on their good qualities.

Or, a prospective camper out buys a lantern and some other equipment. The indifferent salesman will supply just the articles the customer mentions. The salesman really interested in his work will run over the entire list, to make sure that the customer has forgotten nothing. The summer cottager who buys some small article may with a little effort be interested in an oil stove—and so on.

Opportunities for suggestion are numerous; and at this season, when business comes a trifle slowly, the wide awake hardware salesman will seize every opportunity to add to his total sales.

During July the merchant can make a vigorous onslaught on his collections. The books should be gone over carefully and all longstanding accounts put to one side for strong measures. Then either by a series of letters or by personal calls the delinquents should be determinedly tackled. Collections may be difficult; but this is all the more reason why they should be carefully looked after, and longstanding accounts brought in, if possible. If an indebtedness cannot be entirely wiped out, try hard to get it reduced. If further accommodation is necessary, don't give it unasked; but see that the customer realizes that accommodation of this sort is a favor. It is distasteful to the average merchant to be a grinding creditor; but it is quite within the merchant's rights to be a business-like creditor.

Later in the summer, bargain sales

are effective methods for marking time. There are many broken lines, and items of stock that have failed to catch on, that it would be wise to clear out at a sacrifice. The money invested in them will be needed, while room must also be made for new stock. There is no better way of getting rid of this stuff than a bargain week. But if the week is advertised as a bargain week, make it a bargain week in reality. Let customers be under no misapprehension as to what is the bargain article, and what is not. Keep the bargain article separate from the rest, and let the prices be fairly cut.

Meanwhile, push sales early in the season at regular prices; and you will materially reduce the amount of stock to be turned over later at a sacrifice.

Victor Lauriston.

Things Asked For in a Hardware Store.

Some time ago the clerks in a retail hardware store began to keep a book in which were entered the queer descriptions of hardware asked for or ordered by note by customers of every nationality, for in that locality are found representatives of nearly all the countries under the sun. The book turned up and some of the things entered are amusing and must have been puzzling to those by whom they were received. Here are a few specimens:

"A necktie for a dog." A dog collar.
 "A hat for a dog." A dog muzzle.
 "Have you got a wooden hole?" A walnut escutcheon.
 "A screw mit two heads." A stove bolt.
 "Tacks, put him in de shoes." Hob nails.
 "Excursions pins." Escutcheon pins.
 "Handle to hold the door up." A hinge.
 "A paint brush for my man." A shaving brush.
 "A dog with a bark." A lathe dog.
 "Crometer to tell how hot it is." A thermometer.
 "A plain iron for washing." A sad iron.
 "Iron thread." Wire.
 "A bed wheel." A bedstead castor.
 "Salt paper." Sandpaper.
 "Bald headed tacks." Carpet tacks without leather heads.
 "A ting to make de saw cut wider." A saw set.

What One Hardware Dealer Does.

Here is a manner in which a retail dealer meets several problems of his trade: "With respect to old goods, I put them to one side, and when a regular customer comes in and asks for an article similar to some of the stock thus laid aside, I call his attention to it, and offering it at a concession usually results in the customer purchasing the article. I always make it clear to the customer my reason for making the concession, and never misrepresent the goods. I do not advertise any bargain lot, any bargain days or any bargain counters.

The Truth.

Wife: Look me in the face and deny that you married me for my money.

Husband: Yes, it must have been for your money.

The Confidence of Your Customers

is established by selling articles of known value.

You gain good will when your customers know they are not being overcharged.

When the price is shown on the label you are protecting your profits and that which is most valuable in all business—the good will of your customers. In selling

K C

Baking Powder

Same price for over 30 years

25 ounces for 25¢

you are assured of the confidence and good-will of your customers and fair profit for yourself.

**No better manufactured
at any price.**

**Millions of Pounds bought by the
government.**

Let us show you how to increase your
baking powder profits by selling K C
Jaques Manufacturing Co., Chicago



Selfish Mothers Spoiling Children To Keep Babies.

"Excuse me; I must go and see whether Arthur is covered. He has always been delicate, and I have to watch him carefully."

The tired looking woman who had been sitting with me on the hotel veranda evidently was a devoted mother. She had been telling me about Arthur, and all the hair's breadth escapes he had had since babyhood from having terrible accidents and diseases. The last time was when a hotel they had been staying in in Bermuda burned down—"less than a month after we left!" She was quite certain that the hotel was entirely consumed and that therefore "the very room" they had occupied must have been destroyed.

It makes my blood run cold to think of it. Arthur isn't strong enough to get out of a hotel window, and we were on the second floor. If anything should happen to Arthur—I!"

I had not seen Arthur. They had come to my hotel only that afternoon, while I was away for a ride. But I thought I could visualize the child—doubtless a Little Lord Fauntleroy sort of youngster; constantly coddled by a mother who had no other occupation. And the subject of great solicitude about his health.

"It has always been delicate," the mother said. "There is nothing definite the matter with him," she said; "just a naturally frail physique."

The next morning I met Arthur. I had a hard time to keep from laughing out loud at him. He was not a Fauntleroy, but a great, hulking, loose-lipped mouth, a whining voice, and the petulant manner of a thoroughly spoiled child who will have his own way or make everybody in the neighborhood suffer for it. He sat beside us on the veranda, his hands lying idly in his lap, most of the time complaining about the heat. Upon his only attempt to leave, his mother begged him not to go out in the sun. And as he sat there she said in his hearing:

"I devote my life to Arthur. I go where he wants to go. I'm afraid he isn't going to like it here. It is so hot in the mornings, evidently. He has always been delicate."

"Do you play tennis?" I asked of the boy.

"No, he doesn't," his mother replied for him. "It is a very strenuous exercise, and I knew of a boy who strained his heart playing tennis. Besides, Arthur doesn't like to play any game unless he can win."

I hardly believed my ears. But it went on that way, for all of the three

days that they stayed. After they were gone, a man asked me:

"What do you think of that boy?"

"I think he is the most perfect case of a fine boy spoiled that I ever saw," I said. "He never will amount to anything as long as he lives. And it is absolutely his mother's doing. I've no doubt she thinks she is very unselfish; but the fact is that she never was willing to give up her baby. She has tried for her own sake to keep him all these years dependent upon her. She has no occupation of her own; no resources within herself; nothing in the world to do except fuss over that boy and keep him right beside her as a plaything."

"He is going to give her a great deal of trouble when he gets a little older. He has been brought up in absolute self-indulgence; he has his own way in everything. Presently he is going to have his own way without reference to her—he really cares nothing about her except as a source of comforts for himself. He is going to have a great deal of unhappiness, too. When he has to go out into the world on his own account, where his mother cannot shield him, he will have a very hard time."

Mothers are very foolish who do not grow up with their boys. That mother was deliberately stunting the life of her son in order to keep him in a baby-relation with her. One could see that all through his childhood, every little effort of the boy to expand, to show the normal tendencies of boyhood; the eagerness to reach out, to try his physical powers, to romp and work and overcome obstacles—all the human signs of development into boyhood—were smothered one after another, until at last she had the pitiful result that we saw.

It is a sad sight to see any creature—even a house-dog—denied the expansion of its own life. It is a very terrible thing to see this thing done to a child, by the mother whose chief business is to help him develop into all that he might be.

Prudence Bradish.

(Copyrighted, 1922.)

James' Heroism.

James returned home from school with strong evidences of a serious disagreement with some of his associates. As he entered the room his mother looked up and in surprise enquired: "Why, James, how did you get your clothes so badly torn?"

"Tryin' to keep a good little boy from bein' licked."

"That is just like my brave little son," said the mother fondly. "Who was the good little boy?"

"Me."

7th year

SAVE THE FRUIT CROP

Our seventh "SAVE THE FRUIT CROP" campaign is ready to get under way in your territory. At the time fruits ripen in the different sections of America, the newspapers will appear with strong advertisements urging women to put up preserves, jams and jellies with Domino Granulated Sugar. This means increased sales in fruits, jars and preserving material, and in Domino Granulated Sugar in the clean, convenient packages. Make this campaign pay you by giving it your support and pushing the home preserving idea.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown; Golden Syrup; Cinnamon and Sugar; Sugar-Honey, and Molasses

—from letters in our files

"For eight years I have handled your tea and coffee exclusively."

M. H. Cox, Mattoon, Ill.

"For fifteen years we haven't had a package of coffee in our store except Chase & Sanborn's."

Havens Bros., Rushville, Ind.

"For over thirty years we have bought all our teas and coffees from your house."

Hewitt Gro. Co., Waterbury, Conn.

"I have handled your goods almost exclusively for forty-seven years."

R. H. Kittredge, Bar Harbor, Maine.

"Back in 1892 we received our first shipment of Seal Brand, 'The World's Fair Coffee'—we have been buying it continuously ever since."

K. H. McKenzie, Sandusky, Mich.



Write for booklet
showing what the
merchants in your
section think of our line

Chase & Sanborn
CHICAGO

Brutal Germany Feared Now More Than Ever.

Grandville, June 27—The Freiheit, a socialist Berlin newspaper, declares it has information from authoritative sources that a royalist uprising in Germany is impending.

A general slaughter of left wing leaders will be the signal for a monarchist uprising according to the Freiheit's information.

There you are. Wars and rumors of wars. Has war ended on this earth, and have men learned their lesson sufficiently to dwell hereafter in peace? We were assured not long ago that this was so. The great world cataclysm had so wrought upon the great heart of humanity as to stricken it for all time with such hideous pastime as war.

But here is something indicating a plot to re-arrange for the seating of the Hohenzollern once more on the German throne, and there is little reason to doubt the accuracy of the report.

The Germans are a war-like people. As a people they have never realized that they really lost the world war. It will be remembered that the allied hosts paused at the Rhine, that sacred Teutonic border line, and held their hands from the throats of the brutal Germans. Why should the sons of the fatherland believe they lost the war?

They saw none of its worst aspects as regarded themselves. Their homes remained intact; their great factories still stand; millions of sturdy goose-stepping Germans are working as never before to resuscitate the industries of their home land—and Berlin, the capital of the world, as every good German believes, hasn't lost a single chimney because of war.

No revengeful allied troops overran German soil. No cry for retribution for murdered sons, ravished wives and daughters came from the conquerors, so that Germans have every reason to believe that they, at least, were not conquered.

If they were not conquered then, were they not in one sense victorious?

Over in little Holland sits the one-time German emperor, unmolested even though he is the vilest brigand and most brutal murderer of all time. Why did not the allies, more especially the English, French and Belgians, demand justice and the head of the monster who brought about the great world war?

There can be only one answer to that question.

The allies, victors though they were did not dare do an act of justice after the close of hostilities. Because of fear they let the kaiser and his lesser criminal satellites live. Germans have reason to believe this to be the case, which is why they are planning another debacle which they fondly believe will make the Hohenzollern masters of the world.

A mistaken clemency is leading to trouble of a nature to cause the best world citizens to tremble for the future. The kaiser is craning his neck, straining his eyes to catch a glimpse of that beckoning finger which he realizes is soon to call him from his solitude to the throne of Germany once more.

To-day Germany stands at the head of continental Europe as its real master, while France stands shuddering like a beggar lest a new onslaught shall be made upon her sacred soil. The French are dealing unjustly with her Teuton enemy, say the critics on both continents.

It would seem that these critics have short memories. But why go on and recall the past? Let bygones be bygones. Concede to Germany an easy way out in her debt-paying stunt. Be easy, be careful lest you roil the German temper. She is dangerous in defeat and has the whole European world treading around on eggs lest they hurt German feelings.

Surely did not Germany win the war?

It looks that way. With poor Edith Cavell murdered and in her grave;

with Captain Fryant a victim to German thugs, with many a long roll of slaughtered sons to her credit, Germany sneers in the face of Lloyd George and defies England to carry out the bargain she made at Versailles.

With Northern France laid waste as never before in history; with murdered innocents from the babe in arms to the wives and daughters despoiled to make a German holiday, have not the people of the great Napoleon's realm just cause to demand fulfillment of pledges of reparation made soon after the fall of the Teuton? Then why this insane desire on the part of the victors (providing the allies were victors) to curry favor with helpless Robber Germany?

Fear! That answers the query why. Germany, conquered and helpless, has the remainder of Europe by the throat. What a strange condition when the defeated in war dictates terms to the victor?

Little Belgium suffered, perhaps, the most because of her patriotic and courageous stand for right and liberty of conscience. Doubtless little Belgium had she the power, would answer the challenge of insolent Germany as she deserves, but that gallant people are far too few in numbers to think of coping with the millions of the fatherland of brutes and beasts.

The present government of Germany is but a rope of sand. The royalists will soon be ready to sweep it aside and place the Hohenzollern back again, powerful as of yore, to plot a war of revenge against Europe. Russia is scarcely a factor in the case just now, but propaganda is working there to make the Muscovite friendly to the plotting schemes of the Teuton.

France trembles on the verge of another cataclysm.

She understands more fully than any other people the danger at her very threshold. She knows full well that a mistake was made when the armistice was signed. Germany grovelled then like a stuck pig, but she is blustering now. Unconquered, the fatherlands are making ready under the peace pact to lay waste all of France before the remainder of the world shall awake and take notice of the true situation. Old Timer.

Unless you are the exception to the general rule, you make a lot of fool mistakes every year that might have been prevented, perhaps would have been prevented if you had read your trade journal carefully and attended more association meetings.



A Valuable Impression



pleasing impression upon customers is of value. You can create one and at the same time save your goods from damage by spreading sheets of **TANGLEFOOT** in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh, and create in them a desire to use **TANGLEFOOT** themselves. This means extra sales to you. For 1922 **TANGLEFOOT** has been reduced 60 cents per case. This will allow you to sell at the old price, two double sheets for 5 cents, and make a profit of 50 per cent.

Remember **TANGLEFOOT** catches the germ as well as the fly, and that poisons, traps or powders cannot do it.

COME EARLY JULY FOURTH AT RAMONA

Something Doing Every Minute

Real
Old
Fashion-
Fourth

Land
and
Water
Sports



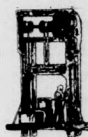
\$5,000 FIREWORKS DISPLAY

DANCING IN THE CASINO AFTERNOON and EVENING

MAGNIFICENT NEW PICNIC GROUNDS
Tables in the Open or Under Cover.

SENSATIONAL BALLOON ASCENSION
PRIZE CONTESTS DURING DAY

STAY LATE



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 of machine and size platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

TAKING INVENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich.





How Well Known Is Your Brand?

The only safe way to discover how well known are various names and brands is by making an independent investigation of consumers by standard methods that eliminate bias and that permit fair comparisons. Such an investigation was recently made by Prof. Hotchkiss and Richard B. Franken. A list of 100 commodities was placed in the hands of more than 500 young men and an equal number of young women representing nearly all sections of the country. Each person was asked to write down the name of the manufacturer or advertised brand that first came to his mind in connection with the commodity. If he thought of no name at all, he was to leave the name blank.

There was not a single commodity of the hundred that suggested a name or brand to every person. Collars came nearest to a perfect score with the men. Out of 500 (512, to be exact), only three failed to write down the name of some brand or manufacturer of collars. (Among the women 148 could not name any brand of collar). More than 95 per cent. of both sexes named a manufacturer or brand of chewing gum, soap, and automobiles. At the bottom of the scale were such articles as umbrellas, ribbons, and lace curtains, where less than 5 per cent. could name any manufacturer or brand. Generally speaking, the number of blanks was greatest in the case of commodities where many brands were mentioned, and where usually no one brand had a pronounced leadership. Conversely, commodities that were represented by only a few brands and that indicated the decided leadership of some one name generally showed only a few blanks.

The blanks for the average commodity were about 6 per cent. more numerous with the women than with the men. The only considerable differences were in the case of commodities that are bought or used exclusively by one sex. The difference was greatest in the case of garters, where 60 per cent. of the women could not name any brand, whereas all except 8 per cent. of the men named some brand. It is notable that the men were more familiar with brands of face powder and face cream than the women were with razors and shaving soaps.

Every name that had a decided leadership (more than 50 per cent.) in its class for the men was also the leader in its class with the women, although usually by a smaller margin. In the case of seven out of twenty leaders, that leadership was more pronounced with the women.

The leading name in eighty out of the hundred commodities was the same for both men and women. This, of course, includes many cases in which no name had any decided predominance, even some in which the leading name was mentioned by less than 10 per cent. of either men or women. The sexes differed chiefly in cases where the article was bought or used by only one sex, or where the leading name for one sex does not cater to the demands of the other.

In twenty out of the hundred commodities, some one manufacturer had a decided mental dominance; that is, 50 per cent. or more of the persons tested associated his name or brand with the commodity.

In eleven commodities leadership with the men was divided between two names, which together received more than half the total number of mentions. George B. Hotchkiss.

How To Figure Turnover.

There is a wide variance in the usage of the term "turnover" and in its application in different stores. Obviously we have, therefore, no accurate basis of comparison. Many stores compute turnover by dividing the sales for the year by the annual inventory, as, sales \$100,000 divided by stock at inventory \$20,000—rate of turnover 5. Profits being included in the \$100,000, this method of computing turnover, is incorrect. If profits of, say, \$30,000 are deducted, the turnover of 3½ is still inaccurate, as stock at January inventories is lower than at any other time of year. The divisor should, therefore, be a figure representative of the average stock of merchandise or the average investment of the year. Herbert Temple, of Temple, Webb & Company, St. Paul, Minn., has therefore proposed that the average of the annual inventory and of the 12 monthly inventories be taken for the divisor, and Paul H. Nystrom in "The Economics of Retailing" has presented practically the same method of determining turnover. Flat statements that certain classes of goods should have a certain turnover are inaccurate and of little help to the merchant. J. M. Barnes, of Marshall Field & Co., in a recent publication of that firm, has, in fact, declared that the turnover of different lines, and even of parts of lines, varies considerably.

