

The Resort Season Here

With it comes a material demand for high quality material package goods.

The average resorter is a person of considerable means and demands high-grade merchandise, business economy having taught the lesson that the best quality is the cheapest, because of the elimination of the wastage which occurs to a greater or less extent in inferior quality products.

We are packing

LILY WHITE

"The Flour the Best Cooks Use"

in both 5 lb. and 10 lb. sacks, these are packed ten 5's or five 10's in a good, strong, attractive container to insure delivery in good condition.

These 5 lb. and 10 lb. packages are particularly suitable for resort trade, as well as for light-housekeeping requirements.

Everyone having used or marketed Lily White Flour knows it is positively one of the best family flours; in fact, many users of Lily White claim it actually has no equal.

We are very certain it has no superiors, and authorize all dealers to sell it under the guarantee of better satisfaction for every requirement of home baking or the refund of the purchase price.

Cover your requirements early.

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GRAND RAPIDS,

MICHIGAN

Citizens Long Distance Service



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

19,800 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

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CITIZENS TELEPHONE COMPANY

Keep It Moving—

The amazing discovery of vitamins plus our big national advertising have pushed the sales of fresh Yeast to startling profits for the grocer.

We furnish the push for Fleischmann's Yeast. Your part is to keep it moving over your counters by supplying it always fresh and tempting.

Keep it cool. Keep it dry.

The Fleischmann Company

OELERICH & BERRY CO.



O & L
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.



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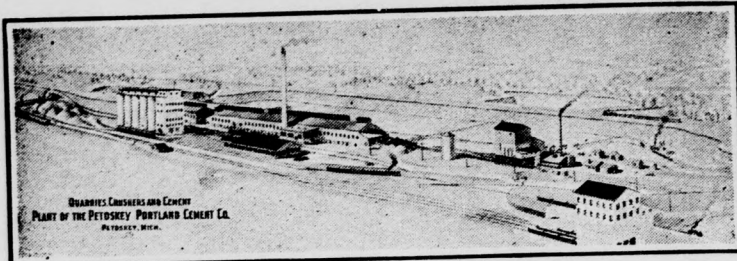
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Packed by

OELERICH & BERRY CO.

CHICAGO, ILL.



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.

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Petoskey Portland Cement Co.

General Office,

Petoskey, Michigan



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Our new products are ready sellers and steady repeaters

Tea Sugar Cinnamon & Sugar
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The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JULY 5, 1922

Number 2024

MICHIGAN TRADESMAN

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

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OF BUSINESS MEN.

Published Weekly By
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Grand Rapids
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WHY MUTUAL IS BETTER.

Eighty per cent. of fires are due to carelessness, we are told, and yet, one seldom encounters a man who feels that he was in any way to blame for fire in his property, or who expresses the least regret for any act of his that may have caused a fire. No matter how careless he may have been, or how little attention he may have paid to ordinary fire prevention measures, his attitude is usually one of difference. Having paid his premiums, he feels the fire insurance company can do the worrying.

Why this attitude? Mainly, we believe, because stock fire insurance companies have encouraged it. If fire insurance is nothing more than an undertaking whereby one man for a certain sum may transfer his risk to another, why should he worry? Why should he feel concern over the destruction of his property, even through his own carelessness? He has performed his part of the contract; it is up to the other party to perform his. Whatever hazards existed in his property were charged for in his rates, and he didn't agree that he would work overtime to watch them.

Stock fire insurance companies accept this state of affairs. So long as the premiums cover the losses, and pay the expenses, they are not concerned a great deal over the burning ratio. Premiums are what interest them. The whole thing is just an ordinary business proposition. You pay the premiums and we will take the risk; but in transferring his risk to the insurance company, the property owner in most cases transfers his responsibility for fire along with it; hence, the attitude he assumes when fire does occur.

The whole proposition is wrong, and savors too much of the gambling table. Men are but stewards of their holdings after all, and they have no right to waste them; nor can they relieve themselves of their responsi-

bility by paying others to carry the load. The idea that men may profit by the calamities of life is abhorrent to right thinking people, and yet stock fire insurance is conducted pretty much according to this idea to-day. A few months ago the Tradesman came very near facing a disastrous loss, owing to the carelessness of a tenant on one of the upper floors of the building. The tenant assumed no responsibility for the fire, and casually remarked to a stock fire insurance agent who was interested in the risk, "Well, if there were no fires, there would be no insurance." The agent agreed with him, and said that every time a fire occurred, he figured on writing at least five new policies.

The only corrective of this state of affairs is mutual insurance. The whole idea back of the mutual principle is that the policyholder is responsible for fire in his property, and wherever the mutual principle is applied, the loss ratio is reduced. Men, for the most part, are willing to shoulder their responsibilities when they are put up to them in the right way. It is this fact that accounts for the popularity and success of mutual insurance.

CHEAP MONEY AGITATION.

Just why there should be a revival of cheap money agitation at this time it is difficult to understand. Six months ago a campaign for fiat money seemed to be inevitable, but the improvement in general business conditions and the increasing firmness of the prices of farm products in the late winter and throughout the spring served as an antidote. Now, according to reports from various sources, the sentiment for currency inflation is reviving. The only perceptible economic development that might tend to stimulate such a feeling is the recent slump in the price of wheat. If this is the prime cause, the movement should be strongest in the wheat belt. It may not be without significance, therefore, that the latest inflationist measure is sponsored by the junior Senator from North Dakota. Dr. Ladd whose proposal to finance the soldiers' bonus by an issue of legal tender paper has already been discussed in the columns of the Tradesman. As James E. Clark states in the current issue of the Journal of the American Bankers' Association, the United States so far has escaped only two of the major ills with which Europe has been afflicted—famine and currency debasement. That this country should suffer from famine appears unthinkable, but the other evil may be nearer than most of us realize. Men who have a wide following in this country are preaching fantastic money theories and in times like these eternal vigilance is the price of economic safety.

WHOLESALE PRICES.

The revised index number of wholesale prices, compiled by the Bureau of Labor Statistics, shows an advance of 3.5 per cent. in prices in this country during May. The index for May, 1922, stands 2 points higher than for May, 1921. The revision of the index number is a result of a regrouping of commodities and the addition of a number of new articles and the adoption of a system of weighing based on the data of the latest census. The change makes it impossible for the time being to make comparisons of the latest price indices with those of any other month except the one immediately preceding and the same month of the previous year, but in the course of time as back computations are extended these gaps will be filled. There is a considerable difference between the old and the revised index number. Thus the index number for May, 1921, on the revised basis, is 145, while originally it was 194. In like manner, the revised number for April, 1922, is 143, while in the index given out a month ago, before the revision was made, it stood at 152. The new index numbers are lower than the old. This is due chiefly to a thorough revision of the index for building materials. Under the original computation the index number for building materials for last April was 201; under the revision it drops to 156. The change in this instance resulted from the adding of structural steel to the list of commodities, as well as to a revised method of weighing the various materials.

STANDARDS CHANGE.

The joint committee on definitions and standards at a recent meeting in Washington recommended the adoption of standards or modifications in existing standards for condensed milk, butter, renovated butter, cacao products, ginger ale flavor and ginger ale, according to a statement by Dr. W. W. Skinner, chairman.

The standards and definitions recommended do not become effective under the Federal food and drugs act until they have been formally adopted and published as a food inspection decision by the secretary of agriculture, nor do they become effective under state food laws until formally adopted or acted upon by the authorized state representatives, according to Dr. Skinner.

Heretofore the decisions of the joint committee have not been published until they were presented at the annual meeting of the Association of Official Agricultural Chemists or that of the Association of American Dairy, Food and Drug Officials, but the joint committee at its recent meeting authorized the chairman to make public at once all affirmative recommenda-

tions of the committee. This change was made because in the opinion of the committee the delay in announcing decisions until the meetings of the associations often worked a hardship on the industries affected.

TRADE WITH CANADA.

Canada, next to the United Kingdom, is this country's best customer, and the United States is likewise Canada's best customer. During the fiscal year ending May 31 Canadian foreign trade showed a sharp decline, but the United States continued to hold first place. Exports to the United States in this period had a value of \$237,000,000 less than in the previous fiscal year, and imports likewise showed a decline of \$309,000,000. Part of this decline is due to price recessions, though during the past twelve months this has been a minor factor, as wholesale prices here and in the Dominion have been relatively stable during that period. More important factors have been the lower buying power in both countries and the emergency tariff act, which was aimed directly at Canada's leading exportable product. The fact that Canada's exports to the United States fell off 45 per cent. in the past year and that its imports from this country declined 38 per cent. furnishes further evidence, if any were needed, that we cannot sell to other countries unless we are willing also to buy from them.

COSTS OF DISTRIBUTION.

The preliminary report of the Congressional Commission on Agricultural Enquiry has started renewed discussion of the high costs of distribution as compared with the costs of production. An observer calls attention to the case of cantaloupes, which have recently almost glutted the Eastern markets. Last week a shipment of twelve carloads of cantaloupes was refused in New York, because the market was already oversupplied. Melons were then selling wholesale at 2 cents each. In such a case the shipper was not getting enough return to pay the freight. Meanwhile, although dealers generally have cut prices, it is reported that numerous restaurants have continued to make the same charge that they asked at the beginning of the season. The big slump in prices made no difference there; probably they did not wish to annoy their patrons by giving them something cheap.

To be honest, to be kind—to earn a little and spend a little less; to make upon the whole, a family happier for his presence; to renounce, when that shall be necessary, and not be embittered; to keep a few friends, but these without capitulation—above all, on the same grim conditions—to keep friends with himself—here is a task for all that a man has of fortitude and delicacy!—Stevenson,

CHARMED WITH MONTREAL.

Charley Garfield's Experience En Route To Europe.

Montreal, June 30—Thirty years ago with three delightful companions I sailed for Europe and spent nearly five months in England, Scotland, Holland, Germany, Switzerland and in France. No similar period in my life has furnished me so much valuable material for service among my fellows. I am anticipating with my delightful companions a similar experience on this trip, I shall have less time to utilize the impressions and the information. Our party of four, Mr. and Mrs. Ossian C. Simonds, Mrs. Garfield and myself, make a congenial group for seeing things. One has an opportunity for a liberal education to be associated with Mr. Simonds.

We were given a cordial "bon voyage" by dear ones as we left Grand Rapids on the morning of June 29 and enjoyed the ride to Detroit because Michigan is now at its best and presents to the traveler a wide range of the most seductive landscape pictures. The productive fields, the occasional patch of virgin forest, the individual trees of rare beauty scattered over the pastures and meadows, the herds of contently Jersey cattle, picturesque Holsteins and an occasional flock of sheep gave life and interest to the passing pictures.

In the study of the right of way of the railroad there were interesting lessons of the manner Nature takes to cover the bare ground with an attractive carpet sprinkling rare and beautiful blossoms on the various tints of green assumed by the range of grasses and sedges. The way she adorns the unsightly features and covers the blemishes gives beauty to the ugly remnants left by man's haste to secure utilitarian results. The wild grapes, woodbine, bittersweet and honeysuckle draped the posts and vines of the enclosing fences. Elder bushes in full blossom added the ar-

tistic touch to the margin and even the daisies, mustard, yarrow and buttercups, considered by the farmer as characterless weeds, added the touch of adornment to the borders.

A glimpse of Detroit between trains with its seething restless and nerve racking activities revealed a contrast with the quiet restful features of the open country greatly to the credit of the countryside. The afternoon and evening ride through the province of Ontario presented us similar features to these of Michigan with similar indications of thrifty farm life and gave us a vision of abundant harvests. One cannot help but deplore the artificial barriers erected between countries that prevents the same freedom of exchange and neighborly conditions which characterize the relationships of the States and which is broken by the line of demarkation between countries. The brotherhood of man so idealized in the tenets of the Christian religion is greatly checked by the prejudices awakened by the intensity of our commercialism and jealousies engendered by habits stimulated by false patriotism. As we neared Montreal this morning the type of architecture in the country houses shifted to the farms approved by inhabitants of French origin. The occasional glimpses of the majestic St. Lawrence river, with the wonderful array of countless islands, added a striking feature to the morning panorama.

We were to sail on the Antonia tomorrow, but the departure has been deferred a couple of days and the gathered passengers are the guests of the Cunard corporation in St. Lawrence Hall, a good hotel centrally located. The delay creates many disappointments, but reveals the wisdom of a company with an enviable record of safety in holding the vessel on a fog on the fishing banks rather than forcing ahead to make time and encountering dangers. Our party was delighted to spend two days in "doing" Montreal under the skillful guid-

ance of W. Ormiston Roy, a noted landscape gardener and a friend of Mr. Simonds. To-day we have taken in many beautiful places and inspected with interest the striking features of Mt. Royal cemetery, which, under the direction of Mr. Roy for many years, has become one of the noted resting places for the dead.

In the Canadian Pacific station here the company has placed its memorial to the men of that organization who made the supreme sacrifice in the world war. It is a bronze placed in a commanding position in the corridor depicting an angel carrying a dying soldier to the heavenly fold. It impressed me deeply and seemed to be an artistic tribute in keeping with the place and remembrance. A square in front of the church of Notre Dame with a statue in the center and imposing buildings facing it, makes me more reconciled to the suggestion of the erection of our memorial shaft in the center of Fulton street park with an appropriate arrangement of public buildings about it.

To-morrow will be Dominion Day—the Canadian "glorious Fourth"—and I shall note with pleasure the method of celebration. The delayed departure we accept as a providential arrangement to study this interesting city.

July 2—Yesterday was Dominion Day in Montreal and I was interested in the manner of celebration. There was no noise, no fireworks, but all places of business were closed. It was so completely done that any commercial transaction, aside from paying one's fare on the train, was impossible. Most of the people hid themselves to the country and the city assumed Sabbath day manners.

W. Ormiston Roy, the landscape gardener, devotes himself to our party and we are becoming acquainted with the most interesting factors in Montreal. He is an unusual man and will be pleased to know that he is in charge of the plan of developing a

permanent memorial to John Burroughs by preserving a considerable area of land with its present appointments upon which Burroughs dwelt and where he did his literary work. This will constitute a shrine at which the Burroughs lovers will gather for all time and pay tributes of respect and affection to the memory of the man who made a wonderful impress upon the world in the interpretation of nature's processes in language so seductive that many thousands have been induced to reach toward Divinity through his beautiful revelations of the Infinite in the nature studies he presented in the volumes he left as a legacy to the reading people. This memorial is made possible through the generosity of our own Henry Ford.

We visited the newer residential area of the city yesterday and recognized many illustrations of the type of home development so graphically portrayed by Mr. Simonds in his volume on landscape gardening, issued last year and read by many of his friends in Grand Rapids. The liberal use of a wide range of trees, shrubs and vines after the method that nature uses in evolving her most attractive creations is everywhere in evidence. One factor in this section adds wonderfully to the possibilities of landscape art—the beautiful St. Lawrence River views and the home builder is fortunate, who from his roof, tree or surrounding grounds can give prominence to views of this attractive feature.

It seems strange in a city of Canada to find so considerable a portion of it dominated by the French language and to find so large a proportion of the shopkeepers speaking only French and understanding only the one language foreign to the country.

Our party sauntered through Notre Dame cathedral and were impressed by the value of the open church door with its invitation to use the pews for meditation and worship every day in the year. I could not help but reflect that our own Park Congregation-

Morton House Coffee

Every store has a certain number of customers who want a rich, oily cup of coffee regardless of price.

To meet this trade we have developed our Morton House Coffee which, as one of our friends said to-day, "is the finest coffee he has ever tasted."

If you want to hold the coffee business of your most particular trade, stock Morton House coffee and put it in a prominent position on your shelves.

Remember Morton House coffee has that rich, smooth, oily taste and is the best coffee you can furnish your most particular trade.

In One Pound Packages Only.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

al church, with its striking Tiffany windows, could add greatly to its community service by extending a similar invitation to tired, anxious, troubled souls to sit at any time on any day in a church pew and drink in the beauty of these illuminated windows and meditate on the lessons conversed by the illustrated scriptural stories.

I am a firm believer in the preaching influence of the devotional atmosphere engendered within the church edifice. The artistic appointments of the church interior, if utilized properly, may be as important conveyancers of wholesome religious truths as the utterances of the minister or the musical harmonies voiced by the choir.

By the way, we attended service in the Presbyterian church this morning and on the bulletin was the following invitation: "All disciples of Christ are invited to join this church with no sectarian restrictions." In this way it looks as if the Christian idea could be made to fit into modern life.

Montreal is on a long island bounded by the St. Lawrence and Ottawa rivers. I have no statistics at hand, but from our travels thus far I should guess it was, perhaps, twenty miles long by six at its widest part. The mountain of rocks covered with forest growth is the distinguishing landscape feature. The reliefs of ground, offshoots of the mountains have been developed into residential areas and the border of the Ottawa River has been utilized for the purposes of market gardening in a very profitable way. The borders of these rivers are barren of trees and shrubs because no vegetation of this kind can withstand the ice pressure in the spring. There are many restrictions upon landscape gardening, owing to the climatic conditions, but great skill has been shown in selecting trees and shrubs that will withstand the rigors of the climate and very beautiful effects are everywhere in evidence.

Years ago a friend brought me a

nutmeg cantaloupe grown in Montreal of unusual size and exquisite flavor, and I was told that the market of the city afforded an unlimited quantity of these melons. Upon enquiry to-day I find the city has lost its reputation for muskmelons of size and quality as the result of disease of the vines not yet remedied by the acumen of the horticulturist.

Road building has been well done on the island and we traversed long distances upon the best roadbeds. I suspect the abundance of the best of road material accounts for the splendid highways.

I notice upon the streets required for the heaviest traffic Belgian granite blocks are used. They make rough riding and noisy thoroughfares, but stand the wear and tear better than any other material. The charming courtesy of the people one meets everywhere is a captivating quality not so much in evidence with us as it ought to be. Charles W. Garfield.

Future in Store For the Lelands.

El Cajon, Calif., June 27—If the Lelands can secure the necessary capital, I am dead sure they will be in the field with a new car within a year. My guess is they can't. The move would, in my opinion, be an illogical one, both for them and the investor. I think it more likely that one of the financial groups now heavily involved will take them up and they will manage some of the big concerns which need their kind of help to get the business on a solid quality basis. For instance, the LaFayette or the Pierce-Arrow. The former is a Lee Higginson & Co. outfit. Nash is its directing power. He got along fine with the Lelands when he was chairman of the General Motors. James B. Starrow, a Lee, Higginson & Co. man, was Nash's financial adviser during the time Nash was pulling Buick and the rest of G. M. out of the hole. Lee, Higginson & Co. had underwritten a part of that \$15,000,000 dol-

lar issue of G. M. Starrow thought well of H. M. Leland. The LaFayette is an eight, designed by McColl White, who induced Leland to adopt that type for the Cadillac. Under the Leland management the present Cadillac was developed. The old sales manager of the Cadillac, Howard, was a member of my staff and succeeded me after the Lelands had tried a couple of their church friends in the position. Howard and White broke away from General Motors, as did the Lelands, and interested Nash, who, in turn, interested Lee, Higginson & Co. The LaFayette was born. It is evident from the recent proposed merger of the P. A. and LaFayette, that Lee, Higginson & Co. want the LaFayette pulled out of its present position. If Nash and Leland and Leland and Starrow are on good terms, the employment of the Lelands would surely strengthen the LaFayette's standing. If Howard is still in good standing with the Lelands, no change in the sales managers would be necessary. Therefore, the LaFayette would retail all the influence it now has through Nash and Howard and have added any influence the Lelands might have through their former connections. They would again be in a position to develop White's design of the eight cylinder, as they did with the White eight of the Cadillac. What could be more logical than a connection of this sort?

With Lee, Higginson & Co. back of them and with Nash chairman of the board as a conservative balance wheel to hold the Lelands down in their extravagance, the organization would be a strong one from all points of view. The Lee, Higginson & Co. group would be amply fortified to compete with the General Motors ford or Studebaker group.

The Lelands would have a chance to punch holes in the ford-Lincoln product, also get a crack at the General Motors, Cadillac division, sales, and sail into the high grade class

above the Packard and the Pierce-Arrow, and with the latter on the toboggan, they would stand an excellent chance of placing the LaFayette where the Pierce-Arrow was six years ago, when the wreckers got it.

This, to my notion, would make a combination hard to beat. It would pay Lee, Higginson & Co. mighty well to give the Lelands the kind of a contract they would fall for, even if it involved moving the LaFayette to Detroit to please Leland.

The group of financiers in control of P. A. might consider the Lelands, but I don't think the combination would be successful. First, Leland hates a Jew. Second the Jew would not stand for the Leland extravagance. Third, the P. A. field organization would not stand for the Leland's autocratic policy. Fourth, Leland would never get along with what is left of the old P. A. outfit in the factory organization. Fifth, I don't believe the Lelands are capable of pulling the P. A. out of its hole. That concern has no such man as they need as a balance wheel to offset their extravagance. I don't believe the Lelands would consider moving to Buffalo.

They will first try to organize a new concern which they could dominate. They are a hard proposition to get along with and they have made a lot of enemies of many of the best men in Detroit and they are anything but popular with nine out of ten who have worked with them or for them. They have been a financial failure in every venture they have had control of except Cadillac, and were such for the first three years of their management of that outfit. Had it not been a very rich concern they would have had it in a receiver's hands before I left it. Before they came to the Cadillac, we made it make twice its capital stock every year. In two years under their management they had it in a hole for over a half million, although we were selling twice the cars they could produce. J. E. Pratt.

