

## THE LOOM OF LIFE

All day, all night, I can hear the jar  
Of the loom of life, and near and far  
It thrills with its deep and muffled sound,  
As the tireless wheels go always round.  
Busily, ceaselessly goes the loom,  
In the light of day and the midnight's gloom;  
The wheels are turning early and late,  
And the woof is wound in the warp of fate.  
Click! Clack! There's a thread of love wove in;  
Click! Clack! And another of agony and sin.  
What a checkered thing will this life be,  
When we see it unrolled in eternity!  
Time, with a face like a mystery,  
And hands as busy as hands can be,  
Sits at the loom, with his warp outspread,  
To catch in its meshes each glancing thread.  
When will this wonderful web be done?  
In a thousand years, perhaps—or one—  
Or to-morrow; who knoweth? Not you nor I;  
But the wheels turn on and the shuttles fly.  
Ah, tireless weaver, the years are slow;  
But each one is nearer the end, I know;  
And some day will the last thread be woven in:  
God grant it be love instead of sin!  
Are we spinners of wool for this life web, say?  
Do we furnish the weavers a thread each day?  
It were better then, oh my friend, to spin  
A beautiful thread than a thread of sin!

## 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.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

## Multiplying Sales

Grape-juice, milk, cheese or crackers are all foods commonly eaten with FLEISCHMANN'S YEAST.

Naturally Yeast creates a demand for these and many other foods. It is a real sales-creator. Increase your sales by giving directions and suggestions for eating Yeast with other foods.

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.



## Old Manse Syrup

It always pays to  
**BUY THE BEST**

Distributed by  
**ALL MICHIGAN JOBBERS**

Packed by

OELERICH & BERRY CO.

CHICAGO, ILL.

## Profits! Profits! Profits!

Never lose sight of the importance of watching your profits; even your volume is of secondary importance—what you *make, net*, is paramount.

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

### Franklin Sugar in Packages

No overweight, no waste, no bags, no twine, and a big saving in labor. Call your customers' attention to its cleanliness and you have made a sale—at a profit.

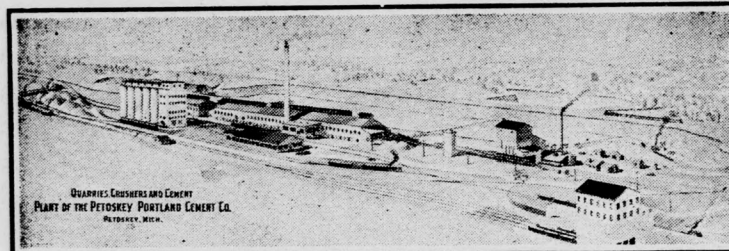
Our new products are ready sellers and steady repeaters

Tea Sugar      Cinnamon & Sugar  
Sugar Honey      Golden Syrup

**The Franklin Sugar Refining Company**  
PHILADELPHIA

*"A Franklin Cane Sugar for every use"*

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



## Petoskey Portland Cement

### A Light Color Cement

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

ASK YOUR DEALER FOR IT.

**Petoskey Portland Cement Co.**

General Office,

Petoskey, Michigan



# MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JULY 26, 1922

Number 2027

## MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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E. A. STOWE, Editor.

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### WORDS WHICH RING.

In these days of railroad and miners' strikes and deep unrest in the labor world it is well for us to recall words spoken at the Fourth of July celebration at the home of President Harding. Not the wise utterances of the President himself, although, of course, these received, as they deserved, the thoughtful consideration of the hearers, nor the spread-eagle oratory of some of the other speakers of the day. These were all very well in their way, but it may be remembered that General John J. Pershing commander-in-chief of the American Army, whose leadership in the kaiser's war made his name imperishable, was called on to make a speech.

And he delivered one!

As an orator or as a speaker gifted in the fine art of phrase-making and of entertaining an audience with sweet syllables and high-sounding words that mean nothing, Pershing was, perhaps, poorest on the program, but in a few short sentences that day he said more than was said by all the rest of the speakers put together, and his speech easily is entitled to first-rating.