It varies also with the size of the town in which the stock is located. In cities of the larger class a turnover of five times is common and normal. In cities of from ten to fifty thousand a turnover of three to four times is common.

DuroBelle

HUMAN HAIR NETS

Insist on this brand. Display it prominently, and then watch your sales. It's the net you can guarantee to give full satisfaction.

Get your Display advertising from your jobber or ask his salesman.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

1,000 PIECES 27 Inch Gingham

We are offering a full line of 27 inch Gingham in plain, fancy plaids, stripes and checks at 15 and 16½ cents.

Let us mail samples—and receive your mail orders.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

The reason for the great popularity of



BATHING SUITS

is the real value in them.

They are *sought after* because they *wear after* most bathing suits would be discarded.

Every suit is pure wool and perfect fitting.

TWO GRADES { \$36.00 Heavy Ribbed, Plain Colors.
\$28.50 Medium Weight, Assorted Fancy Colors.

Daniel T. Patton & Company

Grand Rapids, Michigan - 59-63 Market Ave. N.W.

The Men's Furnishing Goods House of Michigan

SPECIAL PRICES

TO CLEAN UP FOLLOWING SPRING MERCHANDISE

No. 644—Men's 72x80 Nainsook Union Suits, per doz.	\$6.47½
Lawrence Shirts and Drawers, sizes to 40 only, per doz.	6.35
Black Sateen Shirts, best make, per doz.	8.50
No. 635—Ladies' 200 needle mercerized hose, per doz.	3.85
10 doz. lots, per doz.	3.65
25 doz. lots, per doz.	3.50
Work Pants in lots of 3 doz. assorted numbers 5% discount.	
Work Pants in lots of 6 doz. assorted numbers 10% discount.	
Red Rose Dress Gingham, plain colors mostly, per yard	.15
Men's 220 needle Mercerized Hose, per doz.	2.85
10 doz. lots, per doz.	2.65
25 doz. lots, per doz.	2.50

COME AND SEE US. WE ARE CLOSING OUT SPRING MERCHANDISE AT LOW PRICES IN ORDER NOT TO CARRY OVER ANYTHING THIS SEASON.

GRAND RAPIDS DRY GOODS CO., WHOLESALE ONLY

Window Display Greatly Enhanced by Colored Light.

Stores which have worked out the idea systematically declare that colored lighting is a practical means of obtaining novel, beautiful and attention-compelling effects in window displays. Efficient colored lighting units for the display window are on the market and progressive merchants are putting them to work.

The display window is often compared with the stage, where the importance of colored light has long been recognized. Changes which occur in the natural hues of objects when colored lights are thrown upon them, must of course be reckoned with. If a red book, for instance, is placed in light which does not contain red rays, its appearance to the eye will not be red, but black. A red light, on the other hand, would greatly increase the richness of the book's color.

It is worth while to remember that light tinged with yellow, orange or red will add to the richness and warmth of red, brown and golden hues, which suffer under ordinary artificial illumination. To emphasize the whiteness of goods, or to bring out the blues of your material, use a pale blue-green light. If lay figures are used in the window a green or blue light would be unwise, as it gives the human features a ghastly appearance.

The novel and beautiful effects to be had by varying the colored lighting are innumerable. Winter clothing may be shown in a scene flooded with blue-green light, to suggest zero weather. A yellow light, with a touch of blue, will best illuminate a summer beach scene, and set off the bathing costumes. A window filled with a blaze of red light holds the spectator far more successfully than a window full of red merchandise ever could do.

Takes Sealed Bid For Slow Movers.

A merchant of Missouri sold his merchandise by obtaining sealed bids. Displaying the goods, article by article, for one week, in his window or store, with a card asking customers to bid on them, inclosing their name, address and price offered in a sealed envelope to be left with his clerk, was the plan he worked allotting the merchandise to the highest bidder.

Whatever loss there was on the merchandise was charged profitably to advertising expenditures.

Here is one way of getting rid of discontinued articles in stock—goods that remain unsold because they did not appeal to the fancy of your trade and are, therefore, taking up space and tying up money.

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.

PRICES CURRENT ON STAPLE DRY GOODS.

List prices corrected before going to press, but not guaranteed against changes.

Bleached Muslins.	
Auto	15
Fruit of the Loom	17 1/2
Bravo	13 1/2
Cabot	14 1/2
44 in. Indian Hd. S.F.	26
Big Injun	11 1/2
Lonsdale	16
Hope	13 1/2
36 in. Indian Head	30
33 in. Indian Head	18 1/2
54 in. Ind. Head L. F.	32 1/2

Unbleached Muslins.	
Plaza	08
96A 36 in.	11 1/2
Giant	11 1/2
40 in. Exposition	12 1/2
40 in. 96A shorts	11 1/2

Pillow Tubing.	
42 in. Seneca	32 1/2
45 in. Seneca	34 1/2
42 in. Pepperell	30
45 in. Pepperell	31
36 in. Edwards	25
42 in. Indian Head	30
42 in. Cabot	31 1/2
45 in. Cabot	32 1/2
42 in. Pequot	35
45 in. Pequot	37 1/2
40 in. Quinebaug	30

Denims, Drills and Ticks.	
220 Blue Denim	20
240 Blue Denim	18 1/2
260 Blue Denim	17 1/2
Steffels Drill	16 1/2
8 oz. Canvas	18 1/2
Armour, ACA Tick	27 1/2
Cordis, ACA Tick	25
Warren Fancy Tick	35
Thorndyke Fy. Sat.	37 1/2
Amoskeag, ACA	27 1/2

Cambrics and Longcloths.	
Berkley, 60 Cambric	19
Berkley, 60 Nainsook	19
Berkley, 100 Nainsook	25
Old Glory, 60 Camb.	17 1/2
Old Glory, 60 Nain.	17 1/2
Diamond Hill, Nain.	15 1/2
Diamond Hill, Camb.	15 1/2
77 Longcloth	12 1/2
81 Longcloth	16
84 Longcloth	17 1/2
7001 Longcloth	15
7002 Longcloth	16 1/2
7003 Longcloth	19 1/2
7004 Longcloth	24 1/2

Ginghams.	
Seminol Dress Ginghams, solid colors	15
A. F. C.	17
Toile du Nord	18 1/2
Red Rose	16 1/2
Dan River	16 1/2
Everett Classics	15
Amoskeag Staples	12 1/2
Haynes Staples	12 1/2
Lowe Chevrons, 32 in.	15
Bates, 32 in.	22 1/2
Treffan, 32 in.	25
B. M. C. Seersucker	17 1/2
Kalburnie, 32 in.	32 1/2
Jacquelin, 32 in.	32 1/2
Gilbrae, 32 in.	42 1/2
32 in. Tissue	42 1/2
Manville Chambray	16 1/2
Red Seal Zephyr	18 1/2

Prints and Percalines.	
Columbia, Lights	13 1/2
Columbia, Darks	15
Am. Prints, Greys	10
Am. Prints, Indigo	10 1/2
Manchester 80x80 Lt.	13 1/2
Manchester 80x80 Dk.	19 1/2
Scout, 64x60, Lights	12 1/2
Scout, 64x60, Darks	14 1/2
Shirtings	09
Reds	11

Less 5%

Childs' Walsts.

"Cub" Knit Waist	2 50
"Bear" Knit Waist	3 75
"R & J" Muslin Waist	\$2 25, \$3 50 4 50

Ladies' Knit Summer Vests.

1x1 Rib Gauze Vest, Bodice Top.	
V nk., Band top ect. reg. szs. 36-38	2 00
extra sizes 40-42-44	2 25
Mercerized 1x1 and 2x1 rib vests,	
Asst. Styles, reg. sizes 36x38	4 50
extra sizes 40-42-44	5 00

Ladies' Knit Summer Union Suits.

12 Cut Double Carded, Asst. Style,	
reg. size 36-38	4 75
extra sizes 40-42-44	5 25
14 Cut Combed Yarn, Asst. Style,	
Regular Sizes 36-38	6 50
Extra Sizes, 40-44	7 00
14 Cut Mercerized Lisle, Asst. Styles,	
Regular Sizes	7 50
Extra Sizes	8 00

Hosiery—Men's.

Men's Cotton Hose, Engineer &	
Fireman, Black & Brown, doz.	1 40
Men's 176 Needle Cotton Cut Toe	1 00
Men's 200 needle full combed yarn	
hose	1 85
Men's 220 needle full merc. hose	2 85
Men's 240 needle fiber silk hose	4 50
Men's pure silk hose	6 00
Nelson's Rockford socks, bdis.	1 30
Nelson's Rockford socks, bdis.	1 30
Nelson's Rockford socks, bdis.	1 55

Outings and Cantons.

Cashmere Twill	14 1/2
27 in. Unble. Canton	14
100 Flannelette	12 1/2
1931 Outing Lights	14
1921 Light Outings	13 1/2
Scotchdown Shaker	15
Appledown Shaker	15
Appledown Shaker	16
24 in. White Shaker	11 1/2
26 in. White Shaker	12 1/2
Daisy Cloth	14 1/2
1931 Dark Outings	15

Draperies and Cretonnes.

Hamilton Twill	14 1/2
Dresden Fy. Drapery	17 1/2
Tudor Fy. Drapery	19
Nu Drape	32
Westmoreland Creto.	16
Fancy Silkoline	16 1/2
Stratford Cretonne	16
3544 D. B. Scrim	30
1377 Curtain Net	30
8422 Curtain Net	62 1/2
4039 Marquisette	19 1/2
Dragon Drapery	25
36 in. Art Cretonne	25
36 in. Elco Tapestry	30

Linings and Cambrics.

Tico D Satine	30
No. 40 Blk. Satine	16 1/2
No. 1 White Satine	14 1/2
No. 50 Persaline	16 1/2
DD Black Satine	25
Satin Finished Satine	42 1/2
Raidant Bloomer Sat.	42 1/2
36 in. Printed Satine	52 1/2
Windsor Cambric	10
Parkwood Wash Sat.	57 1/2

Meritas Oil Cloth.

5-4 White	3.35
5-4 Mossales	3.25
5-4 Blue Figure	3.35
6-4 White	4.50
6-4 Fancy	4.25
5-4 Sanitas	3.50
All oil cloth sold net cash,	
no discount.	

Flags.

16x24 in. Spearheads	1 32 1/2
18x30 in. Spearheads	1 90
24x36 in. Spearheads	2 95
Each	
3x5 ft. Reliance Prt.	70
4x6 ft. Reliance Prt.	1 25
5x8 ft. Reliance Prt.	1 90
6x9 ft. Reliance Prt.	2 90
8x12 ft. Reliance Prt.	4 25
4x6 ft. Defiance Swd.	2 00
5x8 ft. Defiance Swd.	2 75
6x9 ft. Defiance Swd.	3 50
10x15 ft. Defiance Swd	8 00
6x9 ft. Sterling Wool	7 50
8x12 ft. Sterling Wool	11 50
Gross	
No. 7 Muslin Flags	7 20

Sheets and Pillow Cases.

63x90 Pequot Blea.	13 75
63x90 Pequot Blea.	15 04
72x90 Pequot Blea.	15 25
72x90 Pequot Blea.	16 69
81x90 Pequot Blea.	16 75
81x90 Standard	13 50
42x38 1/2 Utica Cases.	3 75
42x36 Pequot Plain	3 96
45x36 Pequot Plain	4 20
42x36 Pequot S. S.	4 96
45x36 Pequot S. S.	5 20
42x36 Meadowbrook	2 50
42x36 Lenox	2 75
42x36 Standard	3 00

Wool Goods.	
36 in. Hamilton, All	
Wool Storm Serge	57 1/2
No. 75, 44 in. Storm	
Serge	82 1/2
No. 4040, 50 in. Storm	
Serge	1.07 1/2
40 in. Julliards Pla.	1.15
50 in. Julliards Pla.	1.67 1/2
6120, 50 in. French	
Serge	1 50
K S, 36 in. Storm	
Serge	37 1/2
2215, 50 in. Storm	
Serge	1 22 1/2
56 in. All Wool	
Coating	2 00
D R N Tricotline	1 65

Carpet Warp.	
Peerless, White	42
Peerless, Colors	43

Diaper Cloth.	
18 in. Seconds	75
20 in.	1 25
22 in.	1 35
24 in.	1 45
27 in.	1 60
30 in.	1 75

Notions.	
1225-F Boston Garters	2 35
Rubber Fly Swatters	90
Roberts Needles	Per M
Stork Needles	1 00
Steel Pins, S. C. 300	42 1/2
Steel Pins, M. C. 300	45
Brass Pins, S. C. 300	75
Brass Pins, M. C. 300	80
Coats Thread	59
Clarks Mile-End Td.	59
J. J. Clarks Thread	56

Gainsborough Hairnets.	
D. Mesh	1 00
Gainsborough Hairnets	
S. Mesh	80
R. M. C. Crochet Cot.	75
B-4 Clarks Crochet C.	90
Silkline Crochet Cotton	90
Sansilk Crochet Cot.	55
Dexters' Knitting	
Cotton, White	1 50
Dexters' Knitting	
Cotton, Blk., col'd.	1 75
Allies' Yarn, bundle	6 50
Fleishers Knitted	
Worsted, skeins	2 30
Fleishers Spanish	
Worsted, balls	2 60
Fleishers Germantown	
Zephyr, balls	3 70
Fleishers Saxony, ba.	3 70
Fleishers Knitted	
Worsted, balls	2 60
Fleishers Scotch &	
Heather, balls	2 90
Ironweave Handkfs.	90
Rit Dye Soap	80
Wolverine Dmesh Cap	
Net	80

Infants Hosiery.	
Cashmere, Silk Heel and Toe.	
60 per cent. Wool	4 12 1/2
Infants' Cotton Hose 1x1 Rib	1 00
Infants' Mercerized 1x1 Rib	2 50
Infants' Fibre and Wool Hose	6 50

Boys', Misses and Ladies' Hosiery.

Boys' Bearskin No. 1, 1x1 Rib Hose.	
2.10-8 Rise & fall	07 1/2
Boys' 2x1 Cotton Ribbed Hose	
\$2.25 on 8 R. 10c. F. 5c	
Boys' 3 lbs. on 9, extra clean yarn	
on 8 (R10F5)	2 25
Misses 1x1 Cotton Ribbed Hose	
\$1.35 on 7 R. & F. 5c	
Misses 300 needle combed hose,	
bxd. 1 doz. \$2.25 on 7 rise 10 fall	05
Ladies' 220 needle combed yarn	
hose, seamed back	2 50
Ladies' 220 needle merc. hose with	
440 needle rib. top fashion seam	5 25
in back	2 25
Ladies' fleeced hose, hem top	3 00
Ladies' fleeced hose, rib. top	3 00
Ladies' fleeced hose, rib. top	3 25

Bathing Suits for Spring Delivery.

Men's all pure worsted, plain	22 50
Men's all pure worsted with chest	
stripes	27 00 to 32 00
Ladies' all pure worsted, plain	25 00
Ladies' all pure worsted striped and	
color combinations	27 00 up

Athletic Underwear For Spring.

B.V.D.'s, No.01, Men's union suits	12 62 1/2
Seal Pax, No. 10, union suits	10 50
Men's 72x80 Nainsooks, may be	
had at	7 25 to 9 00
Men's Solettes, highly mercerized	
at	13 50
Men's No. 150 "Hallmark" 72x80	
Nainsook	9 75
Men's 64x60 Nainsooks	6 50
Men's 84 Square Nainsooks	9 00
Men's Fancy Nainsooks	9 00
Wide and Medium Stripes.	
B. V. D. Shirts and Drawers.	
Shirts	6 87 1/2
Drawers	7 25
B. V. D. Athletic Style No. U-101	12 62 1/2
U-D Youth's B. V. D.	8 50
Boys' "Hanes" No. 756, 72x80,	
Nainsook Union Suits	7 25
Boys' "Hanes" No. 856, 72x80,	
Union Suits	6 25
Boys' 64x60 Union Suits	5 00
Boys' 72x80 Union Suits	6 25
LSSI-Girls "Sealpax" pin ch'k N'sk.	8 50
LSSI-Boys "Sealpax" pin ch'k N'sk.	8 50

Men's and Boys' Cotton Underwear for Spring.

Men's Egypt Balbriggan Shirts	
and Drawers	4 50
Men's Egypt Balbriggan Union	
Suits	7 50
Men's Egypt Ribbed Union Suits	8 00
Lawrence Balbriggan Shirts and	
Drawers	7 50
Men's Cotton Ribbed Union	
Suits, Egyptian	8 50
Men's Combed Yarn Cotton Union	
Suits, Egyptian	12 00
Boys' Balbriggan Union Suits,	
Egypt	4 50

Men's Dress Furnishings.