THE Brecht COMPANY
ESTABLISHED 1853 ST. LOUIS

A typical Brecht installation. Modern display counters and refrigerators will add fifty per cent to the appearance, economy and sales power of your store. Let us tell you why Brecht six-inch wall refrigerators are preferred by progressive market men. Write Dept. B.

THE BRECHT COMPANY - ST. LOUIS, MO.

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San Francisco: 67 Second St.
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Sydney, N. S. W.
Shanghai, China

MAIN OFFICES AND FACTORIES: ST. LOUIS, MISSOURI



Movement of Merchants.

Crystal—Lynn Allen has purchased the grocery stock of the late Walter Beard.

Fowler—The new Peoples Bank has opened for business. It is modern in every detail.

Grand Rapids—The Farm Products Co. has decreased its capital stock from \$200,000 to \$50,000.

Greenville—The proposed alliance of M. S. Kraus with the Morris Kellman store failed to materialize.

Iron Mountain—The G. Levy-Umger Co. succeeds the M. Levy Co. in the boot and shoe business.

Ludington—W. E. Snyder has engaged in the cigar, confectionery, etc., business in connection with his barber shop.

Iron Mountain—The B. & B. Lumber Co., Inc., with an authorized capital stock of \$200,000, succeeds Brauns & Bennett.

Holland—The Holland Shoe Co. will erect a new store building at an estimated cost of \$30,000, which it will occupy about Nov. 1.

Shingleton—William McKendricks has sold the Shingleton Hotel to Fred Beadoin, recently of Newberry, who took possession July 1.

Hudson—The Hudson State Savings Bank has let the contract for the new two-story bank building it will erect on the corner of Main and Church streets.

Marquette—W. L. Katz is remodeling his store building, adding a large addition and installing a modern plate glass front, at an estimated cost of about \$12,000.

Coral—J. E. Skeoch has leased his grain elevator to J. E. Goul & Son, of Sand Lake, who will conduct the business in connection with their elevator business at Sand Lake.

Richmond—This town is to have a new industrial plant in operation by Aug. 1, when the Equator Range Co., of Detroit will begin production in the Weter-Fanning cold storage plant.

Amble—Gilbert Olsen has sold his stock of general merchandise and store building to Percy Curtis, recently of Edmore, who will take possession as soon as Mr. Olsen has reduced the stock.

Rochester—Steinberg's Economy Store has been incorporated to conduct a general store, with an authorized capital stock of \$2500, all of which has been subscribed and paid in in cash.

Detroit—The Canton-Hickey Co., 1275 Woodward avenue, has been incorporated to deal in general merchandise, with an authorized capital stock of \$100,000, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—The Oakman Terminal Lumber Co., 14471 Livernois avenue, has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property.

Kalamazoo—A. M. Hall has sold his interest in the boot and shoe stock of Hall & Herrick to his partner, E. W. Herrick, who will continue the business at the same location, 107 South Burdick street.

Grand Rapids—West's Drug Stores has been incorporated with an authorized capital stock of \$70,000 preferred and 3,500 shares of common at \$10 per share, all of which has been subscribed and paid in in property.

Highland Park—The American Auto Accessory Co., 30 LaBelle avenue, has been incorporated with an authorized capital stock of \$7,000, of which amount \$5,100 has been subscribed and paid in, \$3,000 in cash and \$2,100 in property.

Highland Park—The Louis Rose Buick Co., 12893-99 Woodward avenue, has been incorporated to deal in automobiles, accessories, supplies, parts, etc., with an authorized capital stock of \$100,000, all of which has been subscribed and \$15,000 paid in in cash.

Caledonia—J. R. Smith has purchased the interest of E. P. Hutchinson in the general merchandise stock of Hutchinson & Smith and will continue the business in his own name hereafter. Mr. Hutchinson, who is in poor health, has removed to Lakeview.

Detroit—The Wall Bros. Co., with business offices at 911 Majestic building, has been incorporated to conduct a jobbing business in paints, oils, turpentine, etc., with an authorized capital stock of \$2,000, all of which has been subscribed and \$1,000 paid in in cash.

Harrisville—The Harrisville Grain & Lumber Co., recent purchaser of the business of Baird & Upton, will make extensive changes in the plant, installing electric power. The new management will do a general elevator business and will handle coal and lumber.

Muskegon—Kuizenga & Whipple, 92 West Western avenue, have merged their stationery, books, office supplies, etc., business into a stock company under the style of Kuizenga & Whipple, Inc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—Fred Kruger has merged his barbers' furniture, supplies, fixtures, etc., into a stock company under the style of Fred Kruger & Co., 1415-19 Randolph street, with an authorized capital stock of \$25,000, of which amount \$17,000 has been subscribed

\$2,000 paid in in cash and \$12,122.91 in property.

Dowagiac—Suit to collect \$5,000 on a note has been brought by the Dowagiac National Bank against Milton Oppenheim, dealer in hides and wool. Oppenheim faces a charge of manufacturing whisky in one of his big warehouses here, and the Michigan Supreme Court has been asked to rule on whether a search warrant issued to enter the warehouse was valid.

Muskegon—Muskegon county muck farmers have gone forth and captured the title of the leading celery producing section of the State. According to statistics compiled by the United States Bureau of Markets, for 1921, Muskegon growers shipped 276 carloads of celery, whereas Kalamazoo and Ottawa counties shipped 196 cars each and Lenawee shipped 100 cars. There were 167,000 crates of 30 pounds each shipped through the Muskegon Celery Growers' Association, a co-operative organization marketing its product chiefly in Chicago. There are about forty other independent growers who have exclusive markets in Chicago and other cities of the Middle West and South.

Manufacturing Matters.

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

Grand Rapids—The Fox Typewriter Co. has decreased its capital stock from \$450,000 to \$45,000.

Saginaw—The Koenitzer Tanning Co. has decreased its capital stock from \$325,000 to \$100,000.

Lansing—The Reo Motor Car Co. has increased its capital stock from \$10,000,000 to \$15,000,000.

Battle Creek—The Duplex Printing Press Co. has increased its capital stock from \$600,000 to \$4,000,000.

Battle Creek—The Sanitarium Equipment Co. has decreased its capital stock from \$250,000 to \$50,000.

Saginaw—The Schemm Products Co., 926 North Hamilton street, has decreased its capital stock from \$350,000 to \$35,000.

Saginaw—The Opportunity Manufacturing Co., 802-4 South Hamilton street, has increased its capital stock from \$25,000 to \$40,000.

Howard City—F. B. Lawrence has sold his bakery to L. C. Baese, formerly of Elsie, who will continue the business under his own name.

Grand Rapids—The Florida Cypress Co., with business offices at 503 Michigan Trust building, has decreased its capital stock from \$300,000 to \$100,000.

Detroit—The Even Heat Electric Co., 2429 Canton avenue, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Owosso—The Lansing plant of the Owosso Sugar Co. will not be operated next fall due to a low sugar beet acreage. Improvements totaling \$350,000 are being made at the Owosso plant.

Saginaw—The Saginaw Milling Co. has extended its corporation for thirty years, with an authorized capital stock of \$700,000 common and \$300,000 preferred, \$500,000 of which has been subscribed and paid in in cash.

Owosso—The Robbins Table Co., manufacturer for 40 years, has remodeled its plant into a retail store building which it will occupy with a complete stock of furniture and house furnishing goods.

Eaton Rapids—C. O. Brownell, who owns the controlling interest in the True Manufacturing Co. has sold his stock to W. C. Shuster, of Jackson. Mr. Shuster recently purchased the Peterson farm on State street and is planning to plat it and build small houses.

Adrian—A petition asking for the dissolution of the Airlite Baking Co., a Michigan corporation doing business in Adrian, was filed last Friday with the clerk of the Lenawee Circuit Court. W. D. Aspidwall has been appointed receiver, and the date of hearing has been set for August 7. The action was authorized at a meeting of the directors.

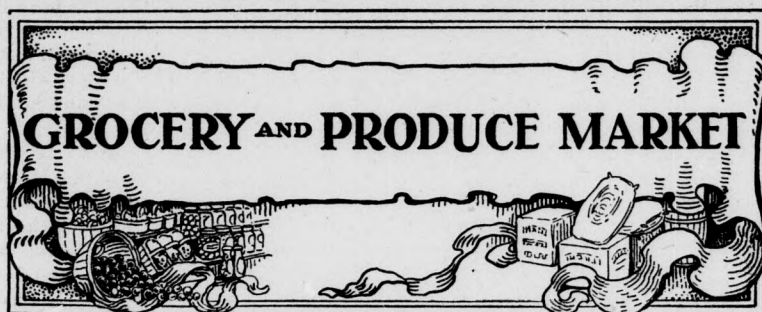
County Banker Writes Frankly About Colfax Gibbs.

A country banker writes the Tradesman as follows:

I note the manner in which you rebuke country bankers, like myself, who "fell" for the blandishments of Colfax Gibbs and his coterie of sharks. I was one of the several hundred bankers who was flattered by being tendered a position as "advisory director" of the Peninsular Fire Insurance Co. I readily took the bait and subscribed for \$5,000 stock with the understanding that I would never have to pay a cent for the stock in cash—that the credits of 2½ per cent. I would receive on all the stock sold in my territory would wipe out the note I gave the promoter. I assisted in the sale of \$70,000 stock among my friends and customers of the bank, but instead of crediting me with \$1750 on my note, as agreed, the scamp absconded with my money; so I had to pay for the stock at par. Before the crash came I succeeded in selling the stock at 40 cents on the dollar, so I am \$3,000 to the bad on the deal; in other words, it cost me \$500 per month to be an "advisory director" of the Peninsular Fire Insurance Co. for about six months. I ought to have known better than to be caught on such an ar-rant swindle because the Tradesman cautioned its readers to beware of Colon Lillie's insurance company and Colfax Gibbs' stock selling methods in plenty of time; but both men were so persistent and denounced the editor of the Tradesman so vehemently that I thought perhaps Mr. Stowe had made a mistake for once. I now realize, to my sorrow, that the country banker who espouses a cause which the Tradesman has investigated and denounces will soon learn to eat the bread of bitterness.

In the business world "the survival of the fittest" means the survival of the company or merchant who renders the best service. Those of the species who are first exterminated are the ones who measure success by the scale of immediate returns rather than by stored-up good will.

It is all right to forget the past, providing you absorb some new thought to take its place. A business man should get up every morning with the resolution to learn something new and worth while before the day is over.



Essential Features of the Grocery Staples.

Sugar—Unchanged from a week ago. Local jobbers hold granulated at 7c.

Tea—The market has been quiet during the week without any change anywhere. The undertone, however, is still strong with news from Java of an advance in Java teas there of about 1½c per pound.

Coffee—No change has occurred in any line of Rio or Santos coffee during the week. The market has had its ups and downs, but closes the week practically unchanged. The jobbing prices of roasted coffee show no change whatever. Milds are practically where they were a week ago and in fair demand.

Canned Fruits—The "shot hole fungus" is a new disease which has attacked red cherries in some parts of Michigan, and to such an important extent that the output of canned cherries is going to be heavily reduced, so it is reported. So far there has been no advance in the price of red sour pitted cherries in juice in No. 10 cans over the price which has been prevailing for some time. Cherries can still be bought at \$9.50 in No. 10 cans f. o. b. Michigan but the price will not hold, and is likely to go higher quickly.

Canned Vegetables—The carry over of canned tomatoes will be small and the entire spot holdings may go clean before the new or 1922 pack is ready for shipment. The 1921 output was very small, only about one-third the normal consumption of the United States, and would have long since been consumed but that the prices and costs were so high that consumers were deterred from buying. The future prices for the 1922 output are very low, however, and even if there should be a normal average pack the consumers will return to their fondness for this great canned staple for economy's sake. Canned corn has slowed up a little from last week's movement and is marking time for the moment, the interest of buyers having been transferred to canned peas. The requirements of the wholesalers in canned corn for immediate shipment seem to have been, for the time being, supplied or at least satisfied. Peas are the most favorably situated article in the whole line of staple canned foods. The pack of peas in 1920 was the largest ever produced in the United States, 12,317,000 cases, and the pack of 1921 was 8,207,000 cases, about a normal average pack. Yet these two great outputs of canned peas have been entirely consumed or distributed, to such an extent that brokers are unable to fill any orders of importance from first hands, and have been unable to

do so for about two months. The prices at which peas of the 1922 pack are being sold are about ten to fifteen per cent. lower than those of 1920 and 1921 opening prices, and it does not matter how large an output there is in 1922, the pack will be readily sold. There are already indications that certain grades are going to be short, and there has been an advance over the opening price.

Canned Fish—No change has occurred in canned fish. Alaska salmon on spot is quiet, with unchanged prices. Sardines are wanted here and there, but without any change in the situation. The retailer is not buying either salmon or sardines beyond his immediate wants, which are small.

Dried Fruits—Prunes are very much neglected in Eastern markets now. The coast situation, however, is somewhat firmer. Packers out there are standing very firm in spite of the small demand. Apricots and peaches are somewhat quieter than they were, without any change in price. Oregon prunes are about the only active thing in the dried fruit line. Raisins are still dull and slow. General dried fruits market is dull.

Syrup and Molasses—Sugar syrup shows a fairly steady undertone, with unchanged prices. Compound syrup is moderately active, at unchanged prices. Molasses is in nominal demand, with all prices unchanged.

Beans and Peas—The demand for dried beans is quiet, but prices seem to be well maintained. Imported white beans are coming in in larger quantities and weakening somewhat on this account. Red kidneys are quiet, with a firm undertone. California limas also quiet and unchanged. Green and Scotch peas are dull, with quotations soft.

Cheese—The market remains firm and unchanged, with fairly heavy receipts. The price on cheese is well maintained, as there is considerable being placed in cold storage at this time for future use. Cheese is now showing full grass and is of the finest quality.

Provisions—The market on lard remains steady and unchanged, with a good supply and a fairly active demand. The market on lard substitutes is weak, with prices about ¼c per pound under previous quotations, there being a good supply and a moderate demand. The market on smoked meats remains firm and unchanged. While the consumption is rather heavy, there is a good supply on hand at this time. The market on dried beef continues firm, with a light supply and an active demand. The market on barreled pork and canned meats is steady, with unchanged quotations.

Fruit Jars—Ball Bros. brands of

fruit jars have advanced 50c per gross and it is said other advances are not unexpected. Opening prices were said to have been based on very close estimates of production costs with the expectation of a greater decline in freight rates than were announced to take effect last week. The coal situation is another factor. Any change in the price of fuel will, it is said, be almost certain to necessitate a further elevation of fruit jar prices.

Salt Fish—The demand for mackerel during the week has been comparatively small, although something is doing every day. Stocks are only moderate.

Review of the Produce Market.

Apples—Transparents are now in market, fetching \$2.75@3 per bu; Duchess, \$2.75@3.

Asparagus—Home grown, \$1.50 per doz bunches.

Bananas—7½c per lb.

Beets—50c per dozen for home grown.

Blackberries—\$2.25 for 16 qt. crate.

Butter—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—Home grown, \$1.35 per bu.

Cantaloupes—California are being marketed on the following basis:

Standards, 45s	\$3.75
Standards, 36s	3.50
Ponys, 45s	3.25
Ponys, 54s	3.25
Flats, 12@15c	1.65

Cauliflower—Florida, \$2.75 per case of one dozen heads.

Celery—Florida, \$7 per crate of 4 to 6 doz. stalks; Michigan, 50c per bunch; Jumbo, 65c.

Cherries—\$1.75 per crate for sour; \$2.75@3 per crate for sweet.

Cocoanuts—\$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@2.25.

Eggs—Local jobbers pay 20c for candled, cases included.

Green Peas—\$3 per bu. for Telephones.

Grape Fruit—Present quotations on California are as follows:

54	\$10.00
64-70-80	10.00

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	\$8.50
360 size, per box	8.50
270 size, per box	8.50
240 size, per box	8.00

Choice are held as follows:

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

Lettuce—Leaf, 85c per bu. home grown head, \$1.50 per crate.

Onions—Texas Bermudas, \$2 per crate (about 45 lbs.) for yellow and \$3.25 for white; California, \$4 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 \$5 per bbl. and Virginias fetch \$5.50; new home grown, \$1.50 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, \$2.25 red in ditto, \$3.

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

Sweet Potatoes—Virginia command \$3 per hamper.

Tomatoes—Home grown, \$1 per 7 lb. basket; Texas, \$3.50 per 6 basket crate.

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

Wax Beans—\$2@2.25 per bu. for home grown.

Whortleberries—\$3 per 16 qt. crate.

Retail Prices in Various Cities.

Among the publications of the Bureau of Labor Statistics of the Department of Labor is one periodically issued which shows average retail prices for foods and other commodities in different parts of the country. One subdivision of this relates to dry goods of divers kinds. In the publication each of fifty-one cities is taken up separately and the average is computed for eleven staple articles sold at different dates. No comparison, however, is made between the prices obtained in the different cities. Certain curious results which follow the making of such a comparison. The first circumstance noted is that in no one city are the prices the cheapest or the dearest for all the items taken up, although Butte, Mont., shows the highest for four out of eleven. Neither does geographical location nor the size of the city seem to determine cheapness or the reverse. Certain of the prices, also, appear to be freaky, as, for example, in the case of Fall River. In that city the twenty-seven-inch dress gingham was higher than in any other, but the price of the thirty-two-inch variety was among the lowest. Then, too, the spread between prices in cities near by one another seems unaccountable. Local conditions appear to be a strong influence. But one thing is established beyond question, and that is that there is no concert of action among retailers toward price maintenance.

When you read your newspaper each day, in eager, open-mouthed amazement, investing valuable hours in trying to keep abreast the important events and marveling that so much history can be made in a single day, remember that the entire story of the Creation is told in four hundred words. After all, there is something to say for the man who reads only the headlines and first paragraphs—he may be more thorough than the person who devours everything in print and digests it indiscriminately.

THE DRIFT OF THINGS.

It Is Not From Goodness, But Toward Goodness.

Despite the driftage of evil following the war so long planned with devilish design by the kaiser and his nation of cut throats, rapists and baby killers, we do well to cherish a hopeful mood. The near things are evident to everybody: It takes no intelligence to sense where a sewer empties. All it requires is a nose. Bad smells carry far when the wind is right and strong, but it is well to bear continually in mind that bad smells are chased away by the ordinary processes of nature. God will not endure them. Carrion is eaten whether by the buzzard, or by the hyena, or is drunk up by the sea or is burnt up by the sun. A skunk smells bad near at hand, but at the end, only himself and his family will be the residuary legatees of his own odors.

But the odor of cedars is perpetual. The growing cedar summer or winter gives off sweet perfume, and cedar wood has diviner balsam in its breath than all the balsams of Arabia.

Wherefore it is wifful not to trust the nose too much when it encounters putrid smells. The nose is not convincing to a wide mind. Mind is brainer than a nose, at least the minds of some.

It is not wise to fall into frenzy over passing moods of crime or blatant atheism in the utterances of anarchistic men. It is wiser to bring the mind to bear on the whole situation and study the drift of things. Refuse drifts to the shore. The dead fish drift there and smell there; but living fish are out in the sea in greater multitudes; and ships great and small point prow toward the free sea highways of the world. Flotsam and jetsam are readily visible while the drift of things to which we do brainily well to give heed to is not shoreward but seaward. With the right heart adventuring with the mind it is even now aparent that the drift of things is for the better.

Earth's moods are bigger and more human, more touched with spirit than before the kaiser's war. The back wash has not negatived the vast elation of spirit and dream of the war. The Conference on Disarmament, which resulted in such a sublime close, must teach us that: the daily fact that the United States is giving daily bread to brutal soviet Russia and ten times more to brutal Germany, as well as to Armenia and Syria tells us that: the spirit of lend a hand so aparent whenever we look should teach us that: the sense that the world must be dealt with, not in fragments but as a whole certifies the fine drift of things: the lies the friends of banished beer tell about the Eighteenth amendment shows that: the swift and world-wide spirit of the Church of God says that: the Secretary Hughes treaty on mandated territory forbidding the sale of intoxicants and affirming the right of missionaries teaches that: the co-operation of business to assist business to its feet, and the steady growth of the right views, namely that business is not a gamble nor a gobble, but a manly thing that may look the sun in the face fearlessly, must teach

us that. The Drift of Things is not from goodness, but toward goodness, not from man, but toward man, and not apart from man, but for man. That the wicked shall be punished when the race has inflicted woes untold, has its own sword turned on itself, is a stern word on morality this world cannot fail to heed.

The Drift of Things is God's certification that good behavior and right doing is the only good business in this world.

William A. Quayle,
Bishop Methodist Episcopal Church.

Biggest Market Season Ever Held.

Grand Rapids, July 5—The third week of the midsummer furniture market is now on and continues good, both in point of membership and orders being placed, as has been recorded from the very opening day of this market. At the close of the second week the official registration showed 1850 buyers for the July market of 1921; at the close of the second week showed but 1450 buyers. The registration sheet issued Saturday, July 1, showed the registration up to that time, approximately 1950, and with 300 reservations made for July 5 will bring the market at the present writ-

ing up to about 2250 and ten days yet to run.

It is the opinion of some, however, that by the close of this week the arrivals will begin to grow considerably shorter, because of the rate they are coming in it is going to run by the close of this week 2500 or 2600 buyers.

It is a fact, however, that Michigan has not, as yet, been heavily represented. The small towns, especially, hold off until the last week and if they do not come in this week—naturally knowing the fact that the market runs until July 15—it will make the first half of next week still busy.