In a few brief words the General made allusion to the recent Herrin, Ill., massacre of coal miners by union coal miners, acting under orders from headquarters. Then he said:

Where whole communities openly sympathize with the ruthless murder of inoffensive people in the exercise of their right to earn a livelihood, and where wholesale murder goes unpunished, it is imperative that public opinion should demand that the strong arm of the law, under fearless officials, take positive action. Servants of the people on whom is imposed the obligation of law enforcement must foresee impending danger and take necessary preventive measures or be regarded as inefficient, criminally negligent or worse. It is time for all citizens who cherish our right of free government to assert themselves and cry out against lawlessness and immorality.

We must stand up for prompt enforcement of the law or concede that free government is a failure.

Where politicians who had preceded him had sidestepped the main issue that was then in the minds of their auditors the soldier figuratively doffed his coat, "waded in" and told the American people exactly what he thinks regarding all—citizens or communities—who blink lawlessness and meekly submit to mob desecration of the American flag and to the violation of the principles of liberty and justice for which the flag stands by brutal and bloodthirsty trades union animals who masquerade as men, but have none of the attributes of American citizenship.

The language employed by General Pershing upon the occasion of his Marion speech certainly was not that of a "pussy-footer," and it should constitute a wholesome reminder of the duty that devolves upon every public official who has subscribed to an oath to enforce the law or to uphold the honor and dignity of the institutions of American Government whenever they are ruthlessly trampled under foot by union murderers, acting under orders from the tyrannical and criminal leaders.

### AN EYE FOR AN EYE.

Under the sane and wholesome decision of the Kent Circuit Court in the Girow case, all the bank paper secured by Colfax Gibbs and his gang of plunderers is placed under suspicion. Probably 75 per cent. of it is utterly invalidated by the finding of the jury. Any subscriber to the Tradesman who was inveigled into the trap set by Colfax Gibbs and his coterie of pirates will be cheerfully advised as to the legal steps it is proper for them to take to avoid payment of these fraudulent documents. The Tradesman has never advised any merchant to repudiate an honest obligation, but when a deliberate conspiracy is planned by wretches of the vilest character and a local banker so far forgets his duty to his friends and customers as to become a party to a deeply-laid conspiracy to victimize a merchant, it is time to cast ethics to the winds and proceed to punish the guilty parties, even though the loss falls on bank stockholders who are not to blame for betrayal of trust by their trusted agents.

### Go Slow on Both Concerns.

The Tradesman continues to receive complaints concerning the United States National Adjustment Co., Transportation building, and the Rogers Redemption Bureau—both of Chicago. Merchants are advised to go careful in having any dealings with either concern.

### ECHOES OF COLFAX GIBBS.

#### More Results of His Slimy Swindling Methods.

A local financial man writes the Tradesman as follows:

"You have certainly done a very courageous thing in unmasking Colfax Gibbs and his crafty associates. You are entitled to a great deal of credit for the adroit manner in which you have revealed the connection of certain banks and bankers with the gigantic swindling schemes Gibbs has perpetrated in this State; but you have utterly failed to set forth the fundamental weakness in our banking system which makes it possible for swindlers of the Colfax Gibbs ilk to corrupt bankers by the wholesale. This weak spot is the low wages which are paid bank officers as a class, compared with the compensation they could command in any other branch of business. Bank officers have to live well and dress well; in most cases they have children to educate; they frequently have parents or other dependents to provide for in addition to the support of their own families. When they find their salaries are inadequate to meet all their expenses they readily become the prey of schemers and designing villains like Colfax Gibbs, who presents his proposition to them in such alluring form that few bankers can resist his blandishments or decline the opportunity thus presented to add to their income. If bank directors as a class took a broader view of the matter and insisted on paying their officers adequate salaries, we would have fewer cases of corrupt