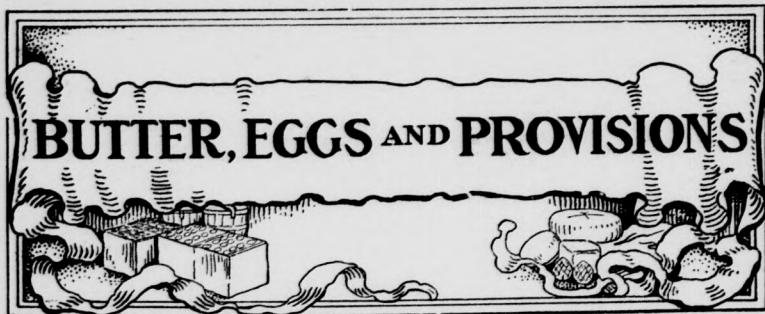
Slidewell collars, linen or soft	1 60
Neckwear 2 10, 3 75, 4 50, 6 00, 7 50	9 00
Flannel night shirts	10 50
Dress pants	22 50 to 48 00
Mufflers	12 00 to 18 50
Dress shirts	8 00 to 48 00
Launders stiff cuff shirts, 80 sq.	16 50
percale	
President and Shirley suspenders	4 50
Men's "Linine" Collars, per box	34 1/2
Men's "Challenge" cleanable, doz.	2 75
Men's Wash Ties	\$1 35, \$2 00 2 75
Men's Muslin Night Shirt, doz.	9 00
Men's Muslin Pajamas, per doz.	16 50

Men's Work Furnishings.

No. 220 overalls or jackets	12 00
No. 240 overalls or jackets	10 50
No. 260 overalls or jackets	9 00
Stiefel rope stripe, Wabash stripe	
Club or Spade overall or jacket,	
2 seam, triple stitched	13 50
Coverall khaki, heavy drill	27 00
Cottonade pants	13 50 to 21 00
Black sateen work shirts	9 00
Nugget blue chambray work shirts	8 00
Golden Rule work shirts	7 50
Piece dyed work shirts	6 50
Best Quality work shirts	9 00 to 16 50
Work suspenders	2 25 to 7 50
Shirley Police or X Back work Sus.	4 50

Boys' Furnishings.

Knickerbockers	6 00 to 15 00
Mackinaws	4 25 to 8 50
Overalls, Brownies, etc.	6 50 to 9 00
Youths' Wabash stripe overall	10



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.

Seaweed as a Food.

The United States Fisheries Bureau for some time past has been investigating the possibilities of American seaweeds as producers of materials useful for food and other purposes.

The first experiments were made with the common "Irish moss," which is plentifully found along the coast of New England. It yields a gelatinous substance which has long been in use for the sizing of paper and cloth, in the manufacture of soaps, paints, dyes and hair ointments, and in the preparation of certain medicines and foods.

It is found that the gelatin derived from this kind of seaweed serves admirably as a medium in which to pack fish that are otherwise too soft to "stand up" in cans. Gelatines of animal origin have proved unavailable for the purpose.

We import from the Orient half a million dollars' worth annually of a gelatinous product called "agar-agar," derived from certain red seaweeds, which is used in making foods and confections. Also it is the best-known substance on which to grow "cultures" of bacteria, and medical laboratories and hospitals could hardly get along without supplies of it.

Recent experiments have proved that two species of seaweeds common on our Pacific Coast yield agar-agar equal or superior to the imported article. Before long, therefore, we ought to be able to produce for ourselves all of it that we need.

It is found that only the red seaweeds yield gelatinous products useful for food or other purposes such as those above mentioned. They are not obtainable from the green species.

From the brown seaweeds is derived a substance called "algin," which may, it is thought, become commercially important in the preparation of waterproof fabrics.

Three Reasons For Displaying Your Merchandise.

First, it serves to remind customers. Every person who enters your store is a prospect for more things than she has on her shopping list.

How much she will increase her purchases depends mostly on what she sees.

If your displays jog her memory about something she has forgotten to put on her list, or suggest something to her that she has not thought

of before, then they have brought you just that much additional business which you would not have gotten otherwise.

Second, displays—especially food displays—are very tempting. Merely seeing them whets the appetite.

Third, seeing begets confidence and ease in buying. If a customer sees what you have for sale, and if it looks good, she will often make up her mind to buy without any further preliminaries. This is all the more true if a price tag is on each article.

But if she has to ask you to show her the article, and then must enquire its price, she may not take the trouble unless the article is something she has definitely decided to buy.

Displays Can Illustrate Uses.

A Pennsylvania merchant took a well-known cake flour, a pail of well-known shortening, a can of baking powder, a bottle of vanilla flavoring and a glass jar of walnut meats. These he placed in a group on top of a showcase.

Beside them he put a card, reading: "These make a delicious cake!" On the card was also a cake recipe that his wife gave him.

It caught the attention of his customers. He saw a number of them read the recipe; some of them copied it in a notebook.

Then one of his customers volunteered that she had a good cake recipe, too. He got permission to use her recipe together with her name, and built a display around it.

This brought recipes from others of his customers, and presently he had a recipe exchange for all manner of things from cakes and puddings to salads, candies and home-made pickles.

Live so that you may live.

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



THE BIGGEST, BUSIEST AND BEST PLACE TO BUY

Your New or re-built Store or Office Fixtures is at

THE GRAND RAPIDS STORE FIXTURE CO.

7 Ionia Ave. N. W.

Grand Rapids, Michigan

Order a bunch of **GOLDEN KING BANANAS** of

ABE SCHEFMAN & CO.

Wholesale Fruits and Vegetables

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.

PIOWATY METHODS

INSURES

PLEASURE AND PROFIT

TO YOUR

FRUIT AND VEGETABLE DEPT.



M. PIOWATY & SONS, of Michigan

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

We are in the market to buy and sell
POTATOES, ONIONS, BEANS, FIELD SEEDS
Any to offer, communicate with us.

Both Telephones.
Pleasant Street,
Hilton Ave. & Railroads.

Moseley Brothers,
GRAND RAPIDS, MICH.

Insist Upon
Tea Table FLOUR

FRESH AND SWEET

BLUE GRASS



**Better Butter
Better Milk**

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

Selling Through Customer's Eyes.

A merchant in an Illinois town makes a practice of checking up the "selling appearance" of his store each morning as he enters it.

He tries to put himself in the shoes of his customers, and see the store as they will see it during the day.

Of course, he sizes it up by a quick glance from the viewpoint of general neatness, orderliness and so on. But he looks particularly to see if there is anything "missing."

He considers that something is missing if his store does not tell the customer as soon as she enters of any specially good offer which he may have at the moment.

For instance, if he has just gotten in some extra fine potatoes, he insists that some of them be put in plain sight. For how, he reasons, will customers know that your potatoes are better than the average if you keep them all out of sight in the back room?

New items he puts on display at once, so that his customers will know he has them.

Butter, oleomargarine, smoked meats and other products which he must keep in the refrigerator are all represented by store signs. If a sign is missing, he notes the fact and speaks to the head clerk about it.

He looks to see if seasonal products are in the foreground.

If any product is moving more slowly than it ought, he investigates to find out whether or not it is properly exhibited.

His morning inspection of "selling appearance" takes about ten minutes each day. He considers it the most valuable ten minutes that he spends in the day's routine.

A Sign That Has Been Discarded.

In the "good old days" one used to see a sign in stores that read like this: "If You Don't See What You Want, Ask for It."

You do not see that sign often these days. Merchants are wiser. They know that customers are not going to do much asking about merchandise that may be hidden away some place out of sight.

In the "good old days" when a customer asked for a can of corn, the clerk used to say, "What price—23c, 18c or 15c?" The up-to-date clerk of to-day says, "We have some excellent corn for 23c." Then he gets down a can, shows it and tells why it is excellent.

Once upon a time window displays and interior displays—such as they were—were "decorations." Now, every merchant who keeping pace with modern times, knows that displays and store signs have a direct relationship to the cash register.

It's a good rule to follow: The more you show your goods and the more you tell their merits, the bigger will be your sales.

Movement of Food Prices.

The index of the Bureau of Labor Statistics shows that retail prices of food advanced 0.2 per cent. in this country during the month ending May 15. In fifty-one cities from

which price data were gathered thirty showed an increase for the month, one showed no change, and twenty showed a decrease. The range of variation was very wide, two cities, Bridgeport and Norfolk, showing decreases of as much as 8 per cent., and two, Little Rock and St. Paul, an increase of as much as 3 per cent. During the past year, retail prices of food in the United States have declined 4 per cent., but the average on May 15, 1922, was still 44 per cent. above that on May 15, 1913. Bradstreet's weekly index of wholesale prices of food showed a decline last week of 0.6 per cent. The change was due mainly to the drop in the price of wheat, but there were also slight recessions in some meats and in eggs and potatoes. As this index usually anticipates by several weeks the movement in retail prices, it may possibly forecast a check to the recent advance in retail food prices.

Twenty years ago the Wanamaker store began featuring its "hard water" soap in special sales through March, at half the regular price. This half-price sale still brings Philadelphians annually in droves, and mail-sacks full of out-of-town orders. They buy soap by the dozen cakes or more. Each of the three scents—verbena, almond and violet—and the unscented variety are put up in cartons of half-dozen, dozen and two-dozen capacity. Last year a million and a quarter cakes were sold. This year the bogey was set at two million, and the price is now 75 cents a dozen as against \$1 last year. A tremendous soap business has been built up by consistent plugging plus recognized quality. This year the department added a March laundry soap special. By March 15 the department was 200,000 cakes oversold. Although the exhaustion of the supply was announced in advertisements, the sale orders went straight on and finished in a rush. Interesting evidence of the soundness of the advertising and selling of the March soap specials is seen in the fact that people are thoroughly educated in buying their year's supply in March, and the case of 100 cakes is the favorite unit.

**Biggest Real Display Signs
Fastest Service, Lowest Prices
I. & M. Signs, Le Roy, Minn.**

**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. Easley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN**

WATERMELONS

"No matter fer yer troubles, you will shorely
rest a spell

When the luscious watermelon is a-coolin'
in the well."

It's watermelon time—Order your 4th of July supply
of great big Tom Watsons from us.

Vinkemulder Company

Grand Rapids, Michigan

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

**Seasonable
Fruits and Vegetables**

THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
and Show Case Glass

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

IT'S TIME FOR

**GLENN-ROCK
GINGER ALE
ROOT BEER
SARSAPARILLA**

**From the Famous Glenn Rock Spring
of Waukesha**

JUDSON GROCER CO.

DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

FRAUDULENT USE OF MAIL.

Point of Purchase Crooks Indicted By Grand Jury.

Fraudulent representations to retailers, through misuse of the names of prominent National advertisers, enabled the Point of Purchase Advertising Association of York, Pa., a private concern engaged in the sale of electric flash signs for advertising purposes, to make headway in a Nation-wide membership campaign, until checked by the warnings of the Tradesman and other trade journals.

As a sequence to these exposures to the methods employed by the concern, Post Office Inspector R. L. Smith, of Lancaster, Penn., conducted a thorough investigation for the Government, which resulted in indictments being returned against the officers of the company (named below) and thirty-eight branch managers and salesmen:

LeGrand Dutcher, President.

Charles Addison Hoffman, Vice-President.

Charles W. Newport, Secretary.

The Point of Purchase Advertising Association sold membership contracts to retailers under which they agreed to display in their stores electric flash signs advertising National products. For this the retailer was to receive a monthly payment of \$1 per sign. Prospective members of the Association were led to believe that many National advertisers already had contracted to use the service.

The Point of Purchase scheme bid fair to reap a golden harvest for its promoters, due to the fact that it sounded feasible to retailers.

The very name "Point of Purchase" has an appeal. It possesses advertising value. Retailers were easily sold on the idea that manufacturers were anxious to reach the customer right in the store—at the actual point of purchase—where their trade name or sales message could be impressed to advantage.

Add to this the assurance that a sufficient number of reputable manufacturers were ready to purchase space at the terms of the contract and it became easy in most cases to secure the retailer's signature.

The scheme had several points of telling sales value:

1. Monthly revenue.
2. Advertising at negligible cost.
3. Close tie up with National advertisers.

All retailers are familiar with deal-

er helps, but here was a plant that went further. It would not only help him to sell the manufacturer's goods at a profit but it was actually supposed to pay him a flat rate per month. The idea of getting a revenue for the display of advertising which would gladly have been used in any event was a powerful appeal that was responsible for getting many "joiners," to the so-called Association.

There was one big outstanding weakness, however, and it did more to bring the scheme to its day of reckoning than anything else.

The enthusiasm of National advertisers for the plan was lacking. They were not inclined to spend their money for this particular type of advertising. When this condition was disclosed, the house of cards began to totter. Naturally the retailers focused their attention on the revenue from National advertising. For one thing it was played up in capital letters in the contract. Then again, figures are figures, whether juggled by an oil stock salesman describing the six thousand barrels from one well multiplied by twenty wells, or a dollar a month per sign multiplied by twenty signs. Twenty dollars a month, two hundred and forty dollars a year, membership in an association, attractive advertising practically free—and the final step of action on the dotted line was simple.

Salesmen of the Point of Purchase Association appear to have used little if any caution in their representations concerning National advertisers. Names of outstanding business houses were mentioned with familiarity. In many cases the first intimation they received that their names were being used to sell signs came from the Tradesman. Retailers had been led to believe that contracts had been made with these concerns to use space. When performance failed to square with promise, numerous enquiries and complaints developed, on top of which came the report, later verified, that the salesmen were victimizing the Point of Purchase Advertising Association itself. Many of the company's representatives became trained "gyp" artists. Some of them sold memberships, collected the money and failed to report the transactions to the home office. In a few cases they discontinued their connection with the association and sold memberships themselves on any representations that brought results, getting as much money as possible out

A Good Coffee Mill or Meat Chopper

must have quality built into it from foundation up

Surface perfection is like gilt on a gold brick.

Our MILLS and CHOPPERS are 24 Karat fine—from the raw material to the finishing touch.

The Quality Is There
The Efficiency Is There
With The Service Ahead
Send for catalog and easy payment plan.

Made and Guaranteed by
B. C. HOLWICK, Canton, Ohio
Dept. F.



GOOD BUSINESS

and big profits are invariably the result of handling high-grade, dependable, well-known products and rendering efficient, satisfactory service.

VAN DUZER'S
CERTIFIED
FLAVORING EXTRACTS

are sold by successful grocers not only because there is a steady demand for these extracts, but also because they can always be depended upon to give satisfaction.

Established 1850

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

BECKMORE OINTMENT
FOR HORSES AND CATTLE

Quick relief for Galls, Cuts, Scalds, Sore Shoulders and all kindred Troubles. Sold at Wholesale by:

HORACE D. SHIELDS

6-8 Commerce St. S.W. Grand Rapids, Michigan

McCRAY

REFRIGERATORS
for ALL PURPOSES

Send for Catalogue

No. 95 for Residences

No. 53 for Hotels, Clubs,
Hospitals, Etc.

No. 72 for Grocery Stores

No. 64 for Meat Markets

No. 75 for Florist Shops

McCRAY REFRIGERATOR CO.

2244 Lake St., Kendallville, Ind.

GOODRICH
BOATS

TO CHICAGO

Daily 8:10 P. M. Grand Rapids Time
Day Boat Every Saturday, Leaves
Grand Rapids 8:40 A. M.

FROM CHICAGO

Daily 7:45 P. M. Chicago Time
Day Boat Every Saturday, Leaves
Chicago 8:30 A. M.

FARE \$3.95

Special Boat Train Leaves Grand
Haven Electric Station
8:10 P. M.

Route Your Freight Shipments

THE GOODRICH WAY

"Operating Steamships Every Day in
the Year," and

Grand Haven, Muskegon
Electric Ry.

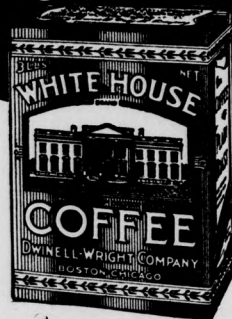
OVER NIGHT SERVICE.

City Ticket Office
127 Pearl St., N. W.
With Consolidated Railroad Ticket
Offices

Citz. Phone 64509, Bell Phone M. 554.

W. S. NIXON,
City Passenger Agent.

Electric Railway Station
156 Ottawa Ave., N. W.
One Block East of Hotel Pantlind
L. A. GOODRICH,
Traffic Mgr.

DRINK
DWINELL-WRIGHT CO'S
WHITE HOUSE
COFFEE

BEST
GROCERS

ONCE A CUSTOMER FOR
"WHITE HOUSE"
ALWAYS

A
CUSTOMER

Double Package—Double Sealed
1-3-5 lbs. only

SUITS WHEN OTHERS DISAPPOINT

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

of retailers on whom they would call only once, never to be heard of in those parts again. Perhaps this accounts for the instances where "memberships" were even sold to stores which did not have electric light service necessary to operate the signs.

Few cases have so strikingly illustrated the nationwide protective service of the Truth-in-Advertising movement as the Point of Purchase Advertising Association. By reason of Better Business Bureaus in thirty-six cities and advertising clubs in the smaller communities, contacts were available immediately in practically every city where the scheme attempted to operate. Working in co-operation with these Bureaus and clubs, the National Vigilance Committee was able to comb the country for instances of fraud and deception in the promotion of the movement as the Point of Purchase Advertising Association. By reason of Better Business Bureau in thirty-six cities and advertising clubs in the smaller communities, contacts were available immediately in practically every Point of Purchase Advertising Association and then, through warnings and action, protect the Good Will of National advertisers and prevent wholesale fraud among retailers. The prompt handling of the case on the part of U. S. District Attorney of the middle district of Pennsylvania, Andrew Dunsmore and his assistant, A. A. Vosburg had a further effect of checking the operations of the concern. The wild fire growth of the Point of Purchase Advertising Association in communities lacking the service of the Truth-in-Advertising movement gave evidence of the extent to which the fraud would have flourished had not the Nation-wide protective service of organized advertising been active over a wide and closely knit territory.

Changing for the Better. Written for the Tradesman.

It would seem that ethical conditions in commercial life in the United States are gradually changing toward the better, broader and higher conceptions of business relations.