The writer is very optimistic and

NEW ISSUE

Tax Exempt in Michigan

\$350,000

Auto Specialties Manufacturing Co. 7½% First Mortgage Serial Gold Bonds

Interest payable May 1 and November 1. Principal and interest payable at the office of The Detroit Trust Company in Detroit, Mich. Redeemable in whole or in part at the option of the company upon 60 days written notice on or after May 1, 1926, at 102½; thereafter at ¼% less each year up to 1931, and thereafter at 100 plus accrued interest in each case. Registerable as to principal only.
Denominations \$1,000, \$500, \$100.

The company will pay the normal Federal income tax deductible at the source up to 2%.

TRUSTEES: CANADA TRUST COMPANY, LONDON, ONT., and DETROIT TRUST COMPANY, DETROIT, MICH.

A letter from Mr. J. W. Tiscornia, Vice President of the company, is summarized as follows:

BUSINESS

--The company was incorporated in 1909 to manufacture the Bair Bow Separating Top Holder, a patented device which it controls. Its present business has been extended so as to include the manufacture of automobile jacks, shock absorbers and malleable castings for automotive, agricultural and railroad requirements. Among its principal customers in the automotive line are Dodge Brothers Company, Studebaker Corporation, Chevrolet Company, General Motors, Chalmers and the Durant Company.

SECURITY

The present plants of the company are located at St. Joseph, Michigan, and Windsor, Ontario, and its foundries and machine shops in both cities are among the most modern and completely equipped on the continent. The bonds will constitute a first closed mortgage on land, buildings and permanent equipment appraised at \$891,041.01, or 2½ times this issue.

EARNINGS

Income available for interest during the past five years has amounted to \$530,660.40, an average of \$106,132.08 per year or four times the sum required to meet interest charges of the bond issue.

PURPOSE OF ISSUE

The proceeds from the sale of these bonds will be used for liquidation of indebtedness and plant extensions.

Price Upon Application

CORRIGAN, HILLIKER & CORRIGAN

Investment Bankers and Brokers

GROUND FLOOR MICHIGAN TRUST BLDG.

Citz. 4480-4653 GRAND RAPIDS, MICH. Bell M-4900—M-653

Olmstead & Mulhall

Investments

HANSELMAN BUILDING
KALAMAZOO, MICH.

The statements contained in this advertisement, while not guaranteed, are based upon information which we believe to be accurate.

believes that this market will show a registration running nearly 3,000 and there are no exceptions to this particular talk among the salesmen but that business is good.

The writer spent some time last week at the Chicago market and while there, was repeatedly importuned to take space in the new building. I told them there was "nothing doing," because Grand Rapids, being a good place to live is a good place to show some of the same lines shown on the Grand Rapids market, I prefer to remain in the city of my adoption. By a comparison of business secured at the two markets, we are pleased to report that again this year, as has happened in the past two years to our positive knowledge, more orders and larger orders have been secured at the Grand Rapids exhibit than at the Chicago exhibit. With the new hotel Rowe, which will be completed and ready for business for the January market, 1923; the new addition to the Pantlind Hotel and the New Morton House ready for the July market of 1923 and with the carrying out of the plans for more furniture exhibition show room, there is very little possibility of the Chicago Marketing Association ever taking first prize over the Grand Rapids Marketing Association.

There will be a meeting this week of the Grand Rapids Marketing Association and at that time, undoubtedly, the date will be set for the mid-summer market for 1923. This date we will give you in our report of next week, in which we hope to continue these good tidings reports as we have been giving since the opening of this most satisfactory market.

John D. Martin.

No Risk in Buying Flour a Month Ahead.

Written for the Tradesman.

As is generally the case at this time of the year, there are more or less indications of damage to the growing crop of spring wheat in the Northwest from black rust, although nothing serious has as yet developed and it is to be hoped the crop will prove up in good shape. However, coupled with a strong foreign demand for wheat, prices have shown an upward tendency and flours have advanced from 20@60c per bbl., depending upon variety and grade.

It does not appear probable at this writing that we will have material advances at this time. Wheat has not started to move in any volume and, of course, with a rather lively demand for the choice grades of old wheat it is not surprising to see prices strengthen up somewhat. The real test of strength of the wheat market will come when the new grain begins to move in volume within the next thirty days.

However, it appears that materially lower prices are out of the question, particularly if we may depend upon the reports of world supplies which show practically no surplus, with Russia out of the running as a factor in the production of this most important cereal. North America is the largest producer of wheat; Russia, before the kaiser's war, was second in production, and now is raising approximately 225,000,000 bushels, 400,000,000 bushels less than formerly, and it will be two or three years undoubtedly before a normal crop is possible in the land of the bolshevist.

In the meantime consumption of breadstuffs in the old world is materially increasing and the world's surplus of wheat gradually but surely

decreasing, consequently at this time wheat is relatively in a strong position and any sign of crop deterioration in North America will surely result in rather sharp advances.

We need all the wheat which can possibly be produced from the sown acreage this crop year. There is not any doubt about that, but if the producer is forced to market his grain early or does so voluntarily, throwing a large amount of wheat on the market in a short space of time, a break in prices is almost certain. On

the other hand, if the grain is marketed uniformly over a long period higher prices will very likely result, irrespective of crop outturn. Certainly lower ones will be out of the question under that condition.

All in all, there is very little risk in covering requirements for a month ahead; in fact, we do not believe the trade will profit by being too bearish. There has been a big washout in the prices of farm products. They should not go lower; in fact, cannot and permit a profit for the producer. Another

thing, both September and December wheat futures are selling for more money than early deliveries. Flour appears to be reasonably good property.

Lloyd E. Smith.

Already Had One.

"Let me show you one of those cooking utensils that cook three things at once."

"I've had one for years."

"What! It was just invented."

"Mine's a skillet. I cook hash in it."

NEW ISSUE

\$550,000

VICTORIA BUILDING

(Toronto, Ontario)

7% Sinking Fund First Mortgage Gold Bonds

(Closed Mortgage on Fee Simple)

Dated May 1, 1922

Due May 1, 1937

Coupon bonds in denominations of \$1,000, \$500 and \$100. Registerable as to principal amount only, at the office of the Otis Safe Deposit Co., Cleveland, Ohio. Principal and semi-annual interest, May 1st and November 1st, payable in United States Gold at the offices of the Otis Safe Deposit Co., Cleveland, Ohio, and the National Trust Company, Ltd., Toronto, Ontario. The United States Normal Federal Income Tax not in excess of 2% per annum, will be refunded.

Callable as a whole or in part by lot on any interest paying date up to and including May 1, 1927, at 105 and accrued interest, and thereafter at one-half point less each year until maturity.

National Trust Co., Ltd., Toronto, Ontario, Canada, Trustee

Otis Safe Deposit Co., Cleveland, Ohio, Fiscal Agent

Summary of letter received from Senator William Proudfoot, Ontario, Canada, President of Building Company: ---

SECURITY: The bonds will, in the opinion of counsel, be secured by a closed first mortgage upon the fee simple title to land having 165 feet frontage on Richmond Street and 104 feet frontage on Sheppard Street, Toronto, with a similar depth throughout and upon a ten-story and basement, reinforced concrete, fire proof office building now under construction containing approximately 150,000 square feet of floor space.

Appraised Value of Land	\$240,000.00
Cost of Building	709,000.00
Total Value of Security	\$949,000.00

EARNINGS: The average rental prevailing in Toronto for space of the character offered by this building is from \$2.50 to \$3.50 a foot. Based upon an average rental of only \$1.50 per square foot and upon liberal allowances for expenses of maintenance and other contingencies, it is estimated that net earnings of the Victoria Building applicable to interest and sinking fund requirements of this issue will be in excess of two and one-half times the average yearly requirements.

SINKING FUND: Beginning May 1, 1925, provision is made for a sinking fund which will retire, in approximately equal annual amounts, more than 50% of this issue of bonds before maturity.

LOCATION AND BUILDING: The property is located on the corner of Richmond and Sheppard Streets in the business center of Toronto, immediately accessible to the financial and shopping districts and Government buildings. It is particularly well located for the use of barristers, solicitors and actuaries.

Construction of the building will be first-class throughout, particular attention being given to durability, lighting and modern conveniences. In addition, this will be the first office building in Canada with garage facilities in the basement, a particularly attractive feature in view of the traffic congestion now prevailing in Toronto.

Since 1914, construction of office buildings has not kept pace with the expansion needs of the city, and as a result many businesses are temporarily housed in unsuitable quarters, and there is demand for space of the character offered by the Victoria Building.

GENERAL: The indenture requires monthly payments to the Fiscal Agent of one-twelfth of the annual interest and sinking fund requirements; maintenance of a fund sufficient for the completion of the building from which payments shall be made by the Fiscal Agent only upon certification of the Engineers and Architects; surety bond for completion of the building free and clear of all liens and encumbrances; insurance for the full insurable value of the building, and representation for the bondholders, through the bankers, upon the directorate of the Building company.

APPRAISALS & ESTIMATES: The appraisal of the land value has been made, and the estimate of earnings approved by three members of the Toronto Realty Board who are recognized authority on Toronto Business property. Plans for the building have been made and estimates of cost approved by C. Howard Crane of Detroit, Michigan, and Windsor, Ontario, Architect of the building.

LEGALITY: All matters of legality pertaining to this issue are under the supervision of Messrs. Bulkley, Hauxhurst, Jamison & Sharpe, Cleveland, Ohio, and Messrs. Proudfoot, Duncan, Gilday & Tisdall, of Toronto.

Price: 99½ and Interest Yielding 7%

HOWE, SNOW, CORRIGAN & BERTLES

GRAND RAPIDS SAVINGS BANK,
Grand Rapids, Mich.

310 FORD BUILDING,
Detroit, Mich.

May 26, 1922.

Statistics and statements above given, while not guaranteed by us, are considered and reliable, and are those upon which we based our purchase of these bonds.

A PAINTER OF LABOR.

If there is anything the Tradesman has to be thankful for, in addition to the service it has rendered its mercantile friends during the past forty years, it is the large number of young men and women who have used their connection with the Tradesman as a stepping stone to higher things. Among these is Gerrit A. Beneker, who is now rapidly gaining distinction as a painter of labor.

During the Victory Loan campaign 300,000 copies of a poster were placed before the American public. It bore the title "Sure, We'll Finish the Job," and showed a smiling workman digging down in his blue jeans. The artist was Gerrit A. Beneker, who had tried in vain to sell his talents to the Government in return for a bare living during the duration of the war. Failing in that, he sold "Sure, We'll Finish the Job" to a Chicago lithographer on a royalty basis, and the lithographer sold it to the Government—at a profit for all concerned.

After the war Beneker, still bitten by the idea that art had a place in labor relations, set up his studio in a Cleveland steel mill. He painted his fellow workers at their tasks and in their rough clothes. Then he wrote short interpretations to accompany the pictures, and published both pictures and comment in the house organ of the company. Thus grew a unique collection of industrial art, now comprising some thirty canvases of power and originality.

During the past winter the Beneker collection was sent on tour through the Middle West. It ranged as far West as Wichita, Kan., with stopovers at St. Louis, Mo., Kansas City, Mo., and several Kansas towns where artistic interest runs higher than in some other parts of the country. It was shown in factory towns and railroad towns, as well as in university centers. In Flint, one of the leading automobile centers of Michigan, the Chamber of Commerce paid the expenses of the exhibit, and more than 5,000 people viewed the pictures.

Beneker takes both life and art seriously. He believes that through artistic interpretation of industrial processes men who labor can be brought to appreciate the dignity and beauty of their essential tasks unless they have brutalized themselves by joining the union. He agrees with Whiting Williams that deep in the heart of the laborer is the desire to be appreciated, a craving for public recognition of the importance of the job. The first sentence a worker speaks, when you are watching him at his work, is likely to be this: "There is more to this job than you think there is." That is the professional's challenge to the heedless amateur, the expert individual's justification of his existence. To get that claim on record permanently before the world in color and line Beneker holds to be one duty of the artist.

This, of course, is pioneer work. Just as Millet pioneered with peasants in paint, so Beneker pioneers with his portraits of steel workers. In art the pioneer has rough sledding. Beneker is now being told that art is not morality or economics or social service or

anything whatsoever that smacks ever so slightly of a mission. Nevertheless, he holds religiously on his way, and, curiously enough, the public comes to see his pictures, especially in those utilitarian areas to the West where art for long has been eschewed as a pastime for dilettanti.

CLOTHING HAS COMPETITORS

Economists tell us that the widespread use of luxuries by one group may have the effect of increasing the prices of necessities to another group which never has the slightest aspiration towards luxurious living. Thus, the demand for expensive automobiles, by drawing labor and capital from industries producing necessities, may tend to increase the cost of potatoes or a shirt for the man who never hopes to own even a flivver. But the demand for a new kind of luxury may also affect the sales of other luxuries. It is claimed, for example, that the ownership of expensive cars by the well-to-do shows its effects on their patronage of the tailor. Such is the view of Charles F. Manning, president of the International Association of Clothing Designers, who states that owners of cars now buy three suits of clothes where they once bought five. The automobile, he believes, is not only a cause of careless dress, but it also affords an excuse for it to those who can easily afford something better, because slouchiness is always tolerated when one travels as a member of an "auto party." This may be so. The automobile, however, has become such a factor in the standard of living of the average American family that when it comes to a choice of keeping the car or going without an extra suit or dress, the car will win out. It may be expensive and often unnecessary, but it has come to occupy a place second only to such conveniences as telephones and steam heat.

IS "COME BACK" TOO SPEEDY?

That business is coming back even the most pessimistic observer now readily admits. In fact, it has been coming back so fast during the past six months as to cause the more conservative observers a little worry lest the thing has been somewhat overdone. In some instances it appears that recent heavy buying has not been due so much to a greater consumer demand as to a desire of dealers to forestall a further rise in prices. In other words the stimulus in these cases has not been a gain in buying power, but the prospect of returning inflation. There are many commodities for which higher prices are justified by sound economic considerations, but it is believed that any general drive for higher prices will arrest the progress already made towards readjustment and thus eventually check the demand for manufactured products. Industry is to return to a profitable basis, not by "selling dear," but by producing more cheaply.

A man is either a thinker or a thing—he may take his choice. He is either one of the Efficient Few who create and operate civilization, or he is one of the Automatic Many, who believe instead of think, and follow at all times the line of least resistance.

THE TABLES HAVE TURNED.

A few months can bring many changes. Late in 1920, manufacturers, jobbers and farmers were railing at the retailer for his unwillingness to reduce his prices. They had taken their losses, and they were denouncing the retail merchant as the sole surviving inflationist. Now the tables are completely turned. The retailer is the great deflationist. He has brought his prices down and he wants to keep them there, because his direct contact with the consumer has convinced him that the public will buy only when it thinks prices are "right." Many manufacturers, however, who have been running on a very narrow margin of profits during the last year, are disposed to welcome the present tendency of prices to harden, as this means a chance for operations at something like a normal profit. There is, indeed, a great number of people who are striving to bring prices back to wartime levels. The enactment of a high tariff measure, to be followed by a bonus bill, as is embodied in the present programme of Congress, will mean higher prices, and will thus appeal to many inflationists who are not directly interested in the protection of any industry or in the doling out of money to the ex-soldiers. The possibility of this inflation was apparently in the mind of the Controller of the Currency when he called attention last week to "manifestations of a tendency to rising prices in directions where they could reasonably be considered a bit premature."

ENEMIES OF IRELAND.

If it should turn out that the assassination of Field Marshal Wilson in London is the act of men who call themselves Irish patriots we can only condemn a dastardly act which reaches beyond its immediate victim to strike against the Irish people itself. Arthur Griffith is justified in declaring that the majority of the Irish people "is unanimous in condemning and deploring this anarchic deed." For this no further proof is needed than that the Irish people by overwhelming majorities, has just declared for a policy of restraint and common sense in the solution of its difficult problems.

Upon the outcome of the recent Dail election we must fix our mind if the temptation arises to cite the murder in London as proof that there is no hope in the Irish people. Every revolutionary movement brings in its train the spirit of the gunman and the bandit. Public unrest is their opportunity. With the return of stability they disappear. Always in the case of Ireland it is to be remembered that patience is essential to a solution. An open sore which has been running for centuries cannot be healed in a moment. The one fact to be kept in mind is that a great Irish majority has just declared its adhesion to the cause of peace and order with freedom.

THE WOOL PROBLEM.

It appears that the wool market will not develop into anything like a runaway affair. Buyers are not bidding

up prices, as they did some weeks ago, and the prevailing opinion in the trade is that the peak of the recent rise has been passed though no decided reaction is expected. Demand has slackened in all the leading wool markets of the world, and there is a point apparently beyond which buyers are unwilling to go. Indeed, there is a tendency to regard the demand of the last few weeks as somewhat overstimulated, and to regard the recent slackening as a healthy symptom. While the last ten days in all the markets have been a period of uncertainty, the situation in this country has been aggravated by the tariff question. The Senate Finance Committee has lately shown a disposition to modify some of the highest rates in the tariff bill, and it is believed that when the wool schedule is reached some slight reduction may be effected. The present high rates under the emergency act, and the uncertainty as to future rates and as to the time of their enactment, have given manufacturers a trying problem. It is difficult for them to arrange for the coming season when they do not know what duties they must pay on wool already brought into the country under bond.

SUSPENDER POCKETS.

In these days of lawlessness, when the honest citizen cannot take a walk around the block with any certainty that he will not be held up by a bandit, the novel idea of Antonio Monaco, a citizen of Buenos Aires, ought to be of value.

He suggests suspenders with pockets attached to them—two pockets, that is to say, each of them being fastened with a buckle to the loop of the "gallus" at the front. The lower end of each pocket has two buttonholes, which button onto the ordinary buttons of the waistband of the trousers, thus making the pocket flatly secure against the body of the wearer. To prevent escape of its contents, each pocket is provided with a buttoned flap.

Few bandits would think of looking for loot beneath a man's waistcoat, and so the suspender pockets should afford excellent hiding places for money. Against pickpockets they ought to furnish a perfect protection.

PEACH PERFUME.

The fragrance of a peach is surely one of the most delicate and delicious in the world. Where a quantity of the fruit, fully ripe, is heaped together, the "bouquet" intoxicates the nostrils.

Chemists have recently made a study of the odorous constituents of ripe peach pulp and have found that they are a rather complex compound of acids, esters, etc. By distillation of the pulp, they obtained small quantities of an essential oil, limpid, pale yellow, and with a very fragrant and intense peach-like odor. On cooling, it formed a transparent solid.

If means were found for utilizing this essential oil of peach in the manufacture of perfumes and pomades, it might furnish a welcome contribution to toilet luxury.



YOU WIN 60 TO 1

There is not another 60 to 1 shot in your stock. Figure it out for yourself. No other product is half so important as a trade builder. The more Calumet you sell, the more other groceries you must sell. Calumet Baking Powder is never used alone; hence your responsibility not merely doubles, but multiplies many fold.

Take a copy of Calumet "Reliable Recipes." Count 60 companion ingredients you will sell. Here they are. Figure it out for yourself.

White Flour	Cinnamon	Chocolate	Pepper	Chopped Nuts
Extracts	Raisins	Cocoa	Paprika	Soda
Butter	Currants	Brown Sugar	Maple Syrup	Confectioners' Sugar
Eggs	Citron	Milk	Cornstarch	Mace
Graham Flour	Candied Cherries	Cream	Bananas	Molasses
Whole Wheat Flour	Figs	Rice	Oranges	Syrup
Pastry Flour	Sugar	Oatmeal	Apples	Dates
Lard	Vanilla	Cornmeal	Strawberries	Candied Lemon Peel
Cocoanut	Almond	Cheese	Lemons	Candied Orange Peel
Cloves	Orange	White Cornmeal	Buckwheat	Pineapple
All-Spice	Lemon	Ginger	Shortening	Rye Meal
Nutmeg	Maple Sugar	Salt	Jelly	Rhubarb

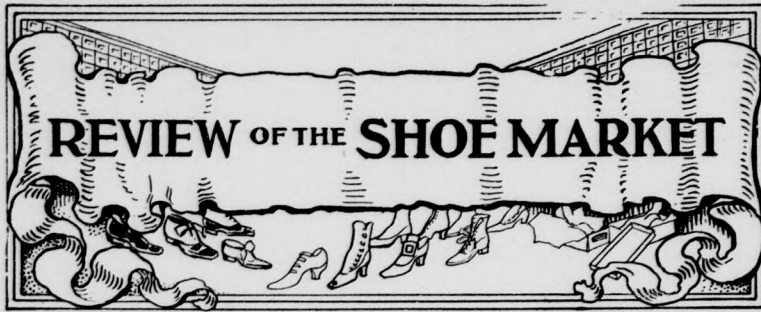
If you handle a quality baking powder that satisfies your trade with the 60 other things which are used with it, *you win 60 to 1.*

You *lose* 60 to 1, if you play *quantity* instead of *quality*, and try to give *big can* instead of giving *big value*. You *lose* 60 to 1 through complaints which arise from the lack of satisfaction secured by your customers from the other 60 companion ingredients—every one of them sold by you.

MORAL:—*Don't gamble on your most important item—*

But Push CALUMET—IT PAYS.

CALUMET BAKING POWDER CO.
CHICAGO



Plans For Expanding Trade in the Shoe Store.