Merchandising and manufacturing seem to have attained a higher altruistic level, and a period of co-operation for the general good seems to have brought about a spirit of concession and unselfishness which was almost unknown twenty years ago.

Many causes have contributed to this progressive change, the wider spread of education, the realization that courtesy, unselfishness, honesty, truth, fair dealing, tolerance, and a desire for the general good, not only tend to build happiness but that they build business and profits, as well as make friends.

The sorrowful lessons and burdens of the World War have brought the people of all the world closer together in a sympathy of bereavement and suffering.

The tremendous revival of patriotic sentiment and enthusiasm has caused men to stand side by side, clasping hands for the promotion of better days and better things.

The enormous and urgent demands upon charity have brought about an era of giving, greater than ever before known in the world's history, and hearts soften when purse strings loosen.

Moral standards in business are higher because the pride of men has been aroused. "Better is a good name than great riches." Nor must we forget the part that women have played in this great uplift, driving out of business drunkenness, profanity, lying, cheating, and boisterousness and replacing them with refinement, clean language, sobriety, serious and polite deportment, truth and honesty.

If one does not think so, all that is necessary is to quietly look around and contrast conditions with those of twenty-five years ago.

John A. Lee.

Hold Frequent Store Meetings With Your Employees.

It may soothe your vanity but it will not increase your bank account to conduct your store from the angle of an absolute monarchy.

The successful merchant is the one who frequently confers with his employees and who works with them to the end that they may work with him instead of for him.

One of the best ways to increase your volume of business is to get all your employees together at frequent intervals for heart-to-heart talks in store meetings.

Encourage everyone to speak plainly on every topic connected with the business.

Thus, helpful ideas are exchanged, loyalty is promoted, and enthusiasm sustained.

Some men think that theory has no place in practical business. They do not realize that all good practice is based on right theory.

Signs of the Times Are

Electric Signs

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

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

THE POWER CO.

Bell M 797 Citizens 4261

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

RYZON

Mashed potatoes—
lighter and more
digestible.
Saves time and labor.

BAKING POWDER

Order
from your
jobber today.

RYZON should be
put in mashed po-
tatoes before re-
moving from the
fire. Less whip-
ping is needed.
The results will
surprise you.

Victor Flour

making friends
every day.

A Perfect Flour

that gives
lasting satisfaction.

W. S. CANFIELD

Michigan Distributor

411 Ionia Ave. S.W.
Cor. Wealthy St.

GRAND RAPIDS

MICHIGAN

GRAND RAPIDS KNITTING MILLS

Manufacturers
of
High Grade

Men's Union Suits
at

Popular Prices

Write or Wire
Grand Rapids Knitting Mills
Grand Rapids, Mich.

The Name on the Sack is a Guarantee of its Contents

When specifying cement insist that it be the kind with the name—

NEWAYGO PORTLAND CEMENT

on every sack.

You can then be assured that this important part of your construction work is being supplied with material that has proven its worth, one that will readily adapt itself to your job, no matter what problems or complications may arise.

Newaygo Portland Cement is not limited in use to the construction of buildings. It may be used above or under ground, in or out of water. Its many uses have brought about a universal demand for the cement with a guarantee of uniform quality.

Newaygo Portland Cement Co.

General Offices and Plant
Newaygo, Mich.

Sales Offices
Commercial Savings Bank Bldg.,
Grand Rapids, Mich.



Gabby Gleanings From Grand Rapids.

Grand Rapids, June 27—The Phelps House (Greenville) is serving meals a la carte at very reasonable prices. The food is well cooked and the service is fully up to the average. The only change the average traveler would like to see is the substitution of textile napkins for the paper affairs now in use.

Your lack of money may be the fault of circumstances, but your lack of friends is certainly your own.

Wild oats make an indigestible breakfast food.

Thrift is the key that opens the door to happiness.

A man looks run down because of the many bills his wife runs up.

Our sympathy and love to Bro. Bleimes of Pinta, No. 9, in his great sorrow.

We all want a good funeral—then let us provide for it during life.

It is an easy matter to criticize an employe, but it is far better for all concerned to show him the way things should be done. Unless he is absolutely worthless his next at empt will register a great improvement over his initial effort. And while we are on this subject it might be well for critical employes to stop a minute and consider before they criticize the boss. When all is said and done he must know something in order to be the head of the firm. So give him the credit that is due him.

Time was when the man who did the most knocking did a pretty good business but let us be thankful that times have changed. The saying that "every knock is a boost" has taken root in the minds of the buying public and they sheer away from the knocker as they would from a disease.

There is good business in Ludington for any salesman who can talk in the language of base ball. Most every merchant is a baseball enthusiast and ready to back the home team to the limit. Stores are frequently closed for the afternoon game. Baseball in Ludington may yet heal the breach between two political factions. A \$60,000 libel suit against the mayor last week caused less discussion than did the winning of a game from the Ionia team.

Keep away from fault-finding as you would keep away from bad companions. Fault-finding is a habit that grows on one unconsciously. No talent, brains or character are required to cultivate it, and yet it will eventually spell disaster for the man who possesses talent, brains and character, if he comes in contact with it. It breaks up homes and disorganizes businesses. Keep away from it whether you be employer, employe or customer.

You have heard it said that some men can be led but not driven. Well, it is the same way with a customer. Lead them into a purchase by means of courtesy, persuasion and suggestion rather than by trying to force them into buying something regarding which they have doubts. The wallop makes a hit with the crowd in the prize ring, but it runs second to courtesy and consideration in the retail business.

Quite a number of people are leaving for Europe to see the battle fields accompanied by couriers. That is nothing. When the boys went over

in '17 they were accompanied by convoys.

John Greissell, of Flint, manager of the Tri-State Baking Co., is a very busy man. Of necessity, he does a great deal of traveling between the several branch offices of his company. While in Battle Creek recently he stopped for a shoe shine, intending to make one more call before leaving town. As he glanced at his watch a train pulled into the depot some two blocks distant. Tossing a dime to the shiner whose work was half done John succeeded in swinging aboard the rear car as the train gained speed. "Shoot the luck," said he handing up his fare to the waiting conductor, "I left Kalamazoo not two hours ago, routed for Jackson; my watch is on fast time."

Mrs. J. A. Burr, of Thomas street, landed the largest bass of the season one evening last week while fishing on Rattagan Lake. It was twenty-three inches long and weighed 7 1/4 pounds. Mr. Moorman, the taxidermist, is preparing it for a place in "Art" Burr's den.

When the duck lays an egg she waddles off and forgets the affair completely. When a hen lays an egg she lets the entire world know about it; or, in other words, she advertises. Hens' eggs are in demand, ducks' eggs are not. Draw your own conclusions. Yes, we know it's an old story, but it always applies.

Say what you have to say and make it clear, concise and to the point. Don't waste time with a lot of verbal effusions which mean nothing and which conceal your real meaning. You know what people thought of gas attacks during the war.

Don't believe the old saying that "opportunity knocks but once and then is gone never to return again." Opportunity is on of the greatest little "hangers around" the world has ever known. Granted that she happens to bob up in unexpected places and at unexpected times, the fact remains that she can also be found if you are determined to find her. You know that Napoleon once said that he did not wait for opportunities but created them.

The secret of a successful sales talk is knowing when to stop.

Although they are spelled quite differently, the name of J. H. Bolen and that of J. D. Bolland, are frequently confused. John D., whose home is on Hampton avenue, says he doesn't ordinarily object to this, even to the extent of paying an occasional bill intended for James H., so long as he doesn't know it, and "Jim" speaks the same of John. Nevertheless carelessness on the part of some folks leads to embarrassment. Not long ago one of the U. C. T. members, thinking he was talking to his Senior Counsellor began pouring his troubles over the telephone and into the ear of John D., notwithstanding the latter's continued protests. Discovering his error when he paused for breath the irate U. C. T. man meekly added: "Oh, Hell; sir, I beg your pardon; just wanted to unload something." "You sure did," replied John D., as they both hung up.

Fish may be caught with a hook and line, but it takes real brains and persistence to land an order.

It makes all the difference in the world whether persons laugh with one—or at one.

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.

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.



CODY HOTEL

GRAND RAPIDS

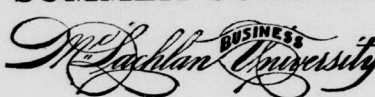
RATES \$1.50 up without bath
\$2.50 up with bath

CAFETERIA IN CONNECTION

Add Ten Pay Checks

To your pay roll by enrolling for

SUMMER SCHOOL



JUNE 5, JUNE 19, JULY 5, and JULY 17 are good dates.

Why not get the start of the less ambitious?
Why not start earlier and earn \$200 more?

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

HANNAFORDS

NEW CAFETERIA

9-11 Commerce Ave., or
45 Monroe Ave.

For The Past 10 Years

Prop. of Cody Hotel Cafeteria

3 Short Blocks from Union Depot and Business Center

HOTEL BROWNING

MOST MODERN AND NEWEST IN GRAND RAPIDS

ROOMS with Duplex Bath \$2.00; With Private Bath \$2.50 or \$3.00

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Mich.

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.
Try the CUSHMAN on your next trip and you will feel right at home.

HOTEL RICKMAN

KALAMAZOO

One block from Michigan Central Station. Headquarters U. C. T.

Barnes & Pfeiffer, Props.



Graham & Morton

TO CHICAGO

\$3.95 Single Trip \$7.30 Round Trip

MICHIGAN RAILWAY LINES

BOAT TRAIN 9 p. m.—G. R. Time

DAILY

Day Trip Saturdays

BOAT TRAIN 1 p. m.—G. R. Time

FREIGHT RATES LOWER

MICHIGAN RAILROAD
Foot Lyon St., Citz. 4322, Bell M 4470

GRAHAM & MORTON
Pantlind Hotel Lobby
Citz. 61111 Bell M 1429

Boating, Bathing Fishing, Hunting

Birch Lodge

Bus meets all trains, Trout Lake, Mich.

E. G. Hamel is as happy as a basket of chips over the arrival of a nine pound girl at his residence on Gladstone avenue. Both mother and child are doing well.

Ed. Winchester, accompanied by Richard Kimball and family, are off on a fortnight's trip through the East, the objective point being New York City.

Henry J. Vinkemulder, wife and children left ten days ago for a three weeks' auto trip through New England. They expect to spend Sunday in Providence and visit New York, Washington and Baltimore on their way home.

Manager Rouse, of the Worden Grocer Company, headed a delegation of sixty people on a visit to the Gerber Canning Co., at Fremont, last Saturday. The delegation included, besides Mr. Rouse, the managers of the Kalamazoo and Lansing branches, the credit men and department managers of all three houses and the traveling salesman. The party left Grand Rapids about 8 o'clock and arrived at Fremont 10 o'clock. Two hours were spent on an inspection of the canning company, which was pronounced one of the most complete of its kind in the country. At 12 o'clock luncheon was served the entire party at the community building.

After the viands had been discussed, Andrew Gerber conducted the subsequent exercises as toastmaster and addresses were made by Messrs. Rouse, Phil Fry, Mr. McCarty, Frank Gerber, William Cook, H. U. Bigger, G. A. Lindemulder and Richard Pendergast. The retail merchants of Fremont were also guests of the canning company on this occasion. The return trip was made between 3 and 5 p. m. and all who composed the party insisted that it was one of the most enjoyable trips of the kind in which they ever took part.

Uncle Louie Winterintz, who left Monday for his summer sojourn at Charlevoix, went into a restaurant on Monroe avenue one day last week to satisfy the inner man. After waiting a considerable length of time he became impatient, as there was no one to take his order. At last a lone waiter made his appearance and Louie informed him it was a funny way to run an eating place, as he had been sitting there for ten minutes or more waiting. The waiter informed him in a nonchalant way that that was nothing, as he had been waiting in this place for more than seven years and never complained. After giving him the usual glass of water the waiter enquired: "Will you have country sausage on toast?" Louie responded, "No, I never eat em!" "In that case, sir," replied the waiter moving away, "dinner is over." Louie said he left the place, but lost his appetite and saved his money.

John B. Olney.

Biggest Furniture Market Ever Recorded.

Grand Rapids, June 27—The mid-summer furniture market is now on its second week and is going far beyond any previous season, both in the number of buyers registered and the volume of business secured by the factories and outside lines that are shown in the different exposition buildings. For comparison, the first week of the July market, 1921, registered 503 buyers and buying was done very carefully. The first week of the 1922 mid summer season registered 1047 buyers and these buyers were not lookers but came here intending to buy and right off the bat began placing their orders. It is safe to say that there have been more solid cars booked this year so far than has been done before in the same length of time since the abnormal buying of the war period.

It is hard to say from what section the most buyers are coming because they seem to be coming in from the East, the South and the Middle States

in about the same proportion. The arrival sheets of Monday brought in a large number and at the close of June 26 there were registered 1494 buyers. So far there has been but one complaint heard of the hotels not playing square. This complaint came from a salesman who makes this territory at stated intervals and claims he has stayed at this particular hotel and this time they tried to charge him a rate for a room actually double what he had ever paid before for that room or one equally as good. At this time we will not make public this complaint because we have not the facts in black and white but expect to have it later and will tell more about it.

During the past week a number of exhibitors have been interviewed and solicited to make contracts for the new furniture exposition building that Chicago says they will have ready for the July market, 1923. How successful this party has been we cannot say, but it simply proves conclusively that it is up to Grand Rapids to get busy on another building or additions to our present buildings, because lines are being shown this year even in some of our hotels in a limited way. It is expected that the arrival list will drop off the latter part of this week, but it is also expected that the week of July 4 will show a very large registration. John D. Martin.

Law Regarding Sale of Caps and Toy Pistols.

Holland, June 27—Once in awhile I like to hear myself, and that's why I would like to ask you if there is a law in Michigan forbidding the sale of cap guns or toy pistols. If so, why do they allow the sale of them to lawless merchants, while those who want to obey the law are deprived of these benefits? H. Vanderwarf.

The State law on the subject is as follows:

Section 1. The People of the State of Michigan enact, That no person shall sell, give, or furnish to any child under the age of thirteen years, any cartridge of any form or material, or any pistol, gun, or other mechanical contrivance, specially arranged or designed for the explosion of the same.

Sec. 2. Any person violating any of the provisions of the foregoing section, shall be deemed guilty of a misdemeanor, and upon conviction thereof, shall be punished by a fine of not less than ten dollars, nor more than fifty dollars, and costs of prosecution, or imprisonment in the county jail not less than ten days, nor more than ninety days, or both such fine and imprisonment, in the discretion of the court.

Sec. 3. It shall be unlawful for any person under the age of thirteen years, to have in possession, or use any of the articles named in section one of this act. (15274) Section 1. It shall be unlawful for any person to sell or keep for sale any blank cartridge, toy pistol, toy gun or toy cannon that can be used to fire a blank cartridge; or to sell or keep for sale or to fire, explode or cause to explode any blank cartridge or bomb; or to sell or keep for sale, or to set off, explode or cause to explode any fireworks containing any picric acid or picrates, or substance of a like nature, or any firecracker exceeding two inches in length and three-eighths of an inch in diameter or of a greater explosive power than a firecracker of such size containing blank powder only: Provided, That this section shall not apply to illuminating fireworks set off between the hours of seven o'clock in the afternoon and twelve o'clock midnight, excepting those containing picric acid or picrates, or substances of a like nature, or to the sale of any article herein named to be shipped directly out of the state, or to the sale or use of explosives in the firing of salutes by official authorities, or to the sale or use of blank cartridges for a show or theater, or for signal purposes in athletic sports or by railroads, or to experiments at any factory for the manufacture of explosives, or the firing of salutes with cannon on shore or on boats, or to the sale for use or the use by the militia or by any organization of war veterans, or in teaching the use of firearms by experts on days other than holidays.

Sec. 2. Whoever violates any provision of this act shall be punished by a fine not exceeding one hundred dollars or by imprisonment for not more than thirty days, or by both such fine and imprisonment in the discretion of the court.

A man with something of his own has a fair chance of using that of another.

Use Care in Investing as Well As Accumulating

MEN spend years of hard work, coupled with all the common sense and good judgment they can summon, in the management of their business in order that they may accumulate surplus funds.

It would seem natural that they should use the same care and wisdom in the safe and profitable investment of these funds it has taken so long to save.

Yet many men seem to forget their habits of clear thinking and sound judgment when it comes to the placing of those funds. Casting discretion to the winds, they fall for tips, accept the word of strangers as gospel truth, and embark blindly on financial ventures.

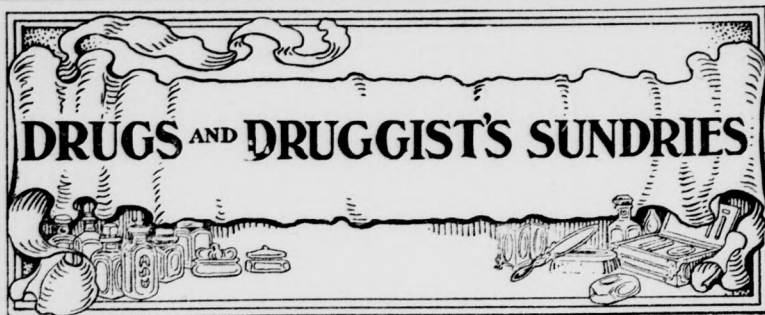
Else how could the American public have lost \$750,000,000 last year in worthless securities! How could the people of Michigan have sunk \$25,000,000 of savings in 1921 in fake investment schemes!

Investigate before investing—ALWAYS. Use the good common sense you employ in your business. Get the facts first. In the management of your business, you do not hesitate to seek expert counsel. Get straight, unprejudiced advice also, before investing.

Gladly, at any time, we will help you get the facts about the security you are considering. Our business is Investments, just as yours is running a store, or whatever your occupation may be. We keep in close touch with financial centers, study the markets, watch investment tendencies. We have in our files or can secure for you promptly late and complete information about any security, and the corporation issuing it, that will enable you to judge whether it is a good investment.

Do not hesitate to consult us because you are planning to buy your stocks or bonds elsewhere. We will give you our honest opinion, wholeheartedly. We are building for the future. We could not afford to give anything but an unbiased opinion. It is to our interest to see that you invest wisely, that you may grow as an investor, and that your funds may be turned into legitimate industrial channels benefiting the nation, rather than lining the pockets of swindlers.

PERKINS, EVERETT & GEISTERT
CITZ. 4334. BELL. M. 290.
BONDS STOCKS
205-219 MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.



Mich. State Pharmaceutical Ass'n.
 President—George H. Grommet, Detroit.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—E. E. Faulkner, Middleville.
 Executive Committee—J. A. Skinner, D. D. Alton and A. J. Miller.

Michigan Board of Pharmacy.
 Members—James E. Way, Jackson; Chas. S. Koon, Muskegon; H. H. Hoffman, Sandusky; Oscar W. Gorenflo, Detroit; Jacob C. Dykema, Grand Rapids; J. A. Skinner, Cedar Springs.
 President—James E. Way, Jackson.
 Sec'y and Treas.—Charles S. Koon, Muskegon.
 Director of Drugs and Drug Stores—H. H. Hoffman, Sandusky.

The Economic Value of the Wholesale Salesman.

The wholesale salesman is the representative of the wholesale "house" and is the "house" personified in the eyes of the retailer. The impression made by the salesman should be representative of the composite impression which would be the result of super-imposing the relative qualities of all the departments and attributes of the "house" upon each other. A Congressional district could no more dispense with the services of its Senator than could the wholesale "house" eliminate its salesmen. The wholesale salesman brings the retailer into close alignment with the various services of the "house," with the resultant mutual satisfaction and greater efficiency in the relations of the two concerned parties. But most of all he puts humaness into the relations and gives his "house" a living organization interested in the affairs of the retailer in the most practical manner, that of increasing sales. The wholesale salesman is a moving, living, breathing, item of advertising, a sort of glorified "sandwich man" since he carries the imprint of the policies of his "house," and as such his upkeep is essentially to be classed with the advertising account.

When he pays the retailer a visit, he thereby saves to the retailer the hours which would be consumed by a personal visit to the wholesale "house." He also frequently saves, in addition, the anxiety, dissatisfaction and bad temper arising from attempts to conduct by correspondence or telephone those delicate, little transactions which really require the magical touch of personal contact for a satisfactory solution; such things as veracity regarding imperfections in goods, extension of credit preferences in regard to types and grades of goods, etc. Misunderstandings are at the bottom of most differences between wholesaler and retailer and readily dissipate under the bland, just treatment of the average salesman.

The retailer is frequently indebted to the wholesale salesman for advance information regarding the popularity being evidenced by the buying public

for new products. The enterprising retailer will act upon this information by conservatively stocking up in advance of the demand and thus be in a position to enjoy the "cream" of the demand.

As a distributor of outside trade information of a non-confidential nature the wholesale salesman is of frequent service to the retailer. This information is especially valuable since it is received earlier than by the regular channel of the trade journal.

The new business brought to his house by a wholesale salesman is permanent under good and just treatment and is retained by the "house" larger than business created by printed advertising. This new business is usually retained by the "house" long after the salesman retires (if he ever does) since the salesman cements the bonds far more firmly than can the printed page. The normal man likes to do business with a friend, one whom he knows personally, and a business "house" is quite too impersonal to represent even a mediocre substitute for the salesman.

The manufacturer is indebted to the wholesale salesman for bringing his products to the attention of the retailer. Even if that attention is but fleeting, owing to the numerous products handled by the wholesale "house," it is positively complementary to the efforts of the sales organization of the manufacturer. In spite of thorough and wide advertising of a product by its manufacturer, first information of the wave of popularity is usually received by the retailer via the wholesale salesman and the retailer thus permitted to entrench his stock against the attacks of consumers well in advance of the wave. The wholesale salesman thus directly benefits the manufacturer, although no case is on record where the wholesale "house" has rendered a bill to the manufacturer for the services of its salesmen.

The power of suggestion is frequently irresistible. After reading the repeated advertisement of a meritorious product and receiving the sporadic demands which initially arise from an advertising campaign, the retailer is already favorably inclined to put in a moderate supply of the product. The wholesale salesman frequently adds the "last straw" in such cases represented by favorable comment on the popularity of the product, with the result that the retailer is led to make the decision to stock up conservatively against a likely demand, and the wholesale salesman has once more proven himself a doughty ally and adjuvant to printed advertising. The wholesale salesman gives life to printed advertising. The average salesman

would inject life into a stone Buddha. Who ever saw a lugubrious salesman? And so the wholesale salesman gives to printed advertising the personal appeal which is so much more effective than the cold, lifeless appeal of the printed page.

The public are the debtors of the wholesale salesman since he gives them what they want. How? Did you ever attempt to buy a heavily advertised product the first few days it was advertised? Try it. The result will be enlightening. If the merchant had responded to the information and suggestions of the salesman of the manufacturer supported by the wholesale salesman you would not have gone away disappointed. The interest of the buying public is difficult to sustain, and if failure results from the first attempt to purchase an advertised article it is folly to expect the public to persist in its efforts to obtain the article. Any persistence connected with the establishment of a new product upon the market must be shouldered by those vitally interested in establishing the product; not by the public.

The sales efforts of the wholesale salesman of strong economic value because complementary with modern "business-getting" or advertising practice and crucial changes in that practice will be necessary to alter the status and economic value of our estimable friend and useful member of society, the "Wholesale Salesman."

Geo. E. Ewe.

A Blessing.

The following card of thanks recently appeared in a Kansas paper:

"I wish to thank the city authorities for quarantining my family and me for three weeks recently because one of them had smallpox. During that time my wife caught up with her sewing; we had three square meals a day, as no one came in and she was not permitted to leave; we enjoyed three weeks of good night's sleep; and best of all, a cousin with four children had arranged to visit us, saw the smallpox sign on the door, and left town so scared she will never come back again. So for these and other blessings we are very thankful for the quarantine."

Our life to-morrow is what we plan to-day, if we but persevere and do what we say.

Removing Rust From Instruments.

Among the methods recommended for the removal of rust from instruments is that of placing the instruments overnight in a saturated solution of zinc chloride. The rust disappears through reduction. A solution of tin chloride may be similarly employed. On removing the instruments, rinse them in clear water, place in a hot soda and soap solution, and dry. Some years ago one of our foreign exchanges published the following method for the prevention of rust: Dissolve one part of paraffin oil in 200 parts of benzine. Wash the instruments dry in a current of warm air, and dip them into the foregoing solution, moving the different parts (scissors, tongs, etc.), and then lay on a plate in a warm room to dry.

It is also stated that instruments or other articles of polished steel, iron, nickel, etc., will remain indefinitely unattacked by rust or corrosion if left in a 2 per cent. aqueous solution of either carbonate or bicarbonate, benzoate or borate of sodium. Dr. Marechal of Anvers states that although sodium benzoate is insoluble in alcohol, if the articles be placed in that liquid in the presence of the benzoate, they will never rust.

Window displays make sales when they emphasize one point forcibly rather than when they present many points without emphasis.

The coldest feet can be cured with a little success mixed with self-confidence.



Store and Window

AWNINGS

made to order of white or khaki duck, plain and fancy stripes.

Auto Tents, Cots, Chairs, Etc.
 Send for booklet.

CHAS. A. COYE, Inc.
 GRAND RAPIDS, MICHIGAN

The Resorters Are Coming

They will want GOOD CANDY

There is none better than

Putnam's OR **LOWNEY'S**

so get stocked up early before the rush is on.

Putnam Factory, Grand Rapids, Michigan

The Milk of Human Kindness.

Human kindness is never dead stock in a pharmacy. All other things being equal it is the human furnishing of a drug store that will bring the scales down on the profit side. A bit of kindness, a pleasant word for Jimmie to-day, will be a magnet for his feet to-morrow when his mother says: "Run down to a drug store, Jimmie, and get this prescription filled." She may say, "a drug store," but Jimmie is thinking of "the drug store," the place where the clerk had a fellow feeling for him when that stonebruise of his was on a rampage—remembered just how they used to feel when he was a barefoot boy!

Here is a lady customer who is making generous purchases. This is her second visit to the store. On the day of her first call she was suffering from toothache and the kindly pharmacist gave her more than medicine or advise—he gave her sympathy. She has not forgotten that he said: "Madam, I want to do the best that I can for you for I know just how a toothache feels. So the thought of his kindness has proved to be a magnet for her feet for she has walked serenely past three perfectly good drug stores to invest her dollars with the kindly pharmacist. Folk, as well as cats, come back; that is, if they have the ghost of an excuse for so doing. Medicines may be as alike as peas in a pod in the competing pharmacies, but no two sets of pharmacists and clerks are alike—if you cannot purchase different medicines at different pharmacies you can at least get different treatment and register different impressions.

The irritable, snappy, grouchy druggist is only headed for the business scrap heap by the toboggan route! The kindly druggist is a business road smoother. Does not such a pharma-

cist make it easy for the weary lady customer whose nerves are unstrung, thinking for her when she is evidently not in trim to think for herself? "My best for my customers;" is his unwritten slogan. A machine gun would hardly keep folks away from some drug stores where kindness and human sympathy are on tap!

Clerks, as well as customers, appreciate kindness; does not kindness cement clerks to the pharmacy? The clerks who do not appreciate kindly treatment are as scarce as the proverbial hen's teeth. Human nature is responsive, you are apt to get out of your clerks just what you put in.

Wants have a habit of mysteriously multiplying when you make trading easy by kindly thought for customers and by consideration of their best interests. A customer may come in with a ten cent want and develop two dollars worth of needs—when you add kindness you multiply trade, when you give human-nature interest you reap pharmacy-principal. Common kindness and uncommon customer consideration are trade winners.

George W. Tuttle.

Chain Drug Stores in the United States.

There are to-day approximately 200 more chain drug stores in the United States than in May, 1920. Fourteen leading chains, operating twenty-five stores in 1900, now sell to the public through 501 stores. The chain movement in America is apparently a growing one, and information concerning it should be of interest to pharmacists generally. The Liggett chain is still the largest in the field, having grown from 211 stores in 1920 to 229 now—or, including 630 Boot's Chemists' Shops operated in England by Liggett's International, Ltd., the Liggett's interests control nearly 1,000 stores.

Soda Fountains

1922—The Banner Year—1922

Let us remind you again that we are the distributors for the Guarantee Iceless Soda Fountains manufactured by the Fountain Specialty Co., of Grand Haven.

We have placed since Jan. 1, 1922, over a score of Fountains in Drug Store, Candy Stores and Lunch Rooms in Michigan.

We are still in a position to give your wants immediate attention. Write our Mr. A. W. Olds for plans and prices.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Wholesale Drug Price Current

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

Acids				Almonds, Sweet.				Tinctures			
Boric (Powd.)	17½@	25		Amber, crude	60@1	00		Aconite		@1	80
Boric (Xtal)	17½@	25		Amber, rectified	2 25@2	50		Aloes		@1	45
Carbolic	33@	38		Anise	1 25@1	50		Arnica		@1	10
Citric	60@	65		Bergamont	8 00@8	25		Asafoetida		@2	40
Muriatic	3½@	8		Cajeput	1 50@1	75		Belladonna		@1	35
Nitric	9@	15		Cassia	2 50@2	75		Benzoin		@2	10
Oxalic	13@	30		Castor	1 35@1	60		Benzoin Comp'd		@2	65
Sulphuric	3½@	8		Cedar Leaf	1 50@1	75		Buchu		@2	55
Tartaric	40@	50		Citronella	85@10	10		Cantharides		@2	85
				Cloves	3 25@3	50		Capsicum		@2	20
				Cocao nut	25@	35		Catechu		@2	10
				Cod Liver	1 30@1	40		Cinchona		@2	10
				Croton	2 25@2	50		Colchicum		@1	80
				Cotton Seed	1 25@1	35		Cubebs		@3	00
				Cubebs	9 50@9	75		Digitalis		@1	80
				Elgeron	4 00@4	25		Gentian		@1	35
				Eucalyptus	75@10	10		Ginger, D. S.		@1	80
				Hemlock, pure	1 50@1	75		Guaial		@2	20
				Juniper Berries	3 00@3	25		Guaial, Ammon.		@2	00
				Juniper Wood	1 50@1	75		Iodine		@2	95
				Lard, extra	1 25@1	25		Iodine, Colorless		@1	50
				Lard, No. 1	1 00@1	20		Iron, clo.		@1	35
				Lavender Flow	5 00@5	25		Kino		@1	40
				Lavender Gar'n	1 75@2	00		Nuxvom		@2	50
				Lemon	1 75@2	00		Myrrh		@1	55
				Linseed Boiled bbl	@	95		Opium		@3	50
				Linseed bbl less	1 02@1	10		Opium, Camp.		@2	85
				Linseed, raw, bbl.	@	93		Opium, Deodoriz'd		@3	50
				Linseed, ra, less	1 00@1	08		Rhubarb		@1	70
				Mustard, artifi.	@	50					
				Neatsfoot	1 15@1	30					
				Olive, pure	3 75@4	75					
				Olive, Malaga,							
				yellow	2 75@3	00					
				Olive, Malaga,							
				green	2 75@3	00					
				Orange, Sweet	5 00@5	25					
				Origanum, pure	1 00@1	20					
				Origanum, com'l	2 50@2	75					
				Pennyroyal	3 00@3	25					
				Peppermint	12 00@12	00					
				Rose, pure	1 50@1	75					
				Rosemary Flow	1 50@1	75					
				Sandalwood, E.	10 50@10	75					
				Sassafras, true	1 50@1	80					
				Sassafras, artifi	1 00@1	25					
				Sparmint	3 75@4	00					
				Sperm	2 40@2	60					
				Tansy	15 00@15	25					
				Tar, USP	50@	65					
				Turpentine, bbl.	@	72					
				Turpentine, less	1 79@1	87					
				Wintergreen,							
				leaf	6 50@7	00					
				Wintergreen, sweet	3 25@3	60					
				birch	30@1	10					
				Wintergreen art							
				Wormseed	6 50@6	75					
				Wormwood	17 00@17	25					

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, dz 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, tins 1 53
Velvet, Cut Plug, 8 oz. 6 72
Velvet, C. Pl., 16 oz. 15 81
Yum Yum, 10c, doz. 96
Yum Yum, 70c pails 6 80

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzz, L. C., 10c, doz. 96
Buzz, L. C., 35c, doz. 3 30
Buzz, L. C., 80c, doz. 7 90
Chips, P. C., 10c, doz. 96
Honest Scrap, doz. 96
Open Book Scrap, doz. 96
Stag, Cut P., 10c, doz. 96
Union Leader, 10c tin 96
Union Leader, 50c tin 4 80
Union Leader, \$1 tin 9 60
Union Leader, 10c, dz. 96
Union Leader, 15c, dz. 1 44
War Path, 35c, doz. 3 35

Scotten Dillon Co. Brands
Dan Patch, 10c, doz. 96
Dillon's Mixture, 10c 96
G. O. P., 35c, doz. 3 00
G. O. P., 10c, doz. 96
Loredo, 10c, doz. 96
Peachy, Do. Cut, 10c 96
Peachy Scrap, 10c, doz. 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., dz. 3 00
Reel Cut Plug, 10c, doz. 96
Union Workman Scrap, 10c, doz. 96
Way Up, 10c, doz. 96
Way Up, 8 oz., doz. 3 25
Way Up, 16 oz., doz. 7 10
Way Up, 16 oz. pails 7 40
Yankee Girl Scrap, 10c 96

Pinkerton Tobacco Co. Brands.
American Star, 10c, dz 96
Big 9, Clip., 10c, doz. 96
Buck Shoe Scrap, 10c 96
Pinkerton, 30c, doz. 2 40
Pay Car Scrap, 10c, dz 96
Pinch Hit Scrap, 10c 96
Red Man Scrap, doz. 96
Red Horse Scrap, doz. 96

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Buckingham, 10c, doz. 96
Buckingham, 15c tins 1 44
Gold Shore, 15c, doz. 1 44
Hazel Nut, 10c, doz. 96
Klecko, 25c, doz. 2 40
Old Colony, Pl. C. 17c 1 53
Old Crop, 50c, doz. 4 80
Red Band, Scrap, 10c 96
Sweet Tips, 15c, doz. 1 44
Wild Fruit, 10c, doz. 96
Wild Fruit, 15c, doz. 1 44

Independent Snuff Co. Brands.
New Factory, 10c, doz. 96
New Factory Pails, dz 7 60

Schmidt Bros. Brands
Eight Bros., 10c, doz. 96
Eight Bros., Pails, dz. 8 40

R. J. Reynolds Tobacco Co. Brands.
George Washington, 10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, 96
Prince Albert, 10c, dz. 96
Prince Albert, 17c, dz. 1 53
Prince Albert, 8 oz. tins, without pipes 6 72
Prince Albert, 8 oz. and Pipes, doz. 8 88
Prince Albert, 16 oz. 12 96
Stud, Gran. 5c, doz. 4 80
Whale, 16 oz., doz. 4 80