The year 1922 was ushered in with very little enthusiasm, but as it drifted along confidence began to enter, and by the middle of April times improved so much that the great change for the better took place on Good Friday, April 14. If you'll go back and examine the records in the stock market on Easter Saturday you will find the greatest boom in stocks that has come since the depression. These stocks held their own, and in the past four or five weeks "King Cotton" has begun to climb. What does that mean? It means business for the merchant who goes after it.

You may object to the word "drive" but you must be your own driver, and you must be a hard one after business, in a straightforward, legitimate way. Your business character should be as dear as your personal character, for when the public loses respect for either one your end is near. You hear to-day a great many merchants grumbling about business. Take a look at their stocks. What is the cause? They are trying to dispose of all of their plain shoes, some broken sizes, others in the same shape as they come in. You cannot dispose of this stock unless you have novelties to show along with your plain ones. You could have sold many of your plain shoes to the customer who wanted just to see a novelty, but by being in the rut when the salesman called you had no time or were in no humor to look at the new ideas. If you don't get busy at once your neighbor is going to have all your customers because the buying public to-day demands novelties.

The greatest way of expanding your business is through your children's department. If you have no children's department build through the lowest price shoes you carry. I will define what I mean by building through the children's department. Any church, village, city or business has to be built through children. Teach the child to come to your store. First his mother, or father will bring them there. Give this child the same treatment in every respect that you give his father. After two or three visits of the parent with the child you will hear the following remark: "What is your name please; I want to put it down so hereafter I can send my children to you as you take such an interest in them."

As time goes on these children grow up knowing the name of your firm just the same as they know their own names. Now don't spoil the prestige that these children hold for you by giving them lax service or not being

particular about the fit; remember that you are reaching one of your greatest assets who has been taught from childhood where to trade and what service to expect. The impression of your business character in this child's mind will last forever.

How many of us remember the time that we stepped from boy's to men's shoes? There is no reason why ten per cent. of your boys' and girls' business shouldn't go into your men's and women's departments every year—I don't know of anything more certain in the world than of a boy's or girl's feet growing.

Now the above must be backed up with real merchandise—boys' shoes should be sold on a closer margin of profit than any other merchandise. You should have leaders to use as a drawing card—odd prices are very favorable for your lowest price. Pay a little more attention to your factories for extra heavy bottoms and good extensions, as 95 per cent. of your complaints come from soles and tips worn through. Most of these extensions, being too close giving no protection to the tip. Play the novelty game in boy's and children's shoes, for Jimmie or Susie will want shoes just the same as their parents, and don't forget to carry a line of the best shoes you can find as it is very easy to educate your trade to the higher standard.

Now we will touch on the men's—Don't build your business on one standard of merchandise and then think you can get away with a cheap grade, believing the customer doesn't know the difference, as some firms have done lately. Character is the foundation of every great business, and this character must be backed by the high standard of those who own and control the business.

We are now going through a period that I am positive not a one of us present here will go through again. I mean by this, trying to please a certain group of people who call for cheaper merchandise than you have been carrying. Gentlemen, stick to your standard. If in the past season your standard was \$8, \$10, \$12, these shoes being sold at a fair margin of profit; don't put in a cheaper grade to please a few. Continue on your grade, and only lower price when you can buy the same grade of merchandise at a lower price. The firms who have stuck to their grades in the past three years will have no trouble in doing business, and if you will investigate the records of these houses you will find that the majority of them are running five to ten per cent. over in dollars and cents, which means 25 per cent. to 30 per cent. in units. On the

Your Average Customer— A Thrifty, Sensible Citizen

THERE are some who always want the faddiest extremes, and some who always want the cheapest, but the average man—your bread and butter customer—wants real value. For 25 years we have been making shoes for Mr. Average American—we cater to no other class. Our shoes are not extremes—they are good looking, long wearing, full value shoes. They are profitable for the dealer, and satisfactory to the wearer. When your customer goes out with a pair of Herold-Bertsch shoes under his arm, you know he'll speak well of your store, and come back to trade some more.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

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GRAND RAPIDS, MICH.

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WE SELL

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other hand the firm that has lowered its standard has broken faith with its trade, its customers bought thinking they were getting the quality they had been accustomed to getting but found later, as we all find out, that they get only what they pay for.

The time has come when people are fed up on sales. We all know that no firm can stay in business and cut price 12 months in the year. The firm that does this is either going out of business or else its business character will not stand close inspection. My advice is to take the bull by the horns, make a fair profit on your merchandise and sell it ten months in the year at this profit—using the other two months at the end of each season to close out your odds and ends. Always show your best grade of merchandise, and if your trade says that your best is too high then show them the cheapest grade you have bearing the name of your firm, calling it your firm's special. Make this lot of shoes the strongest advertising feature possible. Pay more for the shoes than under ordinary circumstances, and if ever in the middle of the season you have a few broken pairs of the better grade ease them in with these specials, but under no circumstances use two prices in advertising this special.

Watch how your customers are served; sell customers who come in your store. If you could sell all of the customers who go out of your store without buying, your business would increase very much. All salesmen will some time get lax in service, and a little talk now and then to the point will settle this small trouble. Have monthly meetings or weekly meetings, all go to the sample rooms together explaining to the men that it is as much their work in selecting as it is yours and you will find that these men will make your better men. Never order your men to do this or that. Call them together and say, "Boys, let us do so and so," and it will be done.

Charles A. Bady.

Merrimack Mills Announce Wage Cut.

Lowell, Mass., July 3—The Merrimack Manufacturing Co., makers of plain and fancy cottons, corduroys and velvets, has announced a wage reduction, which will take effect July 10. The amount of the wage cut has not yet been made public but it is believed to be about 10 or 12 per cent. When operating normally the Merrimack Co. runs 4,422 looms and employs 2,500.

Interviews with officials of the Appleton Co., the Massachusetts Cotton Mills and the Tremont and Suffolk Mills resulted in the information that wage cuts in these plants, while yet not definitely decided upon, must come in the near future if business is to approach normal.

In view of statements made by Agent Milliken, of the Hamilton Manufacturing Co., it is believed that the wage cut at the Merrimack and the probable cuts at the other plants will have the effect of modifying the 20 per cent. cut made by the Hamilton last February. This cut resulted in a strike by the United Textile Workers of America. The strike, however, was unsuccessful, for the plant has been operating close to capacity for the past few months.

Now, despite the fact that the Hamilton Co. has apparently solved the labor problem for the present, Agent Milliken says that he will raise wages

in his plant if the other local mills in making their cuts do not go as high as 20 per cent. It is probable, therefore, that if the current cuts at the Merrimack Manufacturing Co. and other mills here are 10 per cent. as expected, the net cut at the Hamilton Mills will be 10 per cent. also.

Viewing the stand taken by local cotton manufacturers during the past six months in a general way, it may be said that their lack of concerted action on the impending wage reduction has been unusual. In February the Lowell division of the Bay State Cotton Corporation and the Hamilton Manufacturing Co. effected a 20 per cent. reduction, but were not followed by the others. The reason assigned by local mill agents for this lack of harmony on a wage policy is that for the first time in years the textile market has been so "spotty" as to preclude any possibility of unified action. The mills making weak lines cut and the others did not. Now, however, the latest cuts will, it is believed, act as a general wage leveller here.

Go'd Output Increases.

The condition of the monetary systems of most countries makes all news with regard to gold production of especial interest. Reports from the Rand fields show that the gold output for May is almost equal to that in the months preceding the recent strike. The production last month of 630,000 ounces was nearly double that of February and about 20 per cent. greater than that for March. It is, however, considerably below the monthly average in 1921, which was 680,000 ounces. The restoration of the normal output of gold in the Rand mines is one of the essential steps towards the re-establishment of the gold standard in Europe.

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Day Boat Every Saturday, Leaves
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Special Boat Train Leaves Grand
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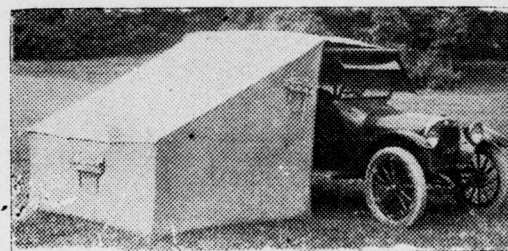
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NO POLES REQUIRED

This is the most practical tent made.

The awning goes way over top of auto and fastens with ropes to wheels on opposite side; by making it this way it prevents water getting between the cloth and top of auto and down on the running board of car.

Tent has a door in front next to car and on left side, thus allowing one to leave tent without going through auto.

There are three windows, one each side and in rear wall, covered with hobinette and protected by storm covers, worked from inside.

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Camp Chairs 95c to
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Tents are made of our special Tan Army water-proof Duck. Tents when packed are very compact and can be carried on running board.

They are made in the following sizes: 7x7 feet and 8x7 feet, in both 3 and 4-foot walls.

With a brown water-proof duck floor sewed to tent, you have an ideal outfit.

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Early Recollections of a Former Michigan Lumberman.

[Robert Dollar has been called the most interesting business man in the United States. In spite of his 78 years he is still the active head of a shipping and lumber business that circles the earth. The story of his life has this universal appeal—he was a poor boy with little schooling who emigrated to America and by hard work rose to great wealth and influence. Like Carnegie, Captain Dollar came from Scotland, and like the great ironmaster, he grew to realize that wealth imposes obligations—both moral and financial.]

Since his headquarters are in San Francisco, Captain Dollar's genius is better known on the Pacific Coast than on the Atlantic. He is popularly credited with being the inspiration for Peter B. Kyne's fiction character "Cappy Ricks." Although there are many differences between the peppery "Cappy" and his more substantial contemporary, both possess the faculty of preserving a perpetually fresh outlook on the problems of their business, and both seem to know which way the cat is going to jump before the cat itself knows.

From the basis of a diary which he has kept since a young man, Captain Dollar has written four stories. The first is presented herewith, the second has to do with shipping, the third deals with China and in the fourth he touches such interesting and timely subjects as Government interference in business and prohibition. Captain Dollar consented with some reluctance to the publication of the articles, agreeing at last in the hope that his experiences might be of service to less seasoned executives now at grips with a difficult depression.]

During a visit to my native Scotland in 1884 I crossed over to Ireland and there saw the first electric railroad ever operated. It was at Port Rush and ran to Bushmills in the North of the island.

About three miles down the track we found a car stuck. They could not get it to go either forward or backward. I was very anxious to see it under operation, so I asked the brakeman and conductor how long before they would start.

"It may be an hour," said one of them, "and it may be a month."

He added that they had sent for Sir William Thomson, who was the only man they knew who could make it run; when he came they would immediately get it going. Their confidence in Sir William proved to be

well founded—it took him only a few minutes to get the car started.

What progress has been made in electricity since that time! What changes I have seen in the many years I have devoted to business!

Within my recollection the first Atlantic cable was laid; the telephone was introduced; wireless has been developed—both wireless telegraphy and now the wireless telephone; improvements in the use of steam have been very great; since I was a boy the propeller has been introduced and has succeeded the paddle steamer. The first steamers were fitted with sails and depended to a great extent upon them for propulsion. Now we do not see a sail on a steamer. Internal-combustion engines have been introduced in navigation but, because of their complicated machinery, progress has been slow. And navigation of the air has begun.

The tonnage of ships has changed very much. Twenty years ago the lumber was all carried to China in small sailing vessels; eighteen years ago the first of our steamers carried a full cargo of lumber at rates much lower than sailing vessels were getting. We had great difficulty in getting anyone to give us a steamer cargo, so I came to the conclusion that if we were stay in business we must furnish our own lumber cargoes. It was fortunate that we had to do this as now we have a permanent business for our steamers—we make our own cargoes.

Twenty years ago a 6,000-ton dead-weight steamer was a big one. Now we think of 10,000 or 12,000 dead-weight as about the right size and 12 knots as about the right speed. The Robert Dollar, the last steamer we bought can carry 16,000 tons at a speed of 12 knots. It looks as if we had almost reached the limit in the size of steamers, but in these years of rapid progress it is not safe to prophesy.

What would people have said in the days of Columbus if someone had got up and declared the center of world commerce would one day be the Pacific? The idea that the Mediterranean would cease to be the great highway would have seemed impossible to them. If anyone had declared that commerce would move out of the Mediterranean into the Atlantic, they would have locked him up as a lunatic!

Now I say that the young business men of to-day will live to see the center of world commerce on the Pacific Ocean, and I am not dead sure but what I will live to see it myself!

Fenton Davis & Boyle

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Bridge Street and Mt. Vernon Avenue
Division Avenue and Franklin Street

My life and the opportunities I have developed brought me to the shores of this ocean. In getting a start in life, no doubt many have had as hard a time as I, but few have had harder experiences. I was born in Falkirk, Scotland, in 1844. That was an eventful year for my mother's family.

My uncle, John Melville, was master and part owner of the ship Helen Mar, and my grandfather was the other owner. Another uncle, Alex Melville, was first officer and Robert Melville was carpenter. In the early part of 1843 she got a cargo from Bombay to Calcutta. Since there was no freight offering there, she was laid up, and after a complete overhauling she got a cargo for London in the early part of 1844. A Glasgow ship sailed in company with them. This ship was totally dismantled in a violent typhoon that struck them, but with a jury rig was able to make port. The Helen Mar was never heard of after. The supposition is that she foundered with all on board.

My father was manager for the lumber establishment of Robert Melville & Company, and the downstairs of the house in which I was born was used as the office. Later we moved into a house with a garden, and on the first visit to my native land, after having been away thirty-five years, I found the garden had been turned into a lumber yard and a lot of timber had been piled against the house. To my astonishment I found it to be timber I had taken out on the shore of Lake Huron and sold in Quebec, not knowing where it was disposed of. Every stick of it had the Dollar mark on it!

So you see that I came by both the shipping and the lumber business honestly. I remember well my first voyage; it ended disastrously. I got a large washtub and floated it in the Forth and Clyde Canal. I had a stick or an oar, but the lines of my vessel did not make her easy to steer, and when I tried to propel her the tub only turned round and round. I drifted away from the shore and, becoming frightened, made a great outcry for help. My father was in a lumber yard nearby and, hearing my S. O. S., came to see what the trouble was. He rowed out in a boat and rescued me and then proceeded to give me a first-class licking.

When old enough I was put in the public school. The teacher had only one arm, but that did not seem to be any handicap when it came to thrashing the boys. He used a cane, and he could make us dance the highland fling to perfection. Thank providence he had only one hand; we could never have stood two! Thrashing were an

essential feature of an education those days—and I must have gotten my share.

I left school when I was twelve and started to work in a machine shop tending a lathe. In those days there were no self-feeding lathes, and small boys were used for that purpose. I recollect the first Saturday night I got paid for a week's work with half a crown (60 cents) and how I ran home all the way and gave the money to my mother.

My mother died about this time and my father took to drinking occasionally to drown his sorrow. This brought about the necessity for our migrating to Canada. It made a strong temperance man out of me, as I vowed I would never touch liquor as long as I lived. This vow I have religiously kept, and to this resolution I attribute the most of my success in life.

In April, 1858, we sailed from Glasgow for Quebec on the sailing ship Anglesia and we arrived in Ottawa the last of June. I got employment in a stove mill. The eight-hour law had not been enacted at that time, so we worked twelve hours a day. I think I received \$6 a month. After working in different mills until 1861, I hired with the firm of Hamilton Brothers to go to one of their lumber camps or "shanties," as they were called. Mr. Hiram Johnson of Ottawa City, who is still alive, gave me the job at \$10 a month. The foreman was Sandy Kingsbury, a big jolly man and a good foreman. He put me to work helping the cook—"chore boy," as the job was called.

We left Ottawa in bark canoes, and after a hard trip we arrived at our camp location. We had the buildings up and were ready to put on the roofs when we were visited by a party of skunks. One night, when the rest were at supper, I was left outside to see that no skunks bothered the diners. I saw one of the animals go into a hollow log. Running quickly I plugged up one end of the log and, putting a pole in the other end, I called to the foreman that I had one. He came out with his gun and I told him to take out the plug and look in the log. As he did this I gave the skunk a punch with my pole!

I had to take to the woods and did not dare to return till the others were asleep. The next morning the foreman gave me a good cuffing for my fun, to the delight of the other men.

In 1863 I was sent to the mouth of the Gatineau River to help raft the logs out. A tug towed the logs from Ottawa City to Hawkesburg where the mill was. It was very hard work and we got little sleep. About this

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time my brother and I bought a farm. Our combined wages were only \$26 a month, out of which we saved enough to buy the land. It took us three years, I think. At the present state of living this would appear incredible, but it is a fact, nevertheless.

The following summer an event happened that probably hastened my getting along in the world. I left school and went to work when I was twelve, and I realized that I must have some education, and therefore after working hours I started to write and figure on birch bark. While cooking I had gotten hold of an old account book and used it to practice in. One day the manager and treasurer of the company came in, but I was so busy that I did not hear them. They asked me if I had nothing to do, and when I told them my work was done they saw that everything was in order, so they examined my figures. I showed them and was ashamed that they were not better. After questioning me a good deal they went off.

In those days we hired by the year, and when it was time for me to return to the woods for the next year I went to the office to engage with them. I was told that they had a better job for me, and I was made clerk in a small camp for a French foreman. It was not much of a rise, as I worked all day and did what little writing there was to be done at night. The camp was 150 miles from the nearest inhabitants, except Indians. I was the only English-speaking person in the crew, and it became necessary for me to learn French as quickly as possible. By the end of the season I could talk the language very well. Unfortunately I learned by sound and, as no one was there to teach me to read or write it, I never learned the language thoroughly, although I could talk it perfectly.

In 1866, when I was twenty-two years of age, I was put in charge of a camp of forty men. About this time I started keeping a diary and have kept one constantly up to the present time. I find it very convenient in looking up places and dates.

Often I had thought that if I could only get up to \$26 a month the height of my ambition would be realized. This ambition was soon satisfied, as I got \$26 in the fall of the year by taking charge of a camp. A foreman in those days had to be a jack-of-all-trades. One of my men got a leg broken. Since there was no one of us who had ever set a broken bone I had to do it myself. I was fortunate enough to do it right, with the exception of a weight to keep it from shrinking, with the result that the man had a leg one inch too short. My years in the woods were full of such experiences; they made us strong and self-reliant.

By 1872 I had saved some money. I left the Ottawa River and went to a new country, the Muskoka District north of Toronto. In partnership with Mr. Johnson, we bought timber on land owned by farmers and started lumbering for our own account.

Business was booming and we did not sell our logs, expecting to get a higher price when we would deliver them at market the following summer. But along came Black Friday in New York, which paralyzed business not only throughout the United States but in Canada as well. When we came to sell our logs we made a loss of what little money we had put in as well as about \$5,000 more. I recall what a friend said to me at that time which I did not appreciate. It was:

"Happy and lucky is the man who fails when he is young."

The loss turned out all right in the end, but it was hard medicine to take and it was years before I understood the meaning of my friend's words. My partner and I had to go to work for wages to pay our debts. We divided up the indebtedness, each agreeing to pay half. It took three years of hard work for me to get even with the world again. The next partnership I went into—after I had paid all my debts—was a success from the start, as the experience of previous years had made me extremely cautious.

In 1874 I got married, and my wife and I lived at Bracebridge, Ontario. From this time I date the commencement of my success in life, as I was fortunate in getting a good helpmate.

The following years of lumbering in Canada were full of action, and often of danger. At one time I got separated from the party I was with during a blizzard. There were two matches left in my box. I got behind a rock out of the wind and was pleased beyond measure when the first match started the fire. I rejoined the party the next day much to the surprise of the other men, who were sure I had perished. Another time I was saved by a squaw who

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gave me enough to eat to get back to civilization.

I started in 1880 getting out square timber for the English market and became much interested in foreign trade. We could not find enough big timber for this trade, and I decided to shift operations to Michigan, where the desired sizes of trees could be found. So in July, 1882, I moved to that State, making headquarters at Marquette. At a place afterward called Dollarville I built a sawmill which I sold out after running it five years. This mill had a long and successful career and manufactured lumber for over thirty years.

On the lookout for timber I went over the Northern part of the Ontonagon River country. I walked through the woods of Florence, Wisconsin, having two Indians with me. The trip took us three weeks. At that time the whole country was unoccupied, not a person living in it; now it is quite a farming and agricultural district and has turned out to be the great mineral belt of Michigan.

Along with my other activities in Michigan I started up business for the British Canadian Lumber Co. To say that I was busy does not half express it. To start a corporation of the magnitude of this concern, as well as attend to my own affairs, was a great undertaking. At this time there were in Michigan great tracts of Government land for sale at \$1.25 an acre. I invested every cent I had in this land, and it proved to be a good investment.

I remember well the 4th of July celebration at Dollarville in 1883. As usual, the men got filled up with bad whisky and there was a free-for-all fight. Two of the worst offenders were arrested, but there was no lock-up, so the justice of the peace came to me to know what to do with them. I saw an open box car on the railroad siding.

"Put them in," I said "and lock the door."

This was done. Next morning the justice reported that a freight train had taken the car to Marquette, 100 miles distant. The sequel was that the fellows woke up in the morning and a brakeman opened the door. When told they were in Marquette they took to their heels and disappeared in the town; we were rid of them, at any rate.

We remained in Michigan until 1888. The severe, cold weather was telling on my health, and it became necessary to go to a warmer climate. We decided on California, making our home at San Rafael, while our business headquarters were San Francisco. It took three or four years to finally close our business in Michigan and to sell the land, which amounted to over 20,000 acres.