Block Bros. Tobacco Co.
Mail Pouch, 10c, doz. 96

Falk Tobacco Co., Brands.
American Mixture, 35c 3 30
Arcadia Mixture, 25c 2 40
Champagne Sparklets, 30c, doz. 2 70
Champagne Sparklets, 90c, doz. 8 10
Personal Mixture 6 60
Perique, 25c, per doz. 2 25
Serene Mixture, 16c dz 1 60
Serene Mixture, 8 oz. 7 60
Serene Mixture, 16 oz 14 70
Tareyton London Mixture, 50c, doz. 4 00
Vintage Blend, 25c dz. 2 30
Vintage Blend, 80 tins 7 50
Vintage Blend, \$1.55 tins, doz. 14 70

Superba Tobacco Co. Brands.
Sammy Boy Scrap, dz 96
Cigar Clippings
Havana Blossom, 10c 96
Havana Blossom, 40c 3 95
Knickerbocker, 6 oz. 3 00
Lieberman, 10c, doz. 96
W. O. W., 6 oz., doz. 3 00
Royal Major, 10c, doz. 96
Royal Major, 6 oz., dz. 3 00
Royal Major, 14 oz. dz 7 20

Larus & Bro. Co.'s Brands.
Edgeworth Ready Rubbed, 17c Tins 1 62
Edgeworth Ready Rubbed, 8 oz. tins, doz. 7 00
Edgeworth Ready Rubbed, 16 oz. tins, dz. 14 50
Edgeworth Sliced Plug, 17c tins, doz. 1 62
Edgeworth Sliced Plug, 35c tins, doz. 2 55

United States Tobacco Co. Brands.
Central Union, 15c, dz. 1 44
Shag, 15c Tins, doz. 1 44
Shag, 15c Papers, doz. 1 44
Dill's Best, 16c, doz. 1 52
Dill's Best Gran., 16c 1 52
Dill's Best, 17c Tins 1 52

Snuff.
Copenhagen, 10c, roll 64
Seal Blandening, 10c 64
Seal Goteborg, 10c, roll 64
Seal Swe. Rapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping, 1 lb. 85

CONFECTIONERY
Stick Candy Pails
Standard 14
Jumbo Wrapped 16
Pure Sugar Stick, 600's 4 20
Big Stick, 20 Lb. Case 17

Mixed Candy Pails
Kindergarten 17
Leader 14
X. L. O. 13
French Creams 16
Cameo 18
Grocers 11

Fancy Chocolates.
5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc. Marshmallow Dp 1 55
Milk Chocolate A. A. 1 90
Nibble Sticks 2 00
Primrose Choc. 1 20
No. 12 Choc. 1 60
Chocolate Nut Rolls 1 80

Gum Drops Pails
Anise 17
Orange Gums 17
Butterscotch Jellies 18
Favorite 20
Superior 18

Lozenges. Pails
A. A. Pep. Lozenges 15
A. A. Pink Lozenges 15
A. A. Choc. Lozenges 16
Motto Hearts 17
Malted Milk Lozenges 20

Hard Goods. Pails
Lemon Drops 17
O. F. Horehound Dps 17
Anise Squares 17
Peanut Squares 18
Horehound Tablets 18

Pop Corn Goods.
Cracker Jack, Prize 3 75
Checkers, Prize 3 75

Cough Drops
Putnam's 1 30
Smith Bros. 1 50

Package Goods
Creamery Marshmallows 4 oz. pkg. 12s, cart. 95
4 oz. pkg. 48s, case 3 75

Specialties.
Arcadian Bon Bons 18
Walnut Fudge 23
Pineapple Fudge 21
Italian Bon Bons 18
National Cream Mints 25
Silver King M. Mallows 30

CRISCO
36s, 24s and 12s.
Less than 5 case 20
Five cases 19 1/2
Ten cases 19
Twenty-five cases 18 1/2
6s and 4s.
Less than 5 cases 19 1/2
Five cases 18 1/2
Ten cases 18 1/2
25 cases 18

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

CREAM OF TARTAR
6 lb. boxes 40

DRIED FRUITS
Apples
Evap'd Choice, blk. 20

Apricots
Evaporated, Slab 30
Evaporated, Fancy 36

Citron
10 lb. box 43

Currents
Package, 15 oz. 18 1/2
Boxes, Bulk, per lb. 18

Peaches
Evap. Fancy, Unpeeled 21

Peel
Lemon, American 26
Orange, American 27

Raisins
Seeded, bulk 16
Seeded, 15 oz. pkg. 18
Sultana Seedless 17
Seedless, 1 lb. pkg. 21

California Prunes
50-100 25 lb. boxes @12
80-90 25 lb. boxes @13
70-80 25 lb. boxes @15
60-70 25 lb. boxes @16
50-60 25 lb. boxes @17
40-50 25 lb. boxes @18
30-40 25 lb. boxes @21

FARINACEOUS GOODS

Beans
Med. Hand Picked 11
Cal. Limas 11 1/2
Brown, Swedish 11
Red Kidney 11

Farina
25 1 lb. packages 2 80
Bulk, per 100 lbs. 06 1/2

Hominy
Pearl, 100 lb. sack 2 50

Macaroni
Domestic, 20 lb. box 07 1/2
Domestic, broken bbis. 06 1/2
Armours, 2 doz. 1 60
Foulds, 2 doz., 8 oz. 1 80

Pearl Barley
Chester 4 75

Peas
Scotch lb. 07
Split lb. 08 1/2

Sago
East India 06 1/2

Taploca
Pearl, 00 lb. sacks 07 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FISHING TACKLE

Cotton Lines
No. 2, 15 feet 1 15
No. 3, 15 feet 1 60
No. 4, 15 feet 1 80
No. 5, 15 feet 1 95
No. 6, 15 feet 2 10

Line Lines
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Floats
No. 1 1/2, per gross wd. 5 00
No. 2, per gross, wood 5 50
No. 2 1/2, per gro. wood 7 50

Hooks-Kirby
Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20
Size 2-0, per 1,000 1 45
Size 3-0, per 1,000 1 65
Size 4-0, per 1,000 2 10
Size 5-0, per 1,000 2 45

Sinkers
No. 1, per gross 65
No. 2, per gross 80
No. 3, per gross 90
No. 4, per gross 1 20
No. 5, per gross 1 60
No. 6, per gross 2 00
No. 7, per gross 2 60
No. 8, per gross 3 75
No. 9, per gross 5 00
No. 10, per gross 6 75

FLAVORING EXTRACTS

Jennings
Pure Vanilla
Turpeneless
Pure Lemon

Per Doz.
7 Dram 1 35
1 1/2 Ounce 1 75
2 Ounce 2 75
2 1/2 Ounce 3 00
3 Ounce 3 25
4 Ounce 5 00
8 Ounce 8 50
7 Dram, Assorted 1 35
1 1/2 Ounce, Assorted 1 75

FLOUR AND FEED

Valley City Milling Co.
Lily White, 1/2 Paper sack
Harvest Queen, 24 1/2
Light Loaf Spring Wheat, 24 1/2
Roller Champion 24 1/2
Snow Flake, 24 1/2
Graham 25 lb. per cwt
Golden Granulated Meal, 25 lbs. per cwt, N.
Rowena Pancake Com-pound, 5 lb. sack
Buckwheat Compound, 5 lb. sack

Watson Higgins Milling Co.
New Perfection, 1/4s. 7 80

Meal
Gr. Grain M. Co.
Bolted 2 25
Golden Granulated 2 45

Wheat
No. 1 Red 1 05
No. 1 White 1 03

Oats
Carlots 44
Less than Carlots 50

Corn
Carlots 68
Less than Carlots 74

Hay
Carlots 22 00
Less than Carlots 24 00

Feed
Street Car Feed 30 00
No. 1 Corn & Oat Fd 30 00
Cracked Corn 30 00
Coarse Corn Meal 30 00

FRUIT JARS

Mason, pts., per gross 8 25
Mason, qts., per gross 9 60
Mason, 1/2 gal., gross 12 60
Ideal Glass Top, pts. 9 75
Ideal Glass Top, qts. 11 50
Ideal Glass Top, 1/2 gallon 15 50

GELATINE

Cox's 1 doz., large 1 90
Cox's 1 doz., small 1 25
Jello-O, 3 doz. 3 45
Knox's Sparkling, doz. 2 25
Knox's Acid'd, doz. 2 25
Minute, 3 doz. 4 05
Plymouth, White 1 55

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

HIDES AND PELTS

Hides

Green, No. 1 10
Green, No. 2 09
Cured, No. 1 11
Cured, No. 2 10
Calfskin, green, No. 1 14
Calfskin, green No. 2 12 1/2
Calfskin, cured, No. 1 15
Calfskin, cured, No. 2 13 1/2
Horse, No. 1 3 00
Horse, No. 2 2 00

Pelts

Old Wool 50@1 00
Lambs 10@ 25
Shearlings 05@ 10

Tallow

Prime @5
No. 1 @4
No. 2 @3

Wool

Unwashed, medium @35
Unwashed, rejects @25
Fine @35

HORSE RADISH

Per doz., 7 oz. 1 25

JELLY AND PRESERVES

Pure, 30 lb. pails 2 60
Pure 7 oz. Asst., doz. 1 20
Puckeye, 22 oz., doz. 2 00
J. B., 15 oz., per doz. 1 80

JELLY GLASSES

8 oz., per doz. 34

MATCHES.

Blue Ribbon, 144 box. 7 55
Searchlight, 144 box. 8 00
Safe Home, 144 boxes 8 00
Old Pal, 144 boxes 8 00
Red Stick, 720 1c bxs 5 50
Red Stick, 144 bxs 5 25

Safety Matches.

Red Top, 5 gro. case 5 25
Toyo, per gro. 95

MINCE MEAT.

None Such, 3 doz. 4 85
Quaker, 3 doz. case 4 00
Libby Kegs, Wet, lb. 25

MOLASSES.

New Orleans
Fancy Open Kettle 60
Choice 48
Good 36
Fair 30
Stock 25

Half barrels 5c extra
Molasses in Cans.

Red Hen, 24, 2 lb. 2 60
Red Hen, 24, 2 1/2 lb. 3 25
Red Hen, 12, 5 lb. 3 00
Red Hen, 6, 10 lb. 2 90
Ginger Cake, 24, 2 lb. 3 00
Ginger Cake, 24, 2 1/2 lb. 3 75
Ginger Cake, 12, 5 lb. 3 75
Ginger Cake, 6, 10 lb. 3 50
Dove, 36, 2 lb. Wh. L. 5 60
Dove, 24, 2 1/2 lb. Wh. L. 5 20
Dove, 36, 2 lb. Black 4 30
Dove, 24, 2 1/2 lb. Black 3 30
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 50

NUTS.

Whole
Almonds, Terregona 22
Brazil, Large 14
Fancy mixed 21
Filberts, Sicily 16
Peanuts, Virginia, raw 08
Peanuts, Vir. roasted 10
Peanuts, Jumbo raw 09
Peanuts, Jumbo, rst'd 12
Pecans, 3 star 22
Pecans, Jumbo 20
Walnuts, Grenoble 34
Walnuts, Sorento 35

Salted Peanuts
Fancy, No. 1 11 1/2
Jumbo 21

Shelled
Almonds 50
Peanuts, Spanish, 125 lb. bags 09 1/2
Filberts 50
Pecans 50
Walnuts 75

OLIVES.
Bulk, 2 gal. keg 3 50
Bulk, 3 gal. keg 5 25
Bulk, 5 gal. keg 8 00
Quart. jars, dozen 5 25
4 1/2 oz. Jar, plain, dz. 1 35
5 1/2 oz. Jar, pl., doz. 1 60
10 oz. Jar, plain, doz. 2 35
16 1/2 oz. Jar, Pl. doz. 3 50
3 1/2 oz. Jar., stuffed. 1 45
8 oz. Jar. Stu., doz. 2 40
9 oz. Jar. Stuffed, doz. 3 50
12 oz. Jar. Stuffed, dz 4 50

PEANUT BUTTER.

Bel Car-Mo Brand
8 oz. 2 doz. in case 2 55
24 1 lb. pails 4 45
12 2 lb. pails 4 25
5 lb. pails 6 in crate 4 85
25 lb. pails 14 1/2
50 lb. tins 13 1/2

PETROLEUM PRODUCTS

Perfection Kerosene 13.6
Tank Wagon 24.3
Gas Machine Gasoline 42.2
V. M. & P. Naptha 28.2
Capitol Cylinder 42.2
Atlantic Red Engine 23.2
Winter Black 13.7

Iron Barrels.

Medium Light 57.2
Medium heavy 59.2
Heavy 62.2
Extra heavy 67.2
Transmission Oil 57.2
Finol, 4 oz. cans, doz. 1.40
Finol, 8 oz. cans, doz. 1.90
Parowax, 100, 1 lb. 7.2
Parowax, 40, 1 lb. 7.4
Parowax, 20, 1 lb. 7.6

Polarine

Medium Light 57.2
Medium heavy 59.2
Heavy 62.2
Extra heavy 67.2
Transmission Oil 57.2
Finol, 4 oz. cans, doz. 1.40
Finol, 8 oz. cans, doz. 1.90
Parowax, 100, 1 lb. 7.2
Parowax, 40, 1 lb. 7.4
Parowax, 20, 1 lb. 7.6

IRON BARRELS.

Medium Light 57.2
Medium heavy 59.2
Heavy 62.2
Extra heavy 67.2
Transmission Oil 57.2
Finol, 4 oz. cans, doz. 1.40
Finol, 8 oz. cans, doz. 1.90
Parowax, 100, 1 lb. 7.2
Parowax, 40, 1 lb. 7.4
Parowax, 20, 1 lb. 7.6

Beef

Boneless 23 00@24 00
Rump, new 23 00@24 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. 4 00
1 bbl. 7 00
1 bbl. 14 15

Tripe

Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
1/2 bbls., 80 lbs. 3 00

Casings

Hogs, per lb. @42
Beef, round set 14@26
Beef, middles, set. 25@30
Sheep, a skinn 1 75@2 00

Uncolored Oleomargarine

Solid Dairy 20@23
Country Rolls 22@24
Gem Nut 22

RICE

Fancy Head 6 1/2@8
Blue Rose 06 1/2
Broken 03 1/2

ROLLED OATS

Steel Cut, 100 lb. sks. 3 25
Silver Flake, 10 Fam. 1 90
Quaker, 18 Regular 1 80
Quaker, 12s Family 2 65
Mothers 10s, Ill'num 3 35
Silver Flake, 18 Reg. 1 45
Sacks, 90 lb. Jute 2 75
Sacks, 90 lb. Cotton 2 85

SALAD DRESSING

Durkee's large, 1 doz. 6 75
Durkee's med., 2 doz. 7 35
Durkee's Picnic, 2 dz. 3 00
Snider's large, 1 doz. 3 50
Snider's small, 2 doz. 2 35

SALERATUS

Arm and Hammer 3 75

SAL SODA

Granulated, bbls. 2 00
Granulated, 100 lbs cs 2 25
Granulated, 36 2 1/2 lb. packages 2 50

COD FISH.

Middles 16 1/2
Tablets, 1 lb. Pure 22
Tablets, 1/2 lb. Pure, doz. 1 40
Wood boxes, Pure 24
Porter House, 1 lb. Tab. 19
Whole Cod 11

Holland Herring

Standards, kegs 90

Herring

K K K K, Norway 20 00
8 lb. pails 1 40
Cut Lunch 90
Boned, 10 lb. boxes 15

Lake Herring

SALT	
Colonial 24 2 lb. ---	90
Med. No. 1 Bbl. ---	2 70
Med. No. 1, 100 lb. bbl.	90
Farmer Spec. 70 lb. ---	92
Packers Meat, 56 lb. ---	56
Packers for ice cream	
100 lb., each ---	95
Blocks, 50 lb. ---	52
Butter Salt, 280 lb bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table ---	6 30
60, 5 lb. Table ---	5 80
30, 10 lb. Table ---	5 55
28 lb. bags, butter ---	50



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

SHOE BLACKENING.	
2 in 1, Paste, doz. ---	1 35
E. Z. Combination, dz. ---	1 35
Dri-Foot, doz. ---	2 00
Bixbys, Doz. ---	1 35
Shinola, doz. ---	85

STOVE POLISH.	
Blackline, per doz. ---	1 35
Black Silk Liquid, dz. ---	1 40
Black Silk Paste, doz. ---	1 25
Enamaline Paste, doz. ---	1 35
Enamaline Liquid, dz. ---	1 35
E Z Liquid, per doz. ---	1 40
Radium, per doz. ---	1 85
Rising Sun, per doz. ---	1 35
654 Stove Enamel, dz. ---	2 85
Vulcanol, No. 5, doz. ---	95
Vulcanol, No. 10, doz. ---	1 35
Stovoll, per doz. ---	3 00

SOAP.	
Am. Family, 100 box ---	5 75
Export, 120 box ---	4 65
Flake White, 100 box ---	4 50
Fels Naptha, 100 box ---	5 60
Grdma White Na. 100s ---	4 85
Rub No More White	
Naptha, 100 box ---	5 00
Swift Classic, 100 box ---	4 90
20 Mule Borax, 100 bx ---	6 50
Wool, 100 box ---	5 50
Fairy, 100 box ---	7 85
Jap Rose, 100 box ---	11 00
Palm Olive, 144 box ---	11 00
Lava, 100 box ---	4 75
Pummo, 100 box ---	4 85
Sweetheart, 100 box ---	5 70
Grandpa Tar, 50 sm. ---	2 00
Grandpa Tar, 50 Lge ---	3 35
Fairbank Tar, 100 bx ---	4 00
Trilby, 100, 12c ---	8 50
Williams Barber Bar, 9s ---	50
Williams Mug, per doz. ---	48

Proctor & Gamble.	
5 box lots, assorted	
Ivory, 100, 6 oz. ---	6 50
Ivory Soap Flks., 100s ---	8 00
Ivory Soap Flks., 50s ---	4 10
Lenox, 120 cakes ---	4 50
P. & G. White Naptha ---	5 00
Star, 100 No. 11 cakes ---	5 25
Star Nap. Pow. 60-16s ---	3 65
Star Nap. Pw., 100-10s ---	3 85
Star Nap. Pw., 24-60s ---	4 85

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



80 can cases, \$4.80 per case

WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx ---	3 75
Bon Ami Cake, 3 dz. ---	3 25
Climaline, 4 doz. ---	4 20
Grandma, 100, 5c ---	3 90
Grandma, 24 Large ---	3 80
Gold Dust, 100s ---	4 00
Gold Dust, 12 Large ---	3 20
Golden Rod, 24 ---	4 25

Jinx, 3 doz. ---	4 50
La France Laun, 4 dz. ---	3 70
Luster Box, 54 ---	3 75
Miracle Cm, 4 oz. 3 dz. ---	4 00
Miracle C., 16 oz., 1 dz. ---	4 00
Old Dutch Clean, 4 dz ---	4 00
Queen Ann, 60 oz. ---	2 40
Rinso, 100 oz. ---	6 40
Rub No More, 100, 10 oz. ---	3 85
Rub No More, 18 Lg. ---	4 25
Spotless Cleanser, 48, 20 oz. ---	3 85
Sani Flush, 1 doz. ---	2 25
Sapallo, 3 doz. ---	3 15
Soapine, 100, 12 oz. ---	6 40
Snowboy, 100, 10 oz. ---	4 00
Snowboy, 24 Large ---	4 70
Speedee, 3 doz. ---	7 20
Sunbrite, 72 doz. ---	4 00
Wyandotte, 48 ---	5 50

SPICES.	
Whole Spices.	
Allspice, Jamaica ---	@11
Cloves, Zanzibar ---	@40
Cassia, Canton ---	@16
Cassia, 5c pkg., doz. ---	@40
Ginger, African ---	@15
Ginger, Cochiti ---	@22
Mace, Penang ---	@70
Mixed, No. 1 ---	@22
Mixed, 5c pkgs., doz. ---	@45
Nutmegs, 70-80 ---	@30
Nutmegs, 105-110 ---	@25
Pepper, Black ---	@15

Pure Ground in Bulk	
Allspice, Jamaica ---	@15
Cloves, Zanzibar ---	@55
Cassia, Canton ---	@25
Ginger, African ---	@22
Mustard ---	@31
Mace, Penang ---	@75
Nutmegs ---	@32
Pepper, Black ---	@20
Pepper, White ---	@29
Pepper, Cayenne ---	@32
Paprika, Spanish ---	@42

Seasoning	
Chili Powder, 15c ---	1 35
Celery Salt, 3 oz. ---	95
Sage, 2 oz. ---	1 35
Onion Salt ---	1 35
Garlic ---	1 35
Poncity, 3 1/2 oz. ---	3 25
Kitchen Bouquet ---	3 25
Laurel Leaves ---	20
Marjoram, 1 oz. ---	90
Savory, 1 oz. ---	90
Thyme, 1 oz. ---	90
Tumeric, 2 1/2 oz. ---	90

STARCH	
Corn	
Kingsford, 40 lbs. ---	11 1/4
Powdered, bags ---	03
Argo, 48 1 lb. pkgs. ---	3 75
Cream, 48-1 ---	4 80
Quaker, 40 1 ---	6
Gloss	
Argo, 48 1 lb. pkgs. ---	3 75
Argo, 12 3 lb. pkgs. ---	2 74
Argo, 8 5 lb. pkgs. ---	3 10
Silver Gloss, 48 1s ---	11 1/4
Elastic, 64 pkgs. ---	5 35
Tiger, 48-1 ---	2 85
Tiger, 50 lbs. ---	05 1/2

SYRUPS	
Corn	
Blue Karo, No. 1 1/2, 2 doz. ---	1 88
Blue Karo, No. 5, 1 dz. ---	2 60
Blue Karo, No. 10, 1/2 doz. ---	2 40
Red Karo, No. 1 1/2, 2 doz. ---	2 18
Red Karo, No. 5, 1 dz. ---	3 00
Red Karo, No. 10, 1/2 doz. ---	2 80

Maple Flavor.	
Karo, 1 1/2 lb., 2 doz. ---	3 95
Karo, 5 lb., 1 doz. ---	6 15

Maple and Cane	
Kanuck, per gal. ---	1 50
Sugar Bird, 2 1/2 lb., 2 doz. ---	9 00
Sugar Bird, 8 oz., 4 doz. ---	12 00

Maple.	
Johnson Purity, Gal. ---	2 50
Johnson Purity, 4 doz., 18 oz. ---	18 50

Sugar Syrup.	
Domino, 6 5 lb. cans ---	2 50
Bbls., bulk, per gal. ---	30
Old Manse.	
6, 10 lb. cans ---	9 40
12, 5 lb. cans ---	9 40
24, 2 1/2 lb. cans ---	1 40
24, 1 1/4 lb. cans ---	7 00
5 gal. jacket cans, ea. ---	7 15
36, 8 oz. bottles ---	5 25
24, pint bottles ---	6 75
24, 13 oz. bottles ---	7 25
12, quart bottles ---	5 75

Silver Kettle.	
6, 10 lb. cans ---	7 40
12, 5 lb. cans ---	8 15
24, 2 1/2 lb. cans ---	9 15
48, 1 1/4 lb. cans ---	11 00
5 gal. jacket cans, ea. ---	5 90
36, 8 oz. bottles ---	4 40
24, pint bottles ---	5 50
24, 18 oz. ---	5 75
12, quart bottles ---	4 75

Ko-Ka-Ma.	
6, 10 lb. cans ---	5 15
12, 5 lb. cans ---	5 65
24, 2 1/2 lb. cans ---	6 40
5 gal. jacket cans, ea. ---	3 90
24, pint bottles ---	4 25
24, 13 oz. bottles ---	4 50

TABLE SAUCES.	
Lea & Perrin, large. ---	6 00
Lea & Perrin, small. ---	3 35
Pepper ---	1 60
Royal Mint ---	2 40
Tobasco ---	2 75
Sho You, 9 oz., doz. ---	2 70
A-1, large ---	5 75
A-1, small ---	3 60
Capers ---	1 90

TEA.	
Japan.	
Medium ---	32@38
Choice ---	40@43
Fancy ---	54@57
No. 1 Nibbs ---	58
1 lb. pkg. Siftings ---	15
Gunpowder	
Choice ---	28
Fancy ---	38@40

Ceylon	
Pekoe, medium ---	33
Melrose, fancy ---	56
English Breakfast	
Congou, Medium ---	28
Congou, Choice ---	35@36
Congou, Fancy ---	42@43
Oolong	
Medium ---	36
Choice ---	45
Fancy ---	50

TWINE	
Cotton 3 ply cone ---	40
Cotton, 3 ply balls ---	40
Wool, 6 ply ---	18

VINEGAR	
Cider, 40 Grain ---	30
White Wine, 40 grain 17	
White Wine, 80 grain 22	
Oakland Vinegar & Pickle Co.'s Brands.	
Oakland Apple Cider ---	30
Blue Ribbon Corn ---	22
Oakland White Pickling ---	20
Packages no charge.	

WICKING	
No. 0, per gross ---	60
No. 1, per gross ---	85
No. 2, per gross ---	1 10
No. 3, per gross ---	1 85
Peerless Rolls, per doz. ---	45
Rochester, No. 2, doz. ---	50
Rochester, No. 3, doz. ---	2 00
Rayo, per doz. ---	90

WOODENWARE	
Baskets	
Bushels, narrow band, wire handles ---	1 75
Bushels, narrow band, wood handles ---	1 85
Bushels, wide band ---	1 90
Marked, drop handle ---	75
Market, single handle ---	90
Market, extra ---	1 25
Splint, large ---	8 50
Splint, medium ---	7 50
Splint, small ---	7 00

Churns	
Barrel, 5 gal., each ---	2 40
Barrel, 10 gal., each ---	2 55
3 to 6 gal., per gal. ---	16

Egg Cases	
No. 1, Star Carrier ---	5 00
No. 2, Star Carrier ---	10 00
No. 1, Star Egg Trays ---	4 50
No. 2, Star Egg Tray ---	9 00
Mop Sticks	
Trojan spring ---	2 00
Eclipse patent spring ---	2 00
No. 2, nat. brush hold ---	2 00
Ideal, No. 7 ---	1 25
12 oz. Cot. Mop Heads ---	1 80
16 oz. Cot. Mop Heads ---	2 40

Pails	
10 qt. Galvanized ---	2 00
12 qt. Galvanized d. ---	2 20
14 qt. Galvanized ---	2 40
12 qt. Flaring Gal. Ir. ---	6 75
10 qt. Tin Dairy ---	4 50
12 qt. Tin Dairy ---	5 00

Traps	
Mouse, wood, 4 holes ---	60
Mouse, wood, 6 holes ---	70
Mouse, tin, 5 holes ---	65
Rat, wood ---	1 00
Rat, spring ---	1 00
Mouse, spring ---	30

Tubs	
Large Galvanized ---	7 80
Medium Galvanized ---	6 75
Small Galvanized ---	6 00

Washboards	
Banner Globe ---	5 75
Brass, Single ---	6 75
Glass, Single ---	7 00
Double Peerless ---	8 25
Single Peerless ---	7 50
Northern Queen ---	6 25
Universal ---	7 50

Window Cleaners	
12 in. ---	1 65
14 in. ---	1 85
16 in. ---	2 30

Wood Bowls	
13 in. Butter ---	5 00
15 in. Butter ---	9 00
17 in. Butter ---	13 00
19 in. Butter ---	25 00

WRAPPING PAPER	
Fibre, Manila, white ---	05 1/2
No. 1 Fibre ---	07 1/2
Butchers Manila ---	06
Kraft ---	09

YEAST CAKE	
Magic, 3 doz. ---	2 70
Sunlight, 3 doz. ---	2 70
Sunlight, 1 1/2 doz. ---	1 35
Yeast Foam, 3 doz. ---	2 70
Yeast Foam, 1 1/2 doz. ---	1 35

YEAST-COMPRESSED	
Fleischman, per doz. ---	38

His Line.

The ambitious wife of a millionaire tanner was giving a dinner party, and in the course of the meal she noticed that her husband did not talk to any of their smart guests. After it was

over and she had an opportunity, she whispered to him angrily, "Why don't you talk?"

"What's the good?" replied the tanner, contemptuously. "There ain't one of 'em knows a thing about leather."

KNOW YOUR CITY

NUMBER FOUR

BECAUSE Grand Rapids, at its inception as a manufacturing center, maintained high ideals, it was destined some day to become a leader in its field. Even with the introduction of modern machinery, which robbed the city of the small, individual, romantic shops, these ideas suffered but little.

Designers were attracted here. The influx covered a period of years, until today there is within the walls of Grand Rapids a community of furniture artists the like of which does not exist in any other locality in the world.

These men are creators, even as the master designers of the olden days were creators. The difference in the methods of manufacture is responsible for the non-association of their names with the products of their brains.

The small shop with its individual proprietor had disappeared. The growth of the country, the desire for those articles expressing culture and refinement, has demanded the building of larger shops, greater combinations of capital and labor, and the result was the absorption of the individual. Today, though, the middle classes of this country enjoy home comforts undreamed of even by the nobility when Chippendale, Sheraton, Hepplewhite and the Adam Brothers were making furniture in their European shops.

To Grand Rapids in the early days came the first settlement of Hollanders; woodworkers trained by tradition, cabinet makers, who were artisans as had been their fathers before them—and as surely would be their sons—yet to be born. To these men does Grand Rapids owe much of its wealth of artistic achievement. A few of these early pioneers survive still. Their descendants make up a great majority of the workers in our factories today. As handlers of woods they are not surpassed, for theirs is not work, but an occupation that gives pleasure in the attainment of perfect craftsmanship.

In the past Grand Rapids has been dubbed "a slow town" by those who did not believe in it. And because the production of furniture was considered an industry paying less than certain other industries, it was declared too conservative.

Grand Rapids conservatism stood her in good stead. The war made no millionaires in Grand Rapids, nor did the reconstruction period produce beggars.

And while the high wage man of the other industrial cities has been walking the streets looking for another job, the satisfied workman in Grand Rapids has been planting seeds in his own garden, gathering flowers from his own plants, and shoveling snow from the walk that leads to his own good home—in this good place to live.

Grand Rapids "A good place to live"

ADVERTISING CLUB OF GRAND RAPIDS

This advertisement produced for the Advertising Club by the following:
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DEATH VALLEY.

It Is Weird Abode of Dryness and Desolation.

Death Valley is the hottest known region on the earth. The Weather Bureau makes that statement, as a result of the observations of ten years, during which it has maintained a small station there. Its thermometers have recorded a temperature of 134 degrees in the shade.

Nevertheless, that weird abode of dryness and desolation now invites the winter automobile tourist, on account of its wonderful scenic attractions. About 100 miles long, with a width of two to eight miles and walled by ranges of precipitous mountains, it offers color-effects almost as brilliant as those of the Grand Canyon. For the safety of travelers the Automobile Club of Southern California has set up signs pointing out the springs and water holes.

The water holes and springs are separated by long distances, and are hidden by a surrounding growth of bushes, reedy vegetation and desert grass. In early days, before railroads spanned the continent, many adventurous pioneers, trying to cross Death Valley, perished of thirst because they did not know where to look for water.

The geography books of a generation ago had maps on which the "great American desert" covered all the territory between the Missouri River and the Sierra-Cascade mountain range. As a matter of fact, the only true extensive deserts in this country are in Southeast California, Southern Nevada and Western Arizona. The most conspicuous and hopeless wastes are the Colorado desert, the Mojave desert and Death Valley, all of which are in California.

The deserts of the United States are not mere level wastes of sand. Included within them are lofty mountain ranges, deep and gloomy canyons, pinnacles and "sinks"—i. e., depressions and considerably below sea level.

Death Valley is in Southeastern California, near the Nevada boundary. It is the deepest depression in the United States—286 feet below sea level in one place—although Mount Whitney (14,501 feet) the highest point in this country, is only 100 miles away. The center of the valley is 280 miles by road from Los Angeles.

Up to recent years the only permanent inhabitants of the valley were a few Indians. But in 1882 a white men's settlement was established there by a borax company and a tract of sixty-five acres at the Eastern edge was irrigated with water brought from near by in the Funeral Mountains. The water comes from springs, at a temperature of 100 degrees, maintaining throughout the year the flow of a small stream called Furnace Creek.

The creek got its name from the fact that it flowed into a depression where the air was so hot as to suggest a blast from a furnace. A ranch is now maintained near there, chiefly to furnish food for the borax miners. The contrast between its green fields and the surrounding brown desert is

very striking to the eye. Four crops of alfalfa are raised annually. The principal product of the ranch is dressed meat, but experiments are being made with poultry, vegetables, dates and citrus fruits.

Hardly any rain falls in the valley. Clouds rarely obscure the sun and the sands and rocks are so highly heated during the long summer days that they do not get a chance to cool in the night time. There is almost no moisture in the air and hence evaporation is so rapid that one feels thirsty all the time.

A large part of the irrigation water is lost by evaporation before reaching the alfalfa fields. The water for drinking is brought by a four-inch iron pipe a mile long from Texas Springs. In the daytime it becomes highly heated, but is reduced to 70 degrees in desert contents covered with burlap. The burlap is kept wet and rapid evaporation of moisture from it cools the contents of the canteen.

Animal life in the valley is represented chiefly by jack rabbits, kangaroo rats, rattlesnakes, horned toads, desert turtles, lizards and scorpions. Insects are abundant. Flocks of migrating birds often stop at the ranch for drink and food.

The miners do their work in the hours of earliest day and after sunset; the blazing sun makes labor impossible in the middle of the day. White men do not stay there long. A foreman named Denton, who stayed longest, eight years, was a marvel of mechanical ingenuity. He rigged up an over-shot water wheel that drove a revolving fan, in front of which he spread for his bed a wetted blanket. But even his ingenuity was not proof against the enervating heat.

Like the hospice of Saint Bernard in the high Alps the ranch is a travelers' relief station. It has saved the life of many a lost wayfarer or prospector who has staggered in with parched throat and speechless, swollen tongue. Four mounds of earth mark the last resting places of persons who perished of thirst or heat before they could reach the bourne of refuge.

General Stock For Sale

General stock, store building and modern residence are offered for sale by a merchant who has made a comfortable fortune and desires to retire from trade. Two acres of fruit trees and garden go with the place, which is located at a country cross road, eight miles from railroad town. Purchaser should have at least \$12,000 to handle property advantageously. Address No. 1000, c-o E. A. Stowe, Grand Rapids.

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

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.