My brother and I bought, with Mr. Westover, what is called the Meeker tract in Sonoma county—the largest tract of redwood remaining in that country. Here we started lumbering and manufacturing. A part of the land was sold later to the Bohemian Club of San Francisco, which they still use for their grove. I later

sold out my interest to my partners.

I later started a mill at Usal, Mendocino county, and ran it for six years. During that time I found it difficult to get vessels to carry our lumber, so I started investing in vessel property. I contracted for several vessels and also became interested in a large mill at Mukilteo, near Everett, Washington, to supply cargoes for our steamers to carry to China and the Far East. And that is how I got into the shipping business.

I find in my diary for 1887 that during the year I traveled 31,141; 29,000 by water, 1,150 by rail, and 991 with horse. This was considerably more than around the globe. It shows the amount of hustling it was taking to keep my business going.

Robert Dollar.

Wholesale Prices Move Up Faster Than Retail Prices.

Wholesale prices took a sharp rise in May, while living costs moved upward less than a tenth of 1 per cent. This illustrates once more the greater sensitiveness of wholesale prices than of retail prices to changing economic conditions. If the present upward tendency of wholesale prices continues a pronounced rise in living costs will necessarily follow, and after that a

new advance in wages. While there have recently been some sporadic wage increases, the general tendency of wages for railway, mine and factory workers during May has not been upward. These contrasts create a difficult situation for jobbers and retailers and naturally cause them to remain hesitant with regard to forward buying in large quantities. It has been suggested that retailers might do well to call attention to the fact that they are holding their prices down in spite of the advances in the primary markets. In 1920 they were much criticized for not bringing down their prices with the same precipitancy that was noted in the primary markets. Now it is to be noted that they are equally slow in making changes when prices in the primary markets are advancing. Their slowness in both instances is a natural result of modern methods of merchandise distribution.

William O. Scroggs.

Conditions in Central Europe.

Signs that Central Europe is facing an industrial crisis are beginning to multiply. What has been most picturesquely called the "dance of the Valuta," meaning the temporary feverish activity of trade following the depreciation of exchange, is now nearly over. Austria has gone through with one such dance, and after a period

of comparative quiet is having one more frenzied fling, with prospects that it will be of shorter duration than its predecessors, because of greater economic exhaustion. Germany has just had such an experience, and now appears to be suffering symptoms akin to those of the "morning after" in pre-Vö'stead days. Wages and prices are advancing rapidly in order to keep up with the depreciation of the currency, and manufacturers are finding it increasingly difficult to obtain raw materials and to carry out contracts executed in the boom period when prices were lower. Complaints of cancellations of orders are increasing. Higher prices for goods cause depression rather than buoyancy in the markets. Germans are buying British coal and are even sending their ships to British yards for repairs. Foreign goods, especially textiles are beginning to be shipped into the country and are underselling domestic products. All this is the natural result of paper inflation and is a stage through which the country must pass before conditions can improve.

Are you competent? Have you adequate knowledge of how to run your business profitably? If not, you are likely to join the great army of merchants who have made a failure of storekeeping.

Get the Facts Before the Other Fellow Gets Your Money

A SIMPLE precaution, you think, yet because thousands of men and women failed to heed it last year, they lost three quarters of a billion dollars in fraudulent schemes.

Right here in Michigan, where we boast of our hardheadedness and good common sense, swindlers took \$25,000,000 of our savings in fake investments.

Years of toil and sacrifice went into the accumulation of those savings. Had a tenth the common sense gone into their investing, these funds would be earning their owners interest today.

This firm of Investment Bankers wants to do what it can to dam this flow of money into the coffers of the

fakers. Investments is our business. We study markets constantly. We have private sources of information not available to the man in the street.

We can get for you complete and late data about any security you are considering, the corporation issuing it and the men selling it. We will give you our best judgment as to its desirability as an investment, unprejudiced by the fact you expect to buy it elsewhere.

If we can help you invest wisely, you will have more money to invest some day. If you lose all, you may be embittered, and spread a circle of ill will toward all investments among your friends.

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Hold the Careless Responsible For Fire.

Fire Prevention should be studied from infancy. The foundation of fire prevention is through inspection followed by good housekeeping which tends to eliminate gross carelessness.

If we would follow the practice of foreign countries more closely, we would soon see the fire waste reduced one-half of what it is to-day.

In the United States the yearly loss is about \$4.47 per capita. The following table shows what it is in the foreign countries:

Belgium	-----	\$1.02
Russia	-----	.97
France	-----	.74
England	-----	.64
Norway	-----	.55
Italy	-----	.53
Japan	-----	.51
Sweden	-----	.42
Austria	-----	.32
Germany	-----	.28
Netherlands	-----	.11

What is the reason? The law of France provides that every individual is responsible and liable for any acts of his by which any other person sustains any loss by damage or injury, through carelessness or negligence.

This means that if a fire starts on any premises through gross carelessness or through fault of the owner or tenant, all damage done to neighboring property by that fire must be made good. There is no limit to the liability which may extend to an entire block in case of a conflagration.

In Germany they even go further than that. The owner or tenant and also the previous owner or even contractor is held. If the fault is in the construction or was known to exist by the former owner and sold without knowledge to the owner of the property at the time of fire, and if it can be proven that the present owner or tenant had knowledge of defects and they failed to remedy same, they are also held responsible. They not only forfeit their insurance but are made to pay the expense of extinguishing the fire and an extra penalty for their neglect.

A like law applies to other foreign countries.

In this country the general practice is, to write all the insurance the assured requests and when a fire occurs the company often rushes to the loss and pays it without any question and frequently advertises the fact of

quick settlement to sell more insurance.

Why not hold a person liable for damages if he allows a fire to start through his own carelessness, the same as though he injures someone by some other act of carelessness. Make the same law apply to the owners of fire hazards that you do to cities or corporations and you have solved the problem of Fire Prevention.

C. E. Hartford,

State Fire Marshal of Nebraska.

Occupancy Brings Fires To Brick Buildings.

It has been suggested from some sources that municipal fire records, showing more fires, in proportion to their number, in brick and stone buildings than in frame buildings, is evidence that people living in buildings of brick and stone are more careless than those using frame structures. We believe this conclusion is erroneous and so obviously in error as scarcely to require attention. When it is remembered that a vast majority of the frame structures are used for dwelling house purposes while in many cities brick and stone structures are used almost exclusively for mercantile, manufacturing and office purposes, and in all cities, the brick and stone structures house by far most of these latter occupancies, it can be readily understood that the fire expectancy in these buildings will be much greater than in the frame buildings because of occupancy. Into the brick and stone buildings used for commercial purposes in the cities are crowded thousands of fire hazards, sometimes hundreds in a single building, which never reach the dwelling house.

The fire hazard of physical occupancy and not the wall construction are the factors that bring more fires into the frame and brick structures.

Inevitable Result.

"How are the retailers getting along in your town?"

"Everybody fine except Tompkins. You see Tompkins invented such an ingenious theory to prove that the bad times would last five years, and could explain it so eloquently, that he didn't have time to take advantage of the better conditions when they arrived."

Every employee in the store ought to know what is in each of the show windows and what prices are shown on the goods there.

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

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Interest	7,432.58	Surplus Over Liabilities	215,911.70

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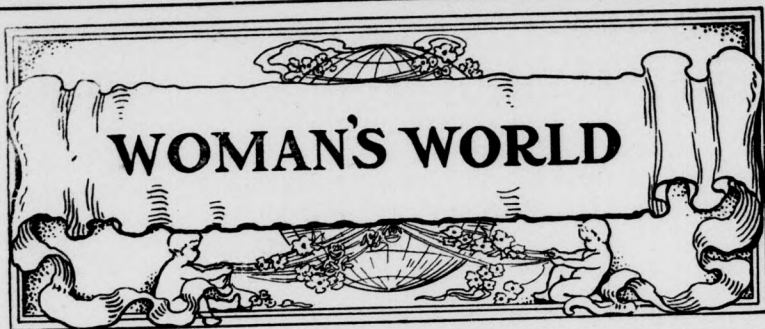
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OUR SLOGAN

BETTER CARE FEWER FIRES LOWER COST



Human Traits in Garden Weeds and Flowers. Written for the Tradesman.

Working in my garden I sometimes think teaches me more about people than anything else I do. Plants are so human in their behavior! Or, if you want to put it the other way, people are so vegetable! A philosopher who often gives me quaint ideas said to me the other day that he believed in evolution mostly because he could find in his acquaintances, and in himself, all the characteristics of animals, vegetables, and even minerals. Which isn't so very strange, perhaps, even without the evolution theory, when you remember that every particle of us is made out of animal, vegetable, and mineral stuff. I suppose the main thing is to get those traits under control and subordinate them to the higher qualities of spirit. But I didn't set out to preach.

This morning I have been wrestling with the docks and thistles which seem bound to grow among my posies. The boy who is helping me with the heavy part of the work insists that all you need to do is to cut them off close to the ground.

"Then they won't show," he says, "and if you keep cutting them off they will get discouraged after a while."

I wish that were true. The trouble is that the roots go way down, sometimes as much as a foot, and if you don't get out every little bit of the root it starts growing again, and first thing you know you have the green leaves poking up again as bad as ever. And digging the roots out disturbs the good things that you have planted around the place.

"Wouldn't it be great," the boy said, "if the things you want to have grow took care of themselves the way the weeds do."

"Of course it would," said I. "But the thing about a garden is that you have to fight to keep the good things growing and root out the things that you don't want. All kinds of farming are just ways of selecting useful things and creating conditions in which they can thrive. Character building is a good deal like that."

"I suppose the docks think they are just as good as the good plants," he observed. "And a man I worked for last summer told me that half the expensive flowers we grow in our gardens are things that folks in other countries call weeds."

Just then I was working over a bed of poppies, and I remembered that the farmers in California are not very much pleased to have their fields full of those beautiful blossoms.

The things that impress me most in working in my garden are, first, the

determination that every kind of plant shows to do all it can to grow and blossom and be the most after its fashion that it can be in the circumstances. The daisies, goldenrod, and ragweed, turned under by the plough, poke themselves out at the edge of the furrow, and then bend up straight as if nothing had happened.

"Hard luck, wasn't it?" they seem to say; "but we found a way to get to the light and air, and here we are."

It seemed a bit cruel to pull them up and dig out their roots after all that trouble and good fight. After all, they were ordered to grow, and they did the best they could. They didn't know that they were in a place where their kind of growing was against the rules of the place. They make me think of certain kinds of people whose manners are objectionable in our day and country, fighting to get a chance for themselves and their children, merely following out the manners and traits that were carefully taught to them in some other country. They think our manners are the "queer" ones.

But the thing that impresses me the most in the garden is the way the things and traits that you do want respond to loving care. I find little seedlings pressed down by stones and sticks, strangled by bind-weed, robbed of food by the dandelions and plantains that smother them; I set them free, and how they do perk up and smile!

And the transplanted things. Night before last I put out some plants that had been crowded in a box. Purposefully I took some of the little ones that had been elbowed aside by big neighbors, and set them out where they would have plenty of room and good sunshine; in a place free from crowding by weeds or even by their own kind. They seemed a little lonesome, and the next morning they lay on the ground rather wilted and frightened looking. But to-day they have straightened up, and smiled at me as I passed. Now they have a good chance I think they are going to be as good as anybody.

I have told this parable before, but it fits right here:

A certain man had two seeds. One he planted in sandy soil, and gave it no water. It grew up spindling and thin, with few leaves and little, feeble blossoms. The other he planted in rich earth and gave it every care. It thrived gloriously, and blossomed to the full.

"Blood will tell!" the man said.

But he forgot, or did not know, that both seeds came out of the same pod!

Prudence Bradish.
(Copyrighted, 1922.)

Profit Insurance

is what you invest in when you place your order for

K C Baking Powder

The price is plainly marked on the label. Your customers accept K C at that price without question. It is never necessary for you to reduce the selling price and take a loss on K C.

Your customers get full value for their money when you offer them

K C Baking Powder

Same price for over 30 years

25 ounces for 25¢

and you can always get your

Full Margin of Profit

The government bought millions of pounds.

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



Cotton Indications and Goods.

All of the discussion and practically all of the speculation in cotton during the past week centered on the guessing of the acreage and condition of the crop as of June 25. A number of unofficial estimates were published. These agreed in only two things. These are that the acreage this year would prove larger than last year's and that the condition of the crop had improved remarkably since the Government's first estimate. At noon tomorrow the official estimate of acreage and condition will be made public. All evidences point to the condition being over 72 and the acreage around 34,000,000. The improvement in Texas is said to be especially notable. If true, this means much, because between one-quarter and one-third of all the cotton in the country is grown in Texas. The infestation by the boll weevil is said to be very general, but the remarkable thing about the matter is the insignificant amount of damage so far done by the bug. Conditions all through this month and next will determine the size of the new crop and meanwhile, there will be all kinds of reports to satisfy all kinds of interests and keep up the zest for speculative work. There was no particularly outstanding feature in the goods market during the week just ended. Prices of gray goods kept high, with occasional spurts of activity. There still appears reluctance to trading far ahead. Finished goods continue somewhat active, with a little less eagerness for gingham and more for the heavier constructions. In knit goods, more is doing in the cheaper balbriggans than in any others.

Wool Prices, Fabrics and Clothing.

Both at the British and Australian wool auctions prices have sagged, even for merinos. It is recognized that it will take quite an effort to prevent further declines. At last accounts the amount of old wool still retained by the British-Australian Wool Realization Association is nearly 1,000,000 bales, or about one-half the amount it took over when formed two years ago. To dispose of the remainder will take, it is believed, more than two years because a great deal of the hunger for wool after the war has been satisfied. The amount that is being yearly grown is very nearly ample to supply any demand likely to be made. A softening of prices has also been noticed in this country for the domestic material. The mills have shown little disposition lately to buy. Production of fabrics indicated a slight increase in May and more looms were reported active on June 1 by the Census Bureau. But the trouble with these reports is that they represent

different totals each month and their value appears at times questionable. Of wide looms for example, those reported on numbered 12,402,036 on March 1; 14,231,543 on April 1; 12,930,564 on May 1, and 13,399,301 on June 1. The goods market was quiescent during the week, with the exception of informal sales of tropicals for next season. Interest centers still on the probable date for the lightweight openings. Both clothing and garment manufacturers are cheered by the promise of better business and are about at the end of their labor disturbances for the moment.

Midsummer Millinery.

Fairly wide brimmed hats continue to hold feminine fancy, and the only shape actually face revealing that is being received at present with any enthusiasm is the turban. Even this shape, according to the bulletin of the Retail Millinery Association of America, takes a tiny visor brim, just to be "in" on things and not as a shade medium. Pokes are showing a tendency toward elongation of the front brim for later on in the season, with narrowing sides, similar to the directoire styles, but the mushroom types continue to have spread sides with an inclination toward a really exaggerated droop.

Cloches are creating quite a stir and promise to accumulate followers in great strength as the season closes and the Fall models take hold. Tam effects promise a little better for late Summer and early Fall, and are reviving somewhat after a long period of quiescence.

Body straws have reached the peak and will probably hold to this high record through the next fortnight, and then will be superseded by the light silken fabrics. Canton crepes promise to sell well into August, particularly in black. Georgettes are gradually dropping behind. Hats of wash materials have not been selling very well up to the present, and promise no better for July, with a few organdies passing. Chillier weather materials are appearing, particularly velvets. Satins are proving good trade stimulants.

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.

SEMI SOFT COLLARS

One of the biggest selling items in your furnishing department. We have the Mark Twain line in such good selling styles as Don, Rudd, Sawyer, Pilot, MarKay. The last word in soft collars for appearance, style and comfort.

All sizes in stock at all times.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Tom Wye BATHING SUITS

"Tom Wye,
Is the reason why
Some dealers are happy,
And others sigh."

Tom Wye bathing suits are made in two grades. Both grades are made of the same quality all pure wool.

\$36.00 heavy. \$28.50 medium.

Daniel T. Patton & Company

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

The Men's Furnishing Goods House of Michigan

JULY CLEAN UPS

See our PINK CIRCULAR just out or come and visit us for real bargains in Spring merchandise which we are cleaning up at this time.

You should buy and take delivery of at least part of your fall merchandise now—you won't regret it.

GRAND RAPIDS DRY GOODS CO., WHOLESALE ONLY

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 salesmen.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

A Trip Through the Upper Peninsula.

Lansing, July 3—I have planned for the month of July a membership trip through the Upper Peninsula. I plan to leave Lansing by auto Saturday, July 8. We have recently sent a personal letter with membership list, etc., to about 100 dry goods merchants in that part of Michigan and it is my desire to call upon all of them before returning to Lansing. If any of our members have acquaintances among the dry goods men of the Upper Peninsula, I would consider it a great favor if you would write a personal letter to them, recommending our Association and calling attention to my prospective visit. I would also be glad to have you send me a copy of any letters you may write. A communication of this kind may make it very easy for me to secure a member and if you can render any service of this kind, please do so at once so that the letter may arrive in advance of my call.

We notice that another bad check artist has recently been operating in Bridgeport, Conn. If Virginia Wainwright was not at present residing in the Detroit House of Correction, we would be inclined to believe from the description of the woman and method of operation, that she was again at large and successfully conducting her former business. It seems unnecessary to repeat in full the description given in the bulletin. Our members have been warned so frequently that the only admonition we care to give in this letter is to be on the lookout for this class of swindlers. Every few days one is reported to us.

Our Washington Secretary calls our attention to the decision of the Supreme Court in the case of Standard Fashion Co. vs. Magrane Houston Co., which held that the practice of

selling patterns for resale at stipulated prices and compelling purchaser to refuse to sell patterns of a company other than the plaintiff is in violation of section 10 of the Clayton anti-trust act.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

Belgian Lace.

One of the world's esteemed industrial art productions is the lace of Belgium produced for over 400 years. At present the making of hand-made lace is at a low level, whereas in 1870 there were as many as 150,000 workers. Before the war there were 45,000 and now there remains 30,000 lace makers in Belgium, the decrease growing since the armistice and being due to the extensive employment of female labor in factories. Lace making, and it is chiefly carried on in East and West Flanders, is essentially a home industry. Numerous convents and schools instruct in lace-making and turn out skilled workers. A serious source of competition for Belgian hand-made lace is the embroidered machine-made lace from Germany, France and England, and there is German competition in other laces. Machine-made lace has not been extensively produced in Belgium but the industry has been extended since the war.

Your success in business is going to depend upon how much of yourself you put into it, how heartily and enthusiastically you go about the work.



The Genuine NAPA GOAT

Bears this Trademark

"Look for the
Goat head"



NAPA GOAT is the trademarked name of a special, oil-tanned leather made exclusively by the National Glove Company. Every pair of Napa Goat gloves bears the National Goat Head Trademark.

Compare the "feel" of this genuine NAPA GOAT leather with any other leather glove put out under the Napa name and you will at once be impressed with the soft, wearing, quality-feel of this original NAPA GOAT. The special oil-tannage makes these gloves soft, pliable, water-resistant and tough.

If you want to handle a glove that will sell—and sell fast, you want NAPA GOAT. Order through your jobber. Or, if he does not handle them, write us.

THE NATIONAL GLOVE CO.
926 E. Main St. Columbus, Ohio

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.

Van Dam



10¢
A RARE
SWEET
SMOKE

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.

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



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.

Old Man and a Pair of Cleavers.

An old man, his shoulders bent with age, entered a market in a neighboring town. The proprietor was waiting on a customer. A little boy who had fallen down and torn his clothing was crying loudly. Between his bursts of grief and fear of what was likely in waiting for him when he got home, he managed to say he wanted a pound of chopped beef. The old man, sizing up the situation, suggested to the butcher that he be permitted to chop the meat. The butcher looked at the speaker doubtfully.

"I had a market once," explained the old man. "I knew how to handle the cleavers, too, and could drum as fine an accompaniment to a street organ as you ever heard."

He picked up a cleaver by the end of the handle, tossed it a few feet in the air, at the same time giving it a revolving motion and, as it came turning over and over in its descent, deftly caught the extreme end of the implement on the palm of his hand and balanced it, while the butcher looked on in astonishment.

This butcher is one of those silence-and-fun gentlemen. He enjoys things without saying so. He is as sparing of his words as of his dollars. In this case, while his face showed satisfaction at the old man's performance, he did not utter one syllable, but picking up a chunk of beef laid it on the block and went back to the customer he was serving.

In the meantime the crying of the boy was growing less violent, and the sudden burst of woe were less frequent. The old man picked up another cleaver, clashed the flat sides of the two blades together and then brought them down into the beef. Then he began chopping, slow at first, and then faster and faster, until it gave the effect of a locomotive tearing along at a mile a minute. Then he began to drum. He was a magician with the cleavers. Suddenly the rapid drumming ceased, and in its place came a sound like the clatter of horses' hoofs on the pavement. Then came his best imitation, that of a pile driver. The imitation started with the solid piece of iron ascending, and was made with a tattoo of the cleavers, first slowly and gradually faster, until it had reached the place where it is released for the descent. The

release effect he produced by clashing the blades together sharply. Then the cleavers were worked rapidly into the meat, giving the effect of the iron descending, and the sound of the iron pounder hitting the log was made by stamping the foot sharply on the floor.

By this time the meat was well chopped, and the old man laid down the cleavers. The boy had stopped crying. The customer was looking on in wonder, and the butcher was lighting a cigar.

"It isn't so much what you were, it's what you are to-day," said the old fellow, "and I'm as good a man to-day as any of 'em, but I'm in hard luck. There's a job waiting for me in Newark, and I need money to get there. It ought to be worth that to you. I've chopped your meat and soothed the boy, and showed you some tricks. Do I get it?" He did.

The Virtues of Mint.

The most agreeable sensation is the warmth carried to the stomach. Liquors warm the stomach before exciting the brain. A substance which carries warmth to the stomach without affecting the brain would produce the same pleasing effect without harmful results. Mint is a plant which grows in great abundance and will warm the stomach and will not affect the brain. The fruit which grows the most in abundance, one whose flavor is delicate and pleasing, a fruit protected well by nature, and whose blossom is the most beautiful in the world, is the apple. The apple juice unfermented, which of itself is cold to the stomach, if mixed with the mint, the mint will not only warm it but accentuate the flavor and produce the most delightful beverage in the world.

Marie LaSalle.

Spuds grow in the ground, and you have to dig for 'em.

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



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

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.

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

Hopes Marconi Isn't Discouraged.

Detroit, June 27—If Martian scientists only knew how much anxious trouble is being expended to establish communication between the planets, surely they would turn loose a little conversation for the waiting ear of Guglielmo Marconi.

It does seem too bad with Mars only 40,000,000 miles away, as the red planet was reported to be a few days ago, that something could not be done to satisfy the curiosity of those of us mortals who would like to know whether the Martians have found any means of meeting the mosquito pest, to remove ants from lawns and inefficient legislators from public service.

So far all the imaginary accounts of Martians supplied by the novelists and experimenters, from Wells up or down, have left us all cold. Their speculation always pictured the inhabitants of Mars as being either too advanced or too backward to be interesting. Generally speaking the average conception of a Martian is of a two-legged being in pan's, or their equivalent, with or without whiskers, but in appearances and civilization something similar to our own.

That this may be all wrong, that there may be no Martians, that they may have six legs apiece and eyes in the back of their heads makes not very much difference, presumably, to this generation, anyway. But it would be a matter of general satisfaction if Mr. Marconi could satisfy himself and the world that there is a voice on a planet 40,000,000 miles away which shares our curiosity and also our inventive progress. It is not a very safe subject for jest. We earth-born have no means of knowing how far radio travels, and there is nothing to prove that the ether does not carry song and story from here to the incomprehensible limits of the universe. In which case, and supposing the Martians to have listened in, they must have gathered a fair idea of our civilization from the meals we like to eat to the songs we like to hear.

What after all, is a distance of 40,000,000 miles between radio stations?

I sincerely hope Mr. Marconi will not be discouraged because nothing has rewarded his vigil. With virtually every one listening, it is quite obvious that if there is anything to hear some one some day is going to hear it.

Luke Lawrence.

Domestic Life Tragedies.

Grand Rapids, June 27—The children's bureau of the United States Department of Labor wanted to find out what happens, as a rule, to the child of the mother who is obliged to work at gainful employment. Accordingly, conditions were studied in 843 Chicago families of this class, in which there were 2066 children ranging in age from fourteen downward. It was found that in such instances the child is confined to the care of a day nursery or of older children or left with relatives or friends—or compelled to shift for itself. The survey showed, in a word, that such children usually are placed under an unfair handicap, commonly resulting in their undernourishment and backwardness in their studies at school. One-third of this group of children were found to be in classes with younger pupils, even then being slow to learn.

But what other finding should have been expected? It is as reasonable as sad that children who are denied a mother's personal attention for long hours daily will not enjoy the vitality of better cared-for children and that they will not do so well in school. The day nursery is an excellent institution, one which makes it possible for many mothers to retain possession of their children; but a day nursery, however efficient its management can never take the place of the mother. Her office is one for which there is no substitute.

Conditions found to exist in this class of families in Chicago doubtless would be met in every city where a

similar enquiry were made. The wage-earning mother is given relief in various ways, but her problem is one of the sort that never will be fully solved unless a plan is evolved making it possible to keep mother and children together. The Washington bureau has merely called attention to one of the numerous every-day domestic-life tragedies from which there is only partial and limited escape.

M. W. H.

In the Fertilizer Sack.

Much of the profit in the growing of potatoes is found in the fertilizer sack. Earl Jones, crop specialist of the Ohio State University, in a four page pamphlet just issued, explains the reason for the difference in yield in Maine where the average crop is 199 bushels and in Ohio where it is 79 bushels and gives much of the credit to the use of fertilizer. Says Mr. Jones: "Maine is farther North and the climate is somewhat better suited to potatoes. The growers there, having made their crop a specialty, use somewhat more advanced method of seed selection, culture and spraying. The main difference, however, is that the Maine farmers, particularly in Aroostook county, apply about a ton of complete, high-grade fertilizer to the acre."

Early Potato Crop Larger.

After the distressing experience of potato growers caused by the failure of the Division of Crop Estimates of the U. S. Department of Agriculture to estimate the potato crop correctly last fall it is difficult to put faith in its figures. However, according to the Department's figures the early Irish crop will be about 39,168 cars of 200 barrels each in the early producing states along the Atlantic coast from Virginia to Florida and along the Gulf to Texas. This is a gain of 13 per cent. over the harvest of 1921. Virginia has a forecast of about one-half of the crop, with Florida, South Carolina, North Carolina, Alabama, Louisiana, Texas, Georgia and Mississippi ranking next in order named.

Survey of Potato Crop.

Relation of the potato crop to the other cash crops upon the farm is to be made the basis of a co-operative study in Kent, Montcalm, Wexford, Emmet, Antrim and Charlevoix counties by the county farm bureaus and the farm management department of the Michigan Agricultural College. G. E. Culver is in charge of the work. Cost data will be obtained and farmers co-operating in the work will be required to keep detailed records of every item of expense. The information will be available to the farmers in the fall and used at the college for instruction purposes.

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

TAKING INVENTORY

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

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

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



Michigan Retail Hardware Association.
 President—Charles A. Sturmer, Port Huron.
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 Treasurer—William Moore, Detroit.
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Catering To the Trade of the Summer Camper.

Written for the Tradesman.

The trade of summer campers has this peculiarity, that it can be handled from either of two ends. It presents opportunities to the hardware dealer in the home town; and it also presents opportunity to the hardware dealer carrying on business in more or less close proximity to any resort frequented by tourists or campers.

The home town dealer will do his best to completely and adequately outfit the camping party. When this is done the campers are sure to discover new and unthought-of needs; and these open opportunities for the local hardware dealer in a position to cater to this class of trade.

Of course the first requisite for the summer camper is a tent. Tents are carried by many hardware dealers; although some make a practice of securing these goods for their customers only on special order, and do not carry them in stock. These dealers count more on furnishing incidental equipment than on the tent itself.

In the line of incidental equipment, there are numerous opportunities. A small camp stove will usually be needed. Perhaps an oil stove will do. Perhaps the party may want a gasoline model. If the trip is of but short duration the campers may plan to cook on an open fire. This is not the most efficient or successful method for "green" campers, though it involves a lot of fun for people philosophically disposed. With an open fire, a pot must be carried; also a supply of can openers.

Camp stools, too, are needed—also lanterns and flashlights. Then, too, every camp should be equipped with tools. Were you ever in a camp where there was no hatchet? The center pole of the tent slips the first night from the imperfectly cut crutches on the end of the supporting poles; the tent pegs are continually slipping, not having been properly driven into the earth; no firewood can be cut—and the principal amusement in that camp is reviling the man who was charged with the responsibility of securing a hatchet and failed to do so.

For the hardware dealer to successfully appeal to intending campers, a well-arranged display will be helpful. This display should be so designed as to suggest most or all of the needful

articles. Perhaps a miniature tent can be erected in the foreground, with a camp fire laid close by. A canoe might be shown, and assuredly there should be fishing poles. Camping out parties usually seek a stream or lake; and fishing almost always enters into their plans. Fishing tackle is, consequently, one of the lines to feature. Paddles should be shown, also; baseball equipment will usually appeal to the larger parties; and of course culinary equipment should be displayed.

A large city firm has adopted a novel method of securing the patronage of fishermen. This firm sells bait, to catch the angler's trade. In one of the store's large windows there is shown a huge aquarium with countless minnows swimming about. No one passing the store can miss seeing this display. To the fisherman who uses this kind of bait the display is exceptionally attractive. He may not wish to buy at the moment; but when he does he is pretty sure to remember that store.

"I do not believe we make much from handling the minnows," the hardware dealer states frankly. "That is, not in the way of direct profit. We pay 1¼ cents for a minnow. We sell them at 25 cents a dozen. That leaves us only a few cents gross profit, hardly enough to repay us for our trouble. But we benefit in other ways. To begin with we sell a great number of bait pails. Some of those who come for the minnows bring pails, but the majority expect to buy them here. You see, we are near the station. Many, when they decide to go to the lake, get their whole equipment here and walk right to the train. We sell a lot of rods and lines; and we get a great part of this trade because we handle and feature the bait."

Thermos bottle are a popular line for campers and picknickers. But a thermos bottle is incomplete without cups; and while few hardware dealers handle the ordinary cups, there is an excellent opportunity to push the sale of collapsible aluminum cups, which are light and convenient to carry.

At the other end of the line, opportunities await the hardware dealer conveniently situated to the scene of a summer camp, or in any place frequented by summer tourists. Discussing this trade, a hardware dealer writes:

"The first essential to tourist trade is—tourists. If you haven't got them, circulate among your neighbors and form a tourist association, a development league, a boosters' club, call it what you will, but see that it works. If your town has attractions, good fishing or hunting, pretty scenery, or anything that is at all remarkable or

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.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes
GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

desirable, put it forth that all may know and very soon you will have real tourists and a good tourist trade.

"In catering to this trade, several things are necessary. Study your locality. There may be local products you can feature at a profit; or the tourists who come your way may have special demands or desire particular articles. A special line of pocket cutlery can often be secured, stamped with the name of your town or village or some public building engraved on the handle, and this sold as souvenirs. Other lines of useful souvenirs can be procured and kept on display during the summer season.

"A very good trade can be done with visitors if you have good fishing in your vicinity. Make good displays and advertise the fact that you can give information as to the best places to visit to get good sport. During the hunting season similar methods can be employed.

"Where they are available, native curios, such as Indian made wares, basket work or stone or wood work, will all find a sale. On special occasions, such as the Fourth of July, or at fair time, celebrations, etc., make good displays of these lines in your show windows.

"I have had some years' experience catering to the tourist trade, and have found that efforts along these lines produce good results. In our community we have a development league with a permanent secretary, whose work is to advertise the various attractions of the surrounding country. This official is paid out of subscriptions from the merchant's and transportation companies who will benefit most from this class of trade. Our first effort is to get the tourist here; then if we have what he wants we reap the benefit."

A small town hardware dealer whose place of business is within easy distance of a summer resort does an exceptionally large business in the line of goods required by campers, through his assiduity in finding out just what is needed. He has occasion to deliver goods to some of the cottages practically every day, and frequently looks after the deliveries personally. By talking to his customers he soon learns in what respects their equipment is lacking. One needs a new gas or oil stove, another requires lanterns, etc. The summer cottager or camper will frequently put up with discomforts rather than walk to the nearest village to secure the things he needs. But this dealer, in place of inviting the prospective customer to come to his store, on his next trip takes down samples of various articles needed. Usually he sells to the prospect; quite often he makes additional sales to other campers who see the goods.

Lanterns are a good line to push, both in the home city and the summer resort town, in catering to the trade of campers. Usually flashlights can be linked up in the same display. Display is necessary to push these goods. Thus, you can make a display of a camping scene. Put up the front fly of a tent in the back of the window. On the left side put three small logs,

to form a kettle support. Hang a kettle from this support; and under the kettle put a few twigs and bits of brush, with a red electric bulb under tissue paper to represent the fire. One or two fishing rods, an ax or hatchet, a pack-basket, a rifle—a few well selected articles from your sporting goods stock. Then lanterns and flashlights. Light them at night and you have a display that will halt every passer-by.

Victor Lauriston.

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

TEAM NETS

\$1.45 to \$2.20 Each

HORACE D. SHIELDS
6-8 Commerce Street Grand Rapids, Michigan

Add Ten Pay Checks

To your pay roll by enrolling for
SUMMER SCHOOL

McLellan University

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

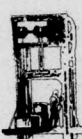
Why not get the start of the less ambitious?
Why not start earlier and earn \$200 more?

You Make
Satisfied Customers
when you sell
**"SUNSHINE"
FLOUR**

Blended For Family Use
The Quality Is Standard and the
Price Reasonable

**Genuine Buckwheat Flour
Graham and Corn Meal**

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



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

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

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

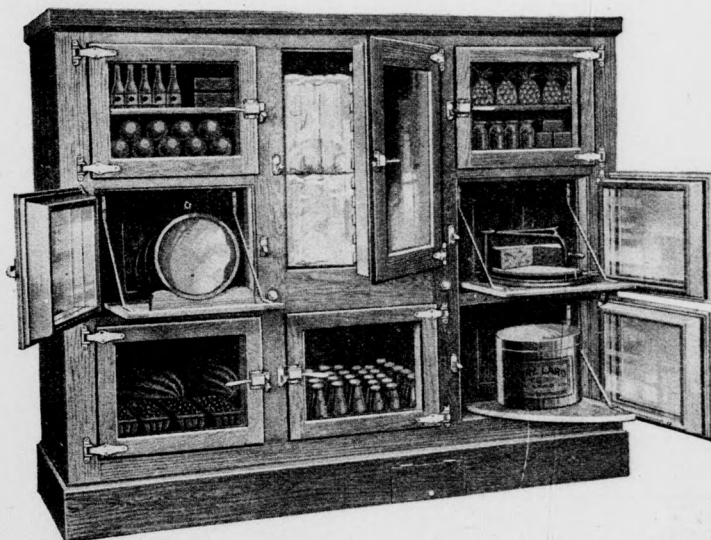
at

Popular Prices

Write or Wire

Grand Rapids Knitting Mills
Grand Rapids, Mich.

"DRY-KOLD" REFRIGERATORS



Meat Coolers, Complete Market Fixtures, "Freezer" Display
Counters.

REFRIGERATORS FOR ALL PURPOSES.

Send for Grocers' and Butchers' Catalog No. 12.

THE "DRY-KOLD" REFRIGERATOR CO.
Manufacturers

NILES

MICHIGAN

RYZON

BAKING POWDER

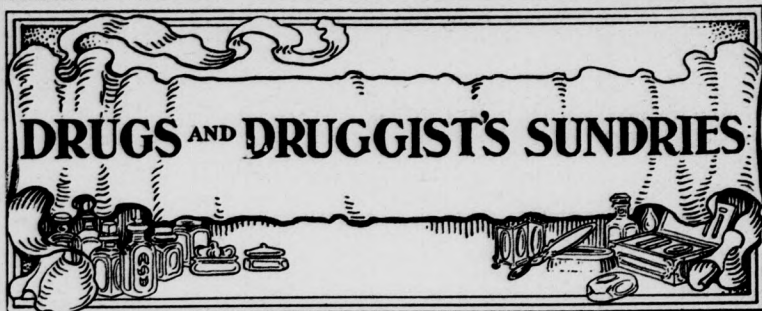
Not merely baking
powder but increased
leavening power.
The special process
of manufacture is
the reason.

RYZON is an improvement over old-fashioned powders. It has more raising power, is a slow, steady raiser. It retains its full strength to the last spoonful.

Order
from your
jobber today.

REG. U.S.

PAT. OFF.



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.

Sesame Seed Oil Provides Food and Fuel.

It will be remembered that Ali Baba had come by lucky accident to know the magic words "Open sesame!" by which he was enabled to enter the wonderful cave wherein the wealth of the robbers was stored.

Sesame is the seed of a kind of grass and in the Orient it is of great economic and commercial importance. We, in this country, are not familiar with it, but the Department of Agriculture thinks that the plant might be advantageously introduced and grown in the United States.

The seed contains 50 per cent. of oil, which in India is used to make a kind of butter called "ghee." Also, in that country, it is utilized for cooking, as a substitute for kerosene in lamps, for soap-making and as medicine.

Sesame is grown on an enormous scale in Southern India, where, in the rural districts, there are thousands of small mills for expressing the oil. Nearly every village has one or more such mills, operated by one or two bullocks. The oil is clear and limpid, yellow in color, and with an agreeable flavor somewhat resembling that of olive oil.

The Chinese, lacking an adequate supply of animal fats, turn to vegetable oils, which are their butter and lard. In their country, as well as in India, the "cake," or residue from the oil presses, is turned to valuable account as cattle feed. The oil enters into the manufacture of perfumes and drugs, and in Syria it is used in the preparation of a sweetmeat called "halari."

Heart Disease Leads.

The latest figures gathered by the United States census show that heart disease is steadily increasing its lead over all maladies as a killer. Tuberculosis, which so long held first place, is slowly but steadily losing its grip, although it took 107,000 lives in this country last year.

Bright's disease came next, killing 69,477 persons; cancer followed with 68,551; then apoplexy with 65,951 and pneumonia with 64,493 deaths.

It appears, then, that these four diseases now stand about equal as destroyers of human lives in the United States. Cancer, however, is gaining so steadily and rapidly that it threatens before very long to rival heart disease as a filler of graves. A frightful prospect, truly.

Apoplexy, which means brain hemorrhage, shows a tendency to increase. It attacks at all ages, but most commonly after sixty, the heaviest death rate from this cause being between seventy and eighty.

Glove For Tongue.

A glove for the tongue has been newly patented by Gaitley Guise, of Riley, Ind. He calls it a "tongue shield," and it is designed to enable the wearer to escape the unpleasantness of castor oil or other bad-tasting medicine.

The contrivance might be said to have the shape of a miniature slipper without any heel portion, but when placed over the tongue is inverted. The tongue is inserted into the "toe" part and the back part of the "sole" extends over the top of the tongue toward the throat.

The device is made of thin sheet rubber, so as to be liquid-proof, and is so constructed as to fit the tongue snugly without discomfort. When medicine is taken it passes into the throat without affecting the sense of taste, so that all unpleasantness is obviated.

Don't be too anxious to retire from active work. The country is full of retired business men who are dying by inches.



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.

Popular Fiction

Light Reading for Hot Days

With the first days of summer, the retail druggist finds the demand for popular copyright books increased to a large extent. He can meet the call by carrying a liberal assortment of the standard editions published by the two leaders,

Grossot & Dunlap and the A. L. Burt & Co.

We carry all the leading titles, including the very latest, just off the press.

Hazeltine & Perkins Drug Co. 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



A Valuable Impression

A 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.

Items From the Clover and of Michigan.

Sault Ste. Marie, July 3—The Soo celebrated a dry and sane Fourth with nothing going on except the horse races at the agricultural grounds. This is the first year for some time that the eagle did not squeal on the Fourth of July. However, this will help our neighboring towns, which planned to have big doings and will profit by our mistake.

The merchants in Soo, Ontario, are feeling 100 per cent. optimistic now that the steel plant is running full blast again. The big orders received lately will put the mill's back again on their capacity basis. More than 300 men were taken on again last week and within a few days the full force will be on the job. This will mean prosperity for an indefinite period.

"The number of square people, not the number of square miles, make a country great."

We were pleased to receive a visit from our old friend, Hon. Suel A. Sheldon, who is working Cloverland for a month. Everyone was glad to see him and to renew his subscription to the Tradesman for another year. An unusual incident happened, however, during his visit at Dafter. Mr. Sheldon succeeded in getting a goodly number of subscriptions from the merchants there and also talked "safes" which he is selling as a side line. The next day it was reported that a safe at Dafter had been burglarized, which is a good prospect for the purchase of a new safe. As the saying goes, "It's an ill wind that blows nobody good."

Calumet is figuring on entertaining several thousand visitors who are expected there on the Michigan pikers' meetings. One of the features of the meetings will be a joint trip to the tip of Keweenaw Peninsula for an inspection of the proposed National park.

W. P. Freleigh, the well-known cigar salesman for the Woodhouse Co., Detroit, was a business visitor here last week.

The Delta Hotel, at Escanaba, has changed hands. Burns & Clary, local business men, are the new proprietors. Mr. Hemley, the former manager, left for the West, where he expects to reside.

J. C. Gannon, of the Gannon Grocery Co., of Marquette was a business visitor here last week in connection with the local branch.

William Talbot, of Stalwart, was a business visitor this week, taking home supplies for the Fourth.

Iron Mountain will soon have the new water system finished which is being installed in Kingston Heights. It will have a filtering plant and the cost of the new project will be in the neighborhood of \$70,000.

The excursion on the steamer Missouri from Chicago, which arrived here last Thursday on her first trip for the season, was somewhat of a disappointment on account of the small number of passengers carried. The Missouri made a stop at Mackinac Island to let off some of the passengers, who were picked up on the return trip.

The city council of Ironwood voted to establish a bus line between the down-town district and the suburb locations. Two buses will be purchased to take care of the traffic.

The new clothing store of Cowell & Burns was formally opened to the public Wednesday, June 28. The new store is equipped with a popular line of men's clothing and haberdashery. The hustling proprietors are feeling very optimistic over their new venture which promises to be a success.

"No prediction that the U. S. was going to the dogs has ever been true."

T. L. Durocher & Sons, contractors, were awarded the \$40,000 contract on the breakwater extension at Marquette. Walter Durocher is in charge of the work.

Whitefish is now in telephone connection with the Soo, the coast guards

having put up the private line from Grand Marais.