FOR SALE—One complete set of Welch Mfg. Co. ready-to-wear cabinet wall cases to sell cheap. Tannenbaum's Jackson, Mich. 813

For Sale—I find it necessary to sell my grocery stock at once. We do largest volume of any store in our city, which is one of the large cities in Michigan. Our business is established along profitable lines. Cost of doing business is very low and we have splendidly organized sales force. Our inventory is around \$8,000 and fixtures \$2,000. We will reduce our inventory to suit buyer and sell at present market value. Store is money maker and would not be sold if I was not going into wholesale business. Address No. 999, Care Michigan Tradesman. 811

Drug Store For Sale—Central Michigan, population 500. Stock and fixtures \$4,500. Daily sales \$16 to \$20. Fifteen miles to another drug store, thriving community. Must sell account of health. Terms to responsible parties. Address No. 809, Care Michigan Tradesman. 809

For Sale—Sheet metal and roofing shop with equipment to handle No. 10 and lighter iron, also welding. Best town of 20,000 in East Central Illinois. Lots of building here. Fine opportunity for party or parties used to handling a large shop. Will invoice from \$5,000 to \$7,000. Reason for selling disagreement of partners. Established twelve years. B. M., Care Michigan Tradesman. 808

Well improved farm for exchange for stock general merchandise. Will take building. Will assume wholesale bills. Box 652, Devils Lake, No. Dakota. 807

For Sale—Poolroom, restaurant and soft drink place. If you want to buy look this over. Salle & Walker, St. Johns, Mich. 817

ESTABLISHED BUSINESS FOR SALE—Grocery and hardware store established for 38 years in town of 1000. Stock will invoice between \$12,000 and \$14,000. Will sell or lease building, 2 stories, 24 x 30 with one story addition 45 feet. Will reduce stock if desired. Ill health reason for selling. Address No. 814, Care Michigan Tradesman. 814

Live grocery in town 5000 population, factories running good, net profit \$80 per week, reason for selling, have business interests in another town. Snap if taken now. Sale price \$3,200, fine location, come and see for yourself. Farr & Ridenour, St. Johns, Mich. 812

\$5.35 cash and a few hours of your time will make you the absolute owner of a piece of Oklahoma Oil Land that may make you rich. Get in on this special offer. For full particulars write, Frank P. Cleveland, 3951 North Robey St., Chicago, Ill. 816

FOR SALE—Hardware. Clean Stock. Good paying. Town 25,000. Bargain. Good terms. Box 503, Kankakee, Ill. 818

For Sale—Furniture store with stock. Good location. Write Box 52, Hamilton, Mich. for information. 815

Wanted—High grade man residing in Upper Peninsula to travel that territory with shoe line. First-class proposition for the man who can deliver. Address No. 806, c-o Michigan Tradesman. 806

For Sale—The Chas. Howland Implement Business, at Pontiac, Michigan. Have been in present location thirty years and have thriving business. Good opportunity for a live man. Will sell on inventory. Address, Mrs. Chas. Howland, Pontiac, Mich. 803

ATTENTION SALESMEN—We manufacture the liveliest staple product on the American market today. Merchant's profit, 100%. Write today for free sample. DIRECT PHARMACEUTICAL CO., St. Louis, Missouri. 805

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN

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

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

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickery Dick, Muskegon, Mich. 643

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

A Real Opening—For a sales manager in the automobile truck line. Only a high grade man wanted. Act quick. Address No. 792, with full references, care Michigan Tradesman. 792

REBUILT
CASH REGISTER CO., Inc.

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Grand Rapids Safe Co., Grand Rapids, Mich.

Is Emery Candidate For the Ananias Club?

Glen Lake, June 27—Just at present it looks as though Major John G. Emery had stirred up a hornet's nest with his statement that he was offered the postmastership at Grand Rapids if he would retire from the Senatorial race. This statement is flatly contradicted by the local Congressman, who would naturally control the appointment, as well as both of the Senators.

As a consequence, the Major will find it essential to bring forth some tangible evidence to back up his statement or he will find himself in the unenviable position in which Bellamy Storer was placed in his notorious controversy with President Roosevelt over his relations with the Vatican at Rome. Storer made certain statements embroiling the President, who promptly denied same, promised to produce documentary evidence to prove this contention. The public naturally were with the President and demanded the proof, which was not forthcoming, whereupon they consigned Mr. Storer, notwithstanding his promise, to oblivion—which awaits all liars—and he never came back.

If Major Emery is not fortified with the evidence he claims to possess, he will save himself from future embarrassment by quietly withdrawing from the Senatorial race. Whatever may be the public's sentiment, so far as the contest is concerned, from a political standpoint, they will not sanction the infantile methods introduced by this candidate, which are as unusual as they are unbelievable. Unless Emery gets busy at once and presents evidence to sustain his claim, he will be relegated to the Ananias Club established by Theodore Roosevelt and quickly drop out of sight, which, is, perhaps, the kindest thing which could happen to a man with Emery's unfortunate temperament.

Chairman Hooper, of the United States Railway Labor Board, in considering, unofficially, the proposed strike situation, has, to use a crude expression, "said a mouthful." In speaking in general of the various organizations contemplated by the railroad act, he says:

"With the degree of friendly interest I feel in these organizations and with the recognition I accord to their great service and to their membership, I am hopeful they will not adopt a course that will surely prove disastrous to these organizations and unfortunate to the men composing them. It is regrettable that such a step is contemplated at a time when the country is just entering upon an era of more stable industrial conditions that give promise of an enlarged degree of prosperity to railroad employees."

Mr. Hooper has been accused of entertaining prejudices favorable to the employees in his official capacity, and the very least that can be said for him is that he always strained a point in favor of union labor.

That he should now publicly declare himself as opposed to the threatened strike of union railroad employees, ought to have its effect on all thinking men, and if this opinion had been expressed a few weeks earlier, it is unlikely the strike agitators could have secured enough votes to make their position tenable.

An armistice seems to have been declared between the commercial travelers and Michigan hotel men in the controversy over hotel rates. At the recent U. C. T. convention at Muskegon substantial joint committee work was consummated by representatives of the two organizations, resulting with an official expression by the organization to the effect that,

with a few notable exceptions, rates were considered fair, and the matter seems to have been amicably disposed of for the time being at least.

Quite in contrast with this treatment of the subject is the action of the Illinois Commercial Men's Association, which has sent out a general circular worded in scurrilous terms scoring hotel men for profiteering.

It is a wonder that such an Association of business men would permit such an unwarranted criticism of an industry that so generally serves the traveling man consistently, giving value received.

That a few hotels are unreasonable and unbusinesslike, and not one in twenty of the whole organization deserves censure, makes this general scolding unjustifiable.

If the Illinois organization had adopted the same methods as the Michigan U. C. T., calling the hotel men into conference, the results would have, undoubtedly, been just as satisfactory as in the Michigan case, and much ill feeling would have been obviated.

Many hotels have received a letter from the U. S. Treasury Department, Bureau of Budget, at Washington, asking for a reduction of rates for employees traveling upon Government business. The hotels are not responding with any great show of alacrity. They contend it would be unfair to their other patrons to give preferred rates to the Government or to the large business corporations who are asking similar concessions.

The average hotel's profits are based on the cost of furnishing accommodations and but very few are showing even a legitimate profit on their investment.

While hotel rates were advanced to some extent during the war, they were not in proportion to the raises made in other lines of business, and with their present cost of operation to-day, being very much in advance of what they were during the pre-war period, they cannot consistently restore said pre-war prices.

Labor enters very largely into operating costs and wages show no reduction to speak of. This applies more particularly to the housing proposition.

Restaurant service charges offered by these same institutions, however, have been revised, and nowadays the average traveler can find meal service within his means, if he is not too exacting in his requirements.

There is no organization or agreement among hotels, at least in Michigan, as to charges. Each institution has its own schedule of prices, based on accommodations supplied, and no one has heard of any surpassing dividends declared by any of these enterprises. Frank S. Verbeck.

Settlement of Suits Against Dry Goods Co.

The damage suits brought by the Appleton and the Fremont & Suffolk Mills, both of Massachusetts, against the Grand Rapids Dry Goods Co. about two years, growing out of the non-delivery of blankets and outings according to contract during the price bulge in 1920, have been settled out of court for cash at a figure substantially as proposed by the defendant. The suits never had any proper basis and were brought solely to annoy and harass the local house. Instead of gaining their point, the mills have heavy legal expenses to meet as the result of their action in undertaking to enforce payment for goods they never shipped and could not ship according to agreement.

Union Men Are All Red Handed Murderers.

Grandville, June 27—"Twenty-six lives lost in mine strike warfare."

Thus the headline in a daily newspaper.

What does this signify? Another wholesale murder carried out by the infamous labor unions. Civil war exists in the sovereign state of Illinois, due to the fact that a mine was being run without the consent of that tyrannical organization which is guilty of every crime known to the courts.

This is an assault on free labor, an assault carried to the point of murder for the supposed good of a miners' union. This is the Gompers closed shop idea carried to its logical sequence.

Accounts of this raid of the unions upon free American laboring men for the purpose of terrorizing them into submission to the demands of the closed shop read like a massacre of Christians in Armenia by Turks. It is one of the most disgraceful outbreaks in history.

Half a hundred non-union laborers were taken prisoners, marched to the woods and there deliberately shot to death. This in the State of Illinois, in the United States of America, and in the opening of the enlightened twentieth century.

If this cold-blooded, diabolical scoundrelism does not open the eyes of every law abiding citizen in America to the real workings of labor unions then nothing this side of heaven can do so. Thousands of striking miners paraded the roads and byways hunting to death every man who was a laborer and did not subscribe to the union creed.

Wholesale murder is but mild description of this latest ebullition of labor union devilry. If there is not a wholesale hanging in Illinois within the next few weeks the citizens of that State will fail of doing their duty to mankind.

We hope to see justice meted out to the murderers of innocent workmen. The mine has been closed by a gang of thugs no whit better than the Greasers who so recently followed the lead of Villa in the attack upon an American border village.

Words fail to describe the condition of things when the labor union tyrant gets to working over time, as described by the newspaper press at Herrin, Illinois. If that State cannot handle the situation the United States army should be injected into the hostile district and used with good effect in the suppression of insurrection and murder. The rights of every citizen in the land have been jeopardized. It is high time to call a halt to this outlaw organization that proposes to bulldoze mine owners and their employees into submission to their terms.

Free labor has been suppressed at the point of a gun in a sovereign American state. What are we going to do about it? Shall we continue to coddle the serpent that stings free American labor to death?

How much longer will free America submit to be bossed by a clique of closed shop aristocrats who care not the snap of a finger for the Government and its free institutions, but who are intent solely on ruling or ruining every undertaking that comes up for solution.

The labor problem is a problem no longer.

The many millions of free born American workers who have been so long subjected to the reign of closed shop methods should assert their manhood by exterminating union thuggery from this time forward.

Every man who aided and abetted in any manner this latest murder outrage should be brought to the bar of justice, tried in lawful manner, and when found guilty taken out and hanged by due process of law. Nothing less than this should be tolerated, and I believe this will be done in the present instance since the citizens of this Na-

tion have become aroused to the serious nature of the offense committed.

Union labor, under the guidance of Gompers and others of like character, has been going from bad to worse ever since the close of the world war. The American people have been very patient with an evil which threatened more than once to hold up Government building at a time when the fate perhaps of the Nation was in the balance.

Subjected as have our people been to holdups, bulldozing and arrant robbery of time and needed labor, it is a wonder that the serpent of unionism has not long ago been suppressed as inimical to the free institutions of our country. To-day there are none so blind as not to see that coddling such a hydra-headed monster is leading our people deeper and deeper into the slough of National dissolution.

The overt act has at last been committed in Illinois. Now is the opportunity for honest citizens who believe in law, order and justice—who believe in free labor as against organized compulsion—to assert themselves that a final accounting may be rendered and these thugs and murderers under whatever name they may be organized brought to the bar of outraged public opinion.

The hideous murders of inoffensive citizens by this mob of union laborites should not be condoned. The wretches who drove men before them only to shoot them down in cold blood as did the Russian Bolsheviks, are not deserving of any sympathy. Push the law to the limit and see to it that no guilty man escape, and after it is all over, let the American people disavow any further sympathy with this outlaw gang of red handed murderers known as an American federation of labor. Old Timer.

Beware of Joseph Edelman.

The Tradesman issued a warning last week regarding Joseph Edelman, who has been soliciting money from merchants and others in advance, agreeing to effect the sale of their business properties within a certain time. In no case have the agreements made been kept and in no case have the promises to return the money been lived up to.

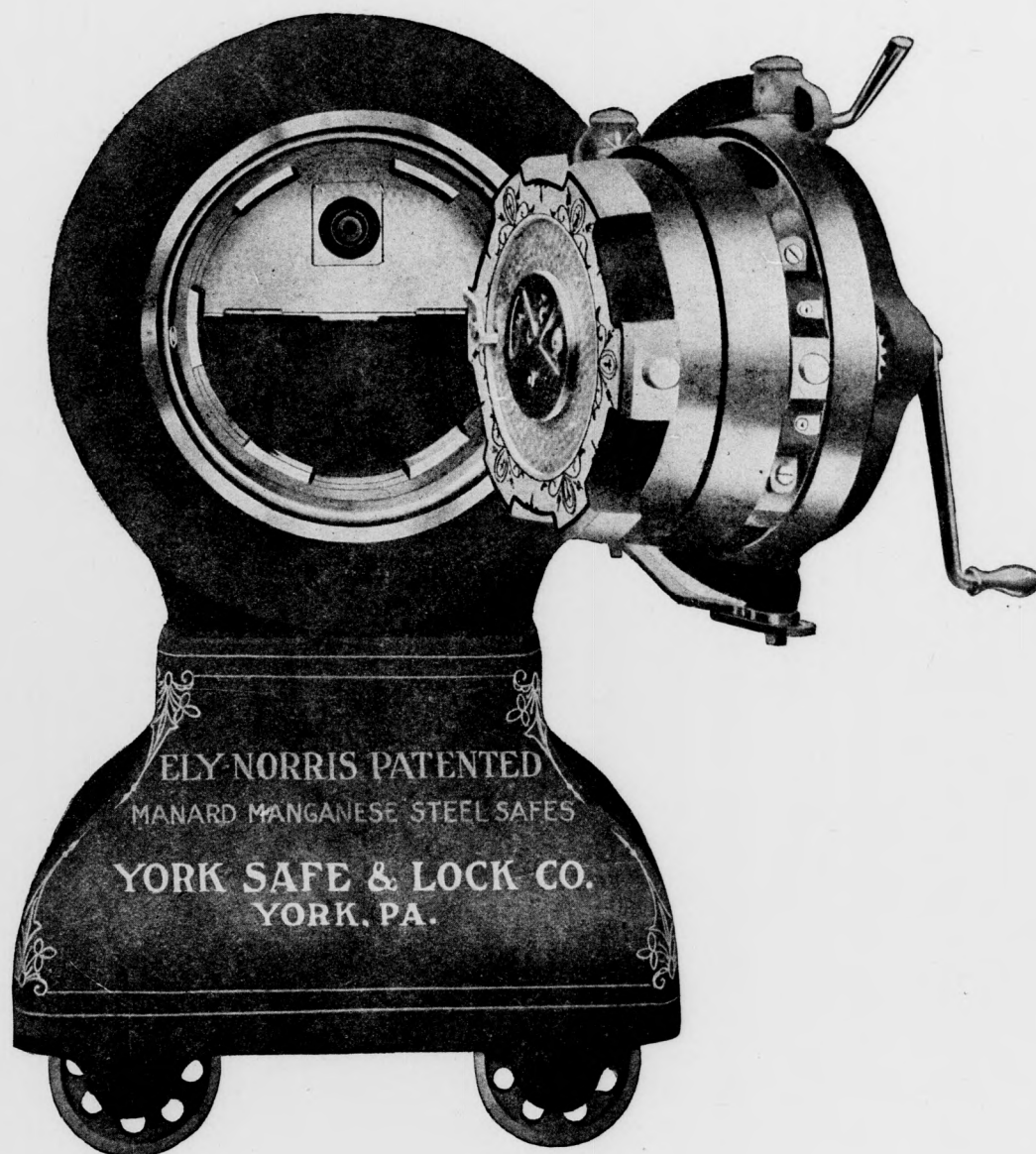
Edelman is doing business under false pretenses and can be arrested and probably convicted of obtaining money on the ground of fraud. He secures contracts from merchants by stating that he is connected with the Vulcan Trading Co., of Pittsburg.

The Tradesman is in receipt of a telegram and also a letter from the Vulcan Trading Co., stating they never heard of the man and that they have no representatives outside of the State of Pennsylvania.

Until a week or so ago, Edelman had an office at 208 Powers theater building, Grand Rapids. He now claims to have an office in the Dryden building, at Flint, and also claims he is going to establish an office in Detroit.

He is a good man to avoid, because he does not keep his agreements. Any one who has been victimized by him can probably secure satisfaction by going to the prosecuting attorney and swearing out a warrant charging Edelman with obtaining money under false pretenses.

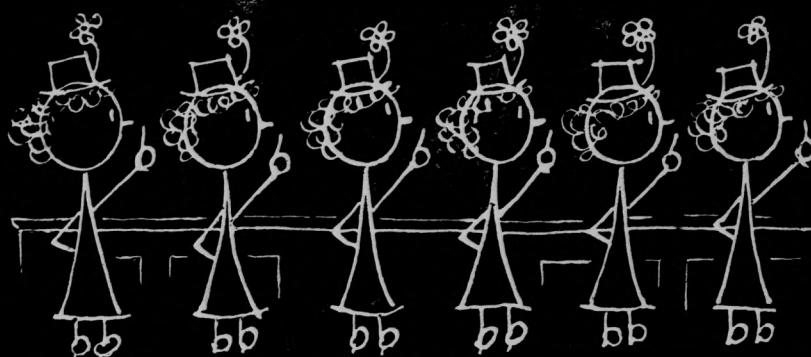
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