Nels. Hall, one of our hustling business men and a prominent member of the Civic and Commercial Association, entertained a number of friends at a whitefish dinner at Salt Point last Sunday. His fish dinners are getting to be very popular and are greatly enjoyed by those who are fortunate enough to get in on the trip.

"The moon moves about 35 feet a second, but moonshine moves more feet than that."

William G. Tapert.

Sign No Contracts For a Stranger.

Certain wholesale jewelry houses have become very rich selling cheap jewelry to retail dealers on contract. The contracts usually provide for assortments ranging from \$200 to \$500. The goods are not saleable to anyone but people of very small means and most of the goods soon become so tarnished and shopworn as to be unsaleable. A keen observer in the mercantile business who recently had an interesting experience with one of the houses which sells cheap jewelry on signed contracts, instead of by the usual and legitimate way of selling goods, writes the Tradesman as follows:

I have no patience with a concern that is so honest and conscientious that it seeks to tie a dealer up with a contract which gives it every advantage. If a jobber in any other line attempted to make these same country dealers sign a contract every time they ordered a bag of sugar or a few dollars' worth of groceries, they would resent it, but they will permit a total stranger to come in and sew them up on cheap jewelry that must carry the jobber from 100 to 200 per cent. profit and does not give them any chance to cancel or return, as they can with other legitimate dealers selling them staple goods on a very thin margin. I believe that the small dealer should be protected and warned against this class of contracts and I believe you can be of real service to your readers in the matter, the same as you have been in other matters so many times in the past. This may not be a bare-faced swindle, but it is not a good proposition for most people to go into and they are the ones you are trying to protect.

The points made by the writer of the above warning are well taken and the Tradesman cheerfully subscribes to the doctrine advocated by the correspondent. There is no sense in any merchant tying himself up by contract to buy a special assortment of goods which he does not understand and which he cannot handle to advantage. Any merchant who permits himself to be wheedled into signing any kind of a document for a stranger has only himself to blame if he finds himself in dire trouble before he gets through with the deal.

It is said that time is money; then for Pete's sake, spend it where it will buy the most.



How ROYAL Helps the Grocer

Royal Baking Powder adds to the grocer's profit by helping him to sell many other products as well.

Every advertisement of Royal Baking Powder sells other goods and increases the grocer's business. Flour, sugar, butter, eggs, all are sold by the influence of Royal advertising.

ROYAL Baking Powder Absolutely Pure

The best known—the best liked—sells itself

Contains No Alum—Leaves No Bitter Taste

Our Silent Salesmen

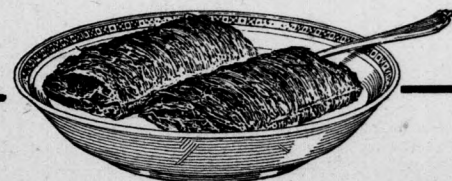
It would cost a lot of money to send your salesmen into every home in your city to sell

Shredded Wheat

We create the demand for you through our silent salesmen—newspaper advertising and sampling. We put a free sample package of this food in every home at some time during the year. Years of advertising have given Shredded Wheat the largest distribution of any cereal food. This means quick turn-over for you at a good profit. Your willingness to co-operate can be shown by always keeping in stock a fresh supply of Shredded Wheat.

MADE ONLY BY

The Shredded Wheat Company, Niagara Falls, N. Y.



GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Baskets	Lamb
Cheese	Mutton
Veal	K C Baking Powder
Peanuts	
Sago	
Pork—S. P. Bellies	
Cal. Hams	
Lamb	

AMMONIA
Arctic Brand
16 oz., 2 doz. in carton, 1.75
per doz. 1.75
1 X L. 3 doz., 12 oz. 4.05
Parsons, 3 doz. small 5.00
Parsons, 2 doz. med. 4.35
Parsons, 2 doz., lge. 6.70



AXLE GREASE
48, 1 lb. 4.25
24, 3 lb. 5.50
10 lb. pails, per doz. 8.20
15 lb. pails, per doz. 11.20
25 lb. pails, per doz. 17.70

BAKING POWDERS
Calumet, 4 oz., doz. 97¢
Calumet, 8 oz., doz. 1.95
Calumet, 16 oz., doz. 3.35
Calumet, 5 lb., doz. 12.75
Calumet, 10 lb., doz. 19.00
K. C., 10c, doz. 92
K. C., 20c, doz. 1.80
K. C., 25c, doz. 2.30
K. C., 5 lb., doz. 6.85
Queen Flake, 6 oz. 1.35
Queen Flake, 50s, kegs 11
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2.70
Royal, 12 oz., doz. 3.20
Royal, 5 lb., doz. 8.20
Rumford, 10c, doz. 95
Rumford, 6 oz., doz. 1.85
Rumford, 12 oz., doz. 2.40
Rumford, 5 lb., doz. 12.50
Ryzon, 4 oz., doz. 1.35
Ryzon, 8 oz., doz. 2.25
Ryzon, 16 oz., doz. 4.05
Ryzon, 5 lb., doz. 18.00
Rocket, 16 oz., doz. 1.25

BLUING
Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. Case (15c) 3.75

BREAKFAST FOODS
Cracked Wheat, 24-2 4.85
Cream of Wheat 7.50
Pillsbury's Best Cerl 2.20
Quaker Puffed Rice 5.40
Quaker Puffed Wheat 4.30
Quaker Bfst Biscuit 1.90
Ralston Purina 4.00
Ralston Bran 2.70
Ralston Food, large 3.60
Ralston Food, small 2.90
Saxon Wheat Food 4.80
Shred. Wheat Biscuit 3.85

Post's Brands.
Grape-Nuts, 24s 3.80
Grape-Nuts, 100s 2.75
Postum Cereal, 12s 2.25
Post Toasties, 36s 2.85
Post Toasties, 24s 2.85

BROOMS
No. 4, 4 String 4.00
Standard Parlor 23 lb. 5.60
Fancy Parlor, 23 lb. 7.00
Ex. Fancy Parlor 25 lb. 8.50
Ex. Fcy, Parlor 26 lb. 9.00
Toy 2.00
Whisk, No. 3 2.25
Whisk, No. 1 3.00

BRUSHES
Scrub
Solid Back, 8 in. 1.50
Solid Back, 1 in. 1.75
Pointed Ends 1.25
Stove
No. 1 1.10
No. 2 1.35

Shoe
No. 1 90
No. 2 1.25
No. 3 2.00

BUTTER COLOR
Dandelion, 25c size 2.85
Nedrow, 3 oz., doz. 2.50

CANDLES
Electric Light, 40 lbs. 12.1
Flumber, 40 lbs. 12.8
Paraffine, 6s 14.4
Paraffine, 12s 14.4
Wicking 40

CANNED FRUIT.
Apples, 3 lb. Standard 1.75
Apples, No. 10 5.50
Apple Sauce, No. 2 2.35
Apricots, No. 1 1.90 2.00
Apricots, No. 2 2.25
Apricots, No. 2 1/2 2.50
Apricots, No. 10 9.00 13.50
Blueberries, No. 2 2.50
Blueberries, No. 10 15.00
Cherries, No. 2 3.00 3.50
Cherries, No. 2 1/2 4.00 4.95
Cherries, No. 10 13.50
Loganberries, No. 2 3.00
Peaches, No. 1 1.85
Peaches, No. 1, Sliced 1.40
Peaches, No. 2 2.75
Peaches, No. 2 1/2, Mich 2.60
Peaches, 2 1/2 Cal. 3.00 3.75
Peaches, No. 10, Mich 7.75
Peaches, No. 10, Cal. 10.50
Pineapple, 1, slic. 1.60 1.75
Pineapple, No. 2, slic. 2.90
Pineapple, 2 1/2, slic. 2.25
Pineapple, 2 1/2, sliced 3.90
Pineapple, No. 2, crus. 2.25
Pineap., 10, cru. 7.00 10.00
Pears, No. 2 3.25
Pears, No. 2 1/2 4.25
Plums, No. 2 2.25
Plums, No. 2 1/2 3.00
Raspberries No. 2, btk. 3.25
Rhubarb, No. 10 5.25

CANNED FISH.
Clam Ch'der, 10 1/2 oz. 1.35
Clam Ch., No. 3 3.00 3.40
Clams, Stamed, No. 1 1.75
Clams, Mined, No. 1 1.50
Finnan Haddie, 10 oz. 3.20
Clam Bouillon, 7 oz. 2.50
Chicken Haddie, No. 1 2.75
Fish Flakes, small 1.35
Cod Fish Cake, 10 oz. 1.85
Cove Oysters, 5 oz. 1.45
Lobsters, No. 1/4, Star 4.50
Lobster, No. 1/4, Star 2.75
Shrimp, No. 1, wet 1.75
Shrimp, No. 1, dry 1.75
Sard's, 1/4 Oil, k. 4.25 4.75
Sardines, 1/4 Oil, k'less 3.85
Sardines, 1/4 Smoked 7.00
Sardines, 1/4 Mus. 3.85 4.75
Salmon, Warrens, 1/4 2.75
Salmon, Warrens, 1 lb 4.00
Salmon, Red Alaska, 2.85
Salmon, Med. Alaska 2.00
Salmon, Pink Alaska 1.45
Sardines, Im. 1/4, ea. 10 2.25
Sardines, Im. 1/4, ea. 25
Sardines, Cal. 1/4 1.75 2.10
Tuna, 1/4, Albocore 90
Tuna, 1/4, Nekco 1.65
Tuna, 1/4, Regent 2.25

CANNED MEAT.
Bacon, Med. Beechnut 2.40
Bacon, Lge. Beechnut 4.25
Bacon, Large, Erie 2.25
Beef, No. 1, Corned 2.70
Beef, No. 1, Roast 2.70
Beef, No. 1/2 Rose Sil. 1.75
Beef, No. 1/2 Qua. sil. 2.25
Beef, No. 1, Qua. sil. 2.35
Beef, No. 1, B'nut sil. 5.70
Beef, No. 1/2 B'nut sil. 3.15
Beefsteak & Onions, 1s 3.35
Chili Con Ca. 1s 1.35 1.45
Deviled Ham, 1/4s 2.20
Deviled Ham, 1/4s 3.60
Hamburg Steak & Onions, No. 1 3.15
Potted Beef, 4 oz. 1.40
Potted Meat, 1/4 Libby 50
Potted Meat, 1/4 Libby 90
Potted Meat, 1/2 Rose 80
Potted Ham, Gen. 1/4 2.15
Vienna Saus., No. 1/4 1.35
Veal Loaf, Medium 2.30

Derby Brands in Glass.
Ox Tongue, 2 lb. 18.00
Sliced Ox Tongue, 1/2 4.30
Calf Tongue, No. 1 5.50
Lamb Tongue, Wh. 1s 5.00
Lamb Tongue, sm. sil. 1.60
Lunch Tongue, No. 1 5.50
Lunch Tongue, No. 2 3.50
Deviled Ham, 1/4 1.90
Vienna Sausage, Lge. 2.90
Sliced Beef, small 1.85
Boneless Pig Feet, pt. 3.15
Boneless Pig Feet, qt. 5.50
Sandwich Spread, 1/2 2.00

Baked Beans.
Beechnut, 16 oz. 1.85
Campbell's 1.25
Climatic Gem, 18 oz. 1.15
Snider, No. 1 90
Snider, No. 2 1.30
Van Camp Small 1.10
Van Camp, Med. 1.65

CANNED VEGETABLES.
Asparagus.
No. 1, Green tips 3.90
No. 2 1/2, Lge. Gr. 3.75 4.50
Wax Beans, 2s 1.35 2.75
Wax Beans, No. 10 6.00
Green Beans, 2s 1.60 4.75
Green Beans, No. 10 8.25
Lima Beans, No. 2 Gr. 2.00
Lima Beans, 2s, Soaked 95
Red Kid., No. 2 1.30 1.55
Beets, No. 2, wh. 1.60 2.40
Beets, No. 2, cut 1.25 1.75
Beets, No. 3, cut 1.40 2.10
Corn, No. 2, St. 1.10 1.35
Corn, No. 2, Ex-Stan. 1.55
Corn, No. 2, Fan 1.60 2.25
Corn, No. 2, Fy. glass 3.25
Corn, No. 10 7.25
Hominy, No. 3 1.15 1.51
Okra, No. 2, whole 1.90
Okra, No. 2, cut 1.60
Dehydrated Veg Soup 1.60
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 38
Mushrooms, Choice 48
Mushrooms, Sur Extra 65
Peas, No. 2, E.J. 1.25 1.80
Peas, No. 2, Sift. 1.60 2.10
June 1.60 2.10
Peas, No. 2, Ex. Sift. 1.90 2.10
E. J. 1.90 2.10
Peas, Ex. Fine, French 32
Pumpkin, No. 3 1.60
Pumpkin, No. 10 3.75
Pimentos, 1/4, each 15 18
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1.15
Sauerkraut, No. 3 1.85
Succotash, No. 21 60 2.35
Succotash, No. 2, glass 4.45
Spinach, No. 1 1.35
Spinach, No. 2 1.35 1.50
Spinach, No. 3 2.15 2.25
Spinach, No. 10 5.75
Tomatoes, No. 2 1.45 1.65
Tomatoes, No. 3 1.90 2.25
Tomatoes, No. 2, glass 2.85
Tomatoes, No. 10 7.00

CATSUP.
B-nut, Large 2.95
B-nut, Small 1.80
Frazier's, 14 oz. 2.25
Libby, 14 oz. 2.90
Libby, 8 oz. 1.90
Van Camp, 8 oz. 1.90
Van Camp, 16 oz. 3.15
Lilly Valley, pint 2.95
Lilly Valley, 1/2 Pint 1.50

CHILI SAUCE.
Snider, 16 oz. 3.50
Snider, 8 oz. 2.35
Lilly Valley, 1/2 Pint 2.40

OYSTER COCKTAIL.
Sniders, 16 oz. 3.50
Sniders, 8 oz. 2.35

CHEESE.
Roquefort 85
Kraft small tins 1.40
Kraft American 2.75
Chili, small tins 1.40
Pimento, small tins 1.40
Roquefort, small tins 2.25
Camembert, small tins 2.25
Brick 20
Wisconsin Flats 23
Wisconsin Daisy 23
Longhorn 22
Michigan Full Cream 21
New York full cream 23
Sap Sago 48

CHEWING GUM
Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chiclets 65
Adams Sen Sen 65
Adams Yucatan 65
Beeman's Pepsin 65
Beechnut 70
Doublemint 65
Juicy Fruit 65
Peppermint, Wrigleys 65
Sapota Gum 1.25
Spearmint, Wrigleys 65
Spic-Spans Mxd Flavors 65
Wrigley's P-K 65
Zeno 65

CHOCOLATE.
Baker, Caracas, 1/4s 35
Baker, Caracas, 1/2s 33
Baker, Premium, 1/4s 35
Baker, Premium, 1/2s 32
Baker, Premium, 1/4s 35
Hersheys, Premium, 1/4s 35
Hersheys, Premium, 1/2s 36
Runkle, Premium, 1/4s 34
Runkle, Premium, 1/2s 37
Vienna Sweet, 24s 1.75

COCOA
Baker's 1/4s 40
Baker's 1/2s 42
Bunte, 1/4s 43
Bunte, 1/2 lb. 35
Bunte, 1 lb. 35
Drost's Dutch, 1 lb. 9.00
Drost's Dutch, 1/2 lb. 4.75
Drost's Dutch, 1/4 lb. 2.00
Hersheys, 1/4s 33
Hersheys, 1/2s 33
Huyler 36
Lowney, 1/4s 40
Lowneys 1/4s 40
Lowney, 1/2s 38
Lowney, 5 lb. cans 31
Van Houten, 1/4s 75
Van Houten, 1/2s 75

COCOANUT
1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 48
1/4s & 1/2s, 15 lb. case 49
Bulk, barrels 8.09
48 4 oz. pkgs., per case 7.00

CLOTHES LINE
Hemp, 50 ft. 1.60
Twisted Cotton, 50 ft. 2.10
Braided, 50 ft. 3.25
Sash Cord 4.00

COFFEE ROASTED
Bulk
Rio 16 1/2
Santos 23 1/2
Maracaibo 26
Guatemala 26
Java and Mocha 39
Bogota 27
Peaberry 26
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts
N. Y., per 100 11
Frank's 50 pkgs. 4.25
Hummel's 50 1 lb. 09 1/2

CONDENSED MILK
Eagle, 4 doz. 9.00
Leader, 4 doz. 5.60

MILK COMPOUND
Hebe, Tall, 4 doz. 3.70
Hebe, Baby, 3 doz. 3.60
Caroline, Tall, 4 doz. 3.40
Caroline, Baby 3.35

EVAPORATED MILK
Carnation, Tall, 4 doz. 4.50
Carnation, Baby, 8 doz. 4.40
Every Day, Tall 4.50
Every Day, Baby 3.30
Goshen, Tall 4.25
Goshen, Gallon 4.25



OATMAN'S DUNDIE BRAND
Oatman's Dundie, tall, 48s 4.50
Oatman's Dundie, baby, 96s 4.40
Pet, Tall 4.50
Pet, Baby, 8 oz. 4.40
Silver Cow, Tall 4.50
Silver Cow, Baby 4.40
Van Camp, Tall 4.50
Van Camp, Baby 3.30
White House, Tall 4.25
White House, Baby 4.25

CIGARS
Worden Grocer Co. Brands
Harvester Line
Kiddies, 100s 37.50
Record Breakers, 50s 75.00
Delmonico, 50s 75.00
Epicure Panetela, 50s 75.00
Perfecto, 50s 95.00
The La Azora Line.
Agreements, 50s 58.00
Washington, 50s 75.00
Biltmore, 50s, wood 95.00
Sanchez & Haya Line
Clear Havana Cigars made in Tampa, Fla.
Specials, 50s 75.00
Diplomatics, 50s 95.00
Bishops, 50s 115.00
Rosa, 50s 125.00
Orig Favorita, 50 135.00
Original Queens, 50s 150.00
Worden Special, 25s 185.00

A. S. Valentine Brands.
Victory, 50, Wood 75.00
DeLux Inv., 50, Wd. 95.00
Royal, 25, Wood 112.00
Abram Clark, 50 wd 58.00
Webster Cigar Co.
Plaza, 50s, Wood 95.00
Coronado, 50s, Tin 95.00
Belmont, 50s, Wood 110.00
St. Reges, 50s, Wood 125.00
Vanderbilt, 25s, Wd 140.00

Ignacia Haya
Extra Fancy Clear Havana
Made in Tampa, Fla.
Delicades, 50s 115.00
Manhattan Club, 50 135.00
Bonita, 50 150.00
Queens, 25s 180.00
Perfecto, 25s 185.00
Corono, 25s 240.00

Starlight Bros.
La Rose De Paris Line
Coquettes, 50s 65.00
Caballeros, 50s 70.00
Rouse, 50s 115.00
Peninsular Club, 25s 150.00
Chicos, 25s 150.00
Palmas, 25s 175.00
Perfectos, 25s 195.00

Rosenthals Bros.
R. B. Londres, 50s.
Tissue Wrapped 58.00
R. B. Invincible, 50s.
Foil Wrapped 70.00

Union Made Brands
El Overture, 50s, foil 75.00
Ology, 50s 58.00

Our Nickel Brands
New Currency, 100s 36.00
Lioba, 100s 35.00
New Pantella, 100 37.50

Cheroots
Old Virginia, 100s 23.50

Stogies
Home Run, 50, Tin 18.50
Havana Gem, 100 wd 26.00
Dry Slitz, 100s 26.50

CIGARETTES.	
One Eleven, 15 in pkg	96
Beechnut, 20, Plain	5 65
Home Run, 20, Plain	6 00
Yankee Girl, 20, Plain	6 00
Sunshine, 20, Plain	6 00
Red Band, 20 Plain,	6 00
Stroller, 15 in pkg.	96
Nebo, 20, Plain	7 00
Camels, 20, Plain	7 00
Relu, 20, Plain	6 80
Lucky Strike, 20s	6 80
Sweet Caporal, 20, pl.	7 25

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Yum Yum, 10c, doz. 96
Yum Yum, 70c pails 6 80

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buss, L. C., 10c, doz. 96
Buss, L. C., 35c, doz. 3 30
Buss, 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 1/2 tin 9 60
Union Leader, 15c, 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. E., 35c, doz. 3 00
G. O. E., 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, dz 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, 80c, doz. 2 40
Pay Car Scrap, 10c, dz 96
Pinch Hit Scrap, 10c 96
Red Man Scrap, 10c 96
Red Horse Scrap, 10c 96

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Buckingham, 10c, doz. 96
Buckingham, 15c tins 1 44
Gold Shore, 15c, doz. 96
Hazel Nut, 10c, doz. 96
Kleeko, 25c, doz. 2 40
Old Colony, P. 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, doz. 96
Prince Albert, 10c, doz. 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. 48
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
Cigs 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. 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, 15c tins, doz. 1 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. Kapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping, 1 lb. 85

CONFECTIONERY
Stick Candy Pails
Standard 14
Jumbo Wrapped 16
Puro 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 30
Chocolate Nut Rolls 1 30

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 1/4
Ten cases 18 1/2
Twenty-five cases 18 1/4
6s and 4s.
Less than 5 cases 19 1/4
Five cases 18 1/4
Ten cases 18 1/4
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, special 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 48

Currants
Package, 15 oz. 18 1/4
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
90-100 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 bbls. 06 1/2
Armours, 2 doz. 1 60
Fould's, 2 doz., 8 oz. 1 80

Pearl Barley
Chester 4 75

Peas
Scotch lb. 07
Split, lb. 08 1/4

Sago
East India 07

Taploca
Pearl, 00 lb. sacks 07 1/2
Minute, 8 oz., 3 doz. 4 00
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

Linen 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 20
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 3 50
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, 1/4 Paper sack
Harvest Queen, 24 1/2
Light Leaf 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.
Rowena Pancake Compound, 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 Acidu'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
Buckeye, 22 oz., doz. 2 80
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 50
Red Stick, 720 lb. boxes 8 50
Red Stick, 144 bxs 5 25

Safety Matches.

Red Top, 5 gro. case 5 25
Toyo, per gro. 25 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 46
Fair 30

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 90
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 15

NUTS.

Whole
Almonds, Terregona 22
Brazil, Large 14
Fancy mixed 21
Filberts, Sicily 08 1/2
Peanuts, Virginia, raw 10 1/2
Peanuts, Vir. roasted 09 1/2
Peanuts, Jumbo raw 12 1/2
Peanuts, Jumbo, rst 12 1/2
Pecans, 3 star 22
Pecans, Jumbo 30
Walnuts, Grenoble 34
Walnuts, Sorento 35

Salted Peanuts

Fancy, No. 1 11 1/4
Jumbo 21

Shelled

Almonds 50
Peanuts, Spanish, 125 lb. bags 11 1/2
Filberts 50
Pecans 80
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

Iron Barrels
Perfection Kerosine 13.6
Red Crown Gasoline 24.3
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

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

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Finol, 8 oz. cans, doz. 1.90
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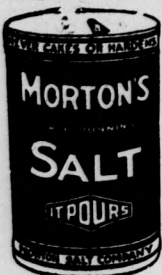
IRON BARRELS.

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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

SALT	
Colonial 24 2 lb. ---	90
Med. No. 1, Bbls. ---	2 70
Med. No. 1, 100 lb. bgs	90
Farmer Spec., 70 lb. ---	92
Packers Meat, 56 lb. ---	56
Packers for ice cream	
100 lb., each ---	95
Blocks, 50 lb. ---	92
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, doz. ---	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 ---	7 55
Wool, 100 box ---	6 50
Fairy, 100 box ---	5 50
Jap Rose, 100 box ---	7 85
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
Tradesman Brand.	
Black Hawk, one box ---	4 50
Black Hawk, five bxs ---	4 25
Black Hawk, ten bxs ---	4 00
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	

CLEANSERS.

KITCHEN KLENZER



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
Rinsol, 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
Sapolio, 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, Cochin ---	@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 30
Onion Salt ---	1 35
Garlic ---	1 35
Poneltz, 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 85
Tiger, 48-1 ---	2 85
Tiger, 50 lbs. ---	05 1/2

SYRUPS

Corn	
Blue Karo, No. 1 1/2, 2 doz. ---	1 94
Blue Karo, No. 5, 1 dz ---	2 70
Blue Karo, No. 10, 1/2 doz. ---	2 50
Red Karo, No. 1 1/2, 2 doz. ---	2 24
Red Karo, No. 5, 1 dz ---	3 10
Red Karo, No. 10, 1/2 doz. ---	2 90
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, 18 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, 18 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@38
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 ---	30
Oakland Apple Cider ---	22
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 90
Bushels, narrow band, wood handles ---	2 00
Bushels, wide band ---	2 00
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 ---	1 25
Ideal, No. 7 ---	1 80
12 oz. Cot. Mop Heads ---	1 80
16 oz. Cot. Mop Heads ---	2 40

Pails	
10 qt. Galvanized ---	2 00
12 qt. Galvanized ---	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
Class, Single ---	7 00
Double Peerless ---	8 25
Single Peerless ---	7 50
Northern Queen ---	6 25
Universal ---	7 50

Window Cleaners	
12 "n. ---	1 65
14 "n. ---	1 85
16 "n. ---	2 30

Wood Bowls	
13 in. Butter ---	5 00
15 in. Butter ---	9 00
17 in. Butter ---	18 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. ---	28

Proposition Ridiculed Is Entirely Sensible.

Ann Arbor, July 3—Did you ever leaf the Tradesman through and try to absorb the good of the little items at the foot of the columns before becoming absorbed with the lengthy articles? By so doing you might get an impression which otherwise you would miss. In that way I gained the impulse to write on this subject by finding these words:

"An optimist is a young man who makes \$25 a week and proposes to a girl who loves children."

The man who wrote that thought he was portraying a case of optimism so pronounced as to be ludicrous. He thought he had said something cute or wise, whereas there is nothing unusual, extraordinary, absurd or amusing about it. Just the mention of a sensible young man of ordinary ability choosing the best kind of a girl ever known.

Fortunately, most normal young people are decidedly optimistic at the marriageable age. Fortunately, also, the great majority of girls love children and desire to become homemakers.

At the present time a young man earning \$25 per week need not hesitate to marry a girl who loves children. But earning \$40 or \$50 a week he should not only hesitate, but absolutely balk at marrying a girl who dislikes children. For a girl who does not love children does not love anybody but herself, and no wage earner can produce enough money to satisfy her. A fine house, splendid furnishings, costly clothing, ambition to associate with fashionable and wealthy people, to entertain, to show off, to follow after amusements and excitement. There is no end to such; no limit but the lack of money.

But a home girl—the one who loves children—will be guided by reasonable needs; will save and economize in order to secure common comforts for the whole family.

The man who thinks a childless wife

can be supported on less earnings than an average size family had better get more information before he ties himself up to such a prospect.

The young people who are compelled to economize, who have to struggle for years to make a living, will be more apt to have a home of their own at 50 years of age than those who are never so restricted. Some day the ability to earn, the habits of economy, will enable them to live in comfort when their children are self-supporting.

Compared with the parents of a family, the childless man and wife of 50 or 60 years of age, earning power almost nothing, spendthrift habits still dominating them, are in deplorable circumstances.

It all depends on a right or wrong view of life developed or assimilated in the teens. One needs only to think, to observe, to study the lives and condition of men and women all about him to be able to arrive at correct conclusions.

One hopeful feature about this matter is that love of children in a young man or young woman may be only dormant, delayed, and that elemental principles will eventually overcome and correct perverted unnatural views.

Far too many young men propose without due consideration of the size of their incomes, their earning capacity or the cost of maintaining a household, but the selection of the right kind of a companion is a more important matter. The suggestion that the natural kind of a girl is one to be avoided is all wrong. The proposition ridiculed is entirely sensible.

E. E. Whitney.

The Local Early Potato Crop.

The potatoes in the home gardens, in the local market gardens, and on the farms where an acre or less is raised, are in the aggregate a big factor in the market.

The first potatoes come on with the

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

peas and if they are good are enjoyed in quantity temporarily from Gulf to Canada. If they are very good there is a local surplus that affects the quantity of Northern potatoes needed in the fall.

The home grown potatoes in the warmer areas are among the most valuable potatoes produced, because they come ahead of carlot shipments, and bring a price based upon the carlot value in the North, plus brokerage and freight to jobbing center, plus produce house commission, plus local freight or express to the grocer, and his margin.

Such local potatoes seldom equal the stock from the specialized district but they look better when and because competition is lacking.

Potatoes usually are studied most carefully where most are grown. In our judgment and experience potatoes might well be studied most deeply and with the most profit where few are grown.

Everywhere we find a man or two with a strong back or a good head or both who are making fine money with potatoes where others think it cannot be done.

PLAIN TALKS ABOUT STREET CAR SERVICE

No. 22

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Courtesy and Mutual
Helpfulness Will
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Company**

Use Ramona

Ramona gardens, picnic grounds and amusements are for the people of Grand Rapids. They are public and accessible by street car to any part of the city.

Ramona park has been built up by your street car company. It is one of the best regulated amusement parks in the United States. Its cleanliness of surroundings and of amusement is in all respects in keeping with the physical and moral cleanliness of the city itself.

Use Ramona for your Sunday school, lodge or society picnic. Take your family out there and spend a day. Take your children, or others' children and give them the time of their lives. The most you need to spend is street car fare and a few cents to make the children happy and you don't have to spend a cent at Ramona if you don't want to.

Grand Rapids Railway Co.

J. D. Lamar
Vice President and General Manager.

GRR

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.

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FOR SALE OR RENT—Lumber and coal business. Prosperous one-yard town. Southern Michigan. Address W. C. Eldred 812 Sybil St., Ann Arbor, Mich. 777

Wanted—To hear from owner of good merchandise store for sale. Cash price, particulars. D. F. Bush, Minneapolis, Minn. 810

For Sale—Grocery stock and fixtures, Michigan town, 1500 inhabitants, near Indiana line. Doing cash business. Good reason for selling. Address No. 811, care Michigan Tradesman. 819

For Sale—Small stock general merchandise and large brick store. Good small town, best store, best location. Address 820, care Michigan Tradesman. 820

A Good Opportunity—For dry goods store in small town. No competition, good building. If interested in a good proposition, Address Box L, North Adams Mich. 821

Wanted—Six, eight, or ten-foot oak floor cases for dry goods. Also cabinet for ladies ready-to-wear clothes. Kohlenstein Bros., Otsego, Mich. 822

For Sale—Grocery stock in town of 6000 population. Thriving business. Good reason for selling. Address No. 823, care Michigan Tradesman. 823

**REBUILT
CASH REGISTER CO., Inc.**
Cash Registers, Computing Scales, Adding Machines, Typewriters And Other Store and Office Specialties. 122 N. Washington, SAGINAW, Mich. Repairs and Supplies for all makes.

FOR SALE—One complete set of Welch Mfg. Co. ready-to-wear cabinet wall cases to sell cheap. Tannenbaum's Jackson, Mich. 813

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

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 80 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. Parr & Ridenour, St. Johns, Mich. 812

For Sale—Furniture store with stock. Good location. Write Box 52, Hamilton, Mich. for information. 815

Bell Phone 596 Citiz. Phone 61366
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GRAND RAPIDS, MICHIGAN

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

\$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

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

ATTENTION SALESMEN—We manufacture the latest staple product on the American market today. Merchant's profit, 100%. Write today for free sample. DIRECT PHARMACEUTICAL CO., St. Louis, Missouri. 805

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No. 73 for Grocery Stores
No. 51 for Meat Markets
No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.
2244 Lake St., Kendallville, Ind.

National Grocers Convention at Cleveland.

Cleveland, June 29—The National convention of Retail Grocers, which held its 25th annual meeting here June 26 to 29, started off with a record attendance on Monday, when the usual opening exercises were carried out according to schedule before an attendance that surpassed by a large number any one of recent years.

The Cleveland local association spared neither time, energy nor money in making the stay of the delegates in the city a very pleasant and happy vacation by luncheons, banquets, auto rides, shopping trips, lake trips and dances and the visit to Cleveland will long be remembered by all present.

We may sometimes feel that entertainment is not the object for a convention, but the good will manifest and shown among the delegates is only one step in the direction of creating more friendly feeling among men in the same lines of business and a realization of this condition will aid very materially in solving many of the problems that are ours.

An address from Fred Mason, President of the American Specialty Manufacturers Association, was received with warm enthusiasm and after years of experience as a retailer as well as manufacturer, he still delights his audiences with reminiscences of the time when he helped solve retail problems as Secretary of the National Association.

An address by Irving S. Paull, chairman of the Joint Commission of Agricultural Enquiry, gave the delegates facts and figures which more than repaid for the trip to the convention. He suggested that the grocer give his customer real proof of there being no possible chance for exacting too great a profit in the retail grocery business and he paid a wonderful tribute to the efficiency and ability of the officers of the National Association for the splendid way in which this Commission was assisted by the men who knew the retail game in detail and the records at Washington in this department now carry facts and figures that prove beyond fear of contradiction that no tribute is being levied by men in the retail grocery business. The figures given in this investigation are of more than passing value and will be available on or about July 1, at which time further comment may be made. Let me call forcibly to your attention that Mr. Paull gave out of his own pocket more than four times as much as the entire National Association towards the securing of these records, and yet many grocers feel that these records were not necessary, notwithstanding the fact that the Department of Labor had figures on file that said the grocer was extracting from 200 to 500 per cent. profit. Mr. Grocer, if an enemy invades our country, we get our army together to protect it; if an enemy assails your business, it is your duty voluntarily to unite through your association help defend it against that enemy and your services should be voluntary.

Prof. David, of Harvard University, gave a very fine address on the work of the Bureau of Business Research of the University and in a splendid manner illustrated how important the knowledge of merchandising is if one is to be a success.

James Moore, Rochester, N. Y., President of the National Canners Association; E. B. Moon, Institute of America Meat Packers; J. O. Cheek, National Coffee Roasters Association, and W. J. Carmichael, National Live Stock and Meat Board, all addressed the convention on such subjects as are of interest to retail grocers and their respective lines of endeavor and many pointers and suggestions were carried away by the delegates that will be used to the profit of the men who have received them.

An address by J. H. McLaurin, Jacksonville, Florida, President of the Wholesale Grocers Association, was full of meaning and desire for the bet-

tering of the condition of the independent retailer and in no uncertain manner pledged the hearty co-operation of the wholesaler with the properly directed efforts of the retailer in doing the work that is of more than passing moment to the progress of retailing of foods.

Michigan was represented by only five delegates, while four of the delegates were accompanied by their wives, and the good these men will bring back with them will more than repay them for the expense necessary in taking a few days off in order to rub elbows with the men and women from other states whose daily problems are of a similar nature.

The convention brought out in a forceful manner the great need of closer co-operation between business men. The interest shown in as well as the criticism of some legislation that was intended to regulate business was so manifest that it is important that either more attention be given to bills introduced or else that men familiar with merchandising be selected to fill important positions in the legislatures and in Congress.

The attendance at every meeting was large and manufacturers, wholesalers and retailers mingled and discussed problems of mutual interest. The entire program was one worthy of the time and expense of any grocer who has a desire to make a better showing. The thoughts expressed, the plans outlined and the actions taken will carry with them the elevating of the retail grocery trade. As one speaker stated, "Place it in a class with the professions, instead of with the trades."

Francis E. Kamper, of Atlanta, Georgia, President of the Association, and H. C. Balsinger, of Kansas City, Secretary, together with their assistants have rendered to the grocers of the United States a service that cannot be paid for with money and every grocer should show his appreciation by co-operating with the grocers in his home town and, in turn, they with the state and the state with the National in order that the business of retailing groceries may be kept up to the standard established the past year by the officers of the National Association of Retail Grocers. J. M. Bothwell.

Why Buick Factory Is Not Working To Capacity.

El Cajon, Calif., June 26—All the information I receive from Flint is that the Buick plant is running to small capacity.

The reports from Dort and Chevrolet are to the contrary. Many are at a loss to analyze this condition, but it was always so in the auto manufacturing end. Every year since I can remember this same fluctuation has occurred. The public in the past were not aware of it, because the trade did not give it the publicity it now does.

The reason for it always seemed plain to me, and, as a rule, I could correctly forecast a full year ahead the increased demand or the slump of every individual maker. This was due to my keeping a close tab on each maker's trade and a knowledge of what they were doing the current year; the mistakes they were making and what the public thought of improvements being put out.

My guess is that Buick was too sure they could get by on a less reduction in price, with no improvements, for another year. The Studebaker, with improvements and price levels as low, stole a march on them and the public supported Studebaker at the expense of Buick. There may be some others who succeeded in bringing their price and car to a point where it looked like a better buy. Chevrolet was in bad the last two years, so they went the limit in price and improvements, and have got a lot of trade that might have gone to Highland Park's maker. Next year there will be more of it. The fight between Gray, Chevrolet, Star and the flivver will be interesting. These cars are all big value for the price and only quantity can save them from a loss. The flivver would have

all the best of it if Henry would fully equip and not add 100 or 200 per cent. profit for the improvement. The public can't be fooled as much as some think. They will fall for new things, and if those new things are installed before they are properly tested, they usually give trouble the first year. A slump in sales follows the second, caused by the black eye and more competition in the new ideas, which the more conservative soon adopt.

This accounts for the "off and on" years. Then, too, a mistake causes some dealers to quit the line and let a successor bear the burden of free service. In the past we did not have the falling market to guess at, but we did have to look out that a competitor did not "steal a march on us" with an improvement that the public was ready for.

Packard has evidently hit it right again. You will recall that I stated not long ago that I thought the Packard made a mistake in going to a twin six, when they found themselves beaten by the P. A. six, and by their own mistakes in a six just at the time when the six became dominant. It would seem that I was right when I said the move had held them back several years.

The present popularity of the Packard single six is due, no doubt, to two things: First, they have had time while making twin sixes to develop a proper single six; second, they put the price at a figure that the public has approved. Those who know are very likely to understand that Packard's present six is no experiment and a mighty good buy at this time. My guess is that it will become a \$2,500 car and that the concern will concentrate on it.

The heavy buying this year may be followed by a let up next, speaking generally. The makers who are in right may go through with but little let up, but those who are first slacking up are likely to have an off year. You have, no doubt, noticed the demand on the makers who have put the price of a sedan near the price of a touring car, such as Dort and Willys-Knight. In the case of the latter it is not the Knight engine that is selling the car. It is the reasonable price of an enclosed car of the semi-high grade class. If Franklin would put the price of his sedan at \$100 more than his five passenger touring car, his fall trade would double. He is in a position to do this and profit by it.

The capacity of the market is a surprise to all, but the fact that production capacity, on the whole, is equal to it proves to me that there will be no general shortage for the manufacturing year. The ideal condition would be one that would give the maker six to eight months' notice of sales delivery dates. In other words, he needs to know just what the dealer has sold. Buyers should place their orders from three to six months before they wish the delivery. Of course, this cannot be expected on the \$500 cars—possibly not on the \$1,000 class—but with the \$1,500 class and up it could be done. A stabilization of prices on the part of the makers of the latter class would bring it about. That is, if a maker would standardize on say a \$1,500 price as his standard car and then stick to price and add value each year as fast as he could test out and be sure he was right, he would soon have a more even distribution of his product. J. Elmer Pratt.

Good Work of the Better Business Bureau.

Detroit, July 3—"Remember, no client ever lost a dollar through an investment recommended by us," advertised Meisenheimer-Burke Co., "investment bankers," March, 1921, while promoting the Automatic Lunch Corporation.

"We recommend this issue very highly and advise you to buy every dollar's worth of it you can," the advertisement continued. The preferred stock was \$1 per share, with a guaranteed 12 per cent. dividend and a

share of common stock given free with each share of preferred. Lunch Room No. 1, at 124-128 Michigan avenue, was to be in operation within 90 days.

A few months later, the salesmen returned to the stock purchasers to persuade them that their Automatic Lunch stock wasn't so good maybe after all; that they had better trade it in for stock in the Meisenheimer-Burke Corporation, \$100 per share, already paying 1 per cent. dividends each and every month. Two pamphlets—"The Kingdom Round the Corner," and "A Lesson in Finance," explained why the far-sighted saver, to acquire comforts, college education for his family, etc., should not content himself with the more "rental value" of 7, 8, 10, 12 or 15 per cent. on his money and "limited returns," but with entire safety, should get its higher "earning power."

The lunch room at 124 Michigan avenue has never been operated. The property and patents of the Automatic Lunch Corporation have been bought in on foreclosure by the Central States Finance Corporation and the company is in process of re-organization. Stockholders who cannot or do not join in the re-financing will probably lose their entire investment in the stock recommended by the Investment Banker. The guaranty on the dividends seems to have run out.

The Michigan Securities Commission has revoked the permit for the sale of stock in the Meisenheimer-Burke Corporation.

The Better Business Bureau, while seeking to aid legitimate business enterprises, took exception from the outset to the statement as to "guaranteed dividends," and "absolute safety" as applied to a venture dependent on untried patents and in the promotion stage. It is an axiom of economics that profits are proportional to and the reward for undertaking business risk. Enterprises involving risk should be so advertised.

Mrs. Blanche Goldstone, doing business as the Gold Manufacturing and Upholstering Co., started advertising in Detroit papers, about two weeks ago. Exaggerated value claims for upholstered furniture brought a call from a Better Business Bureau shopper. Mrs. Goldstone agreed to modify her statements as to value and expressed surprise when informed that one could not do business legally in Michigan under an assumed name without registering the same. The name has since been registered. Better Business Bureau of Detroit.

Food Show To Be Held Here.

J. P. Langan has been in the city during the past week arranging with the Grand Rapids Retail Grocers Association to hold a food show in the Armory Nov. 11 to 16. Mr. Langan comes here as the personal and official representative of the National Association of Retail Grocers after having conducted successful food shows at Kansas City, St. Louis and other Southern cities. He carries into the work all the enthusiasm he has acquired by past successes, tempered with the good judgment of a man who feels the responsibility of his position. He will bring to Grand Rapids many novel features never seen before in connection with food shows which will tend to give the exhibition a character and standing too often lacking in food shows conducted by inexperienced persons.

It is a fine thing to have a variegated stock of goods, the best things from all the markets, but it is pretty expensive if you have to buy by teaspoonfuls in many markets.

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)
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We want shoppers to stop and buy FAB in your store

HERE'S a window display that will make your cash register jingle with FAB sales. Put one in and you'll have the women stop, look — and enter. And they'll go out with at least one package of FAB

Even though the shopper has not used FAB, she knows about it. She knows FAB from advertisements. She knows Colgate's by reputation, just as you know the House of Colgate.

Send for this beautiful eight-color display — one of our men will set it up for you.

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*Every FAB sale means a nice profit,
and a steady and frequent repeat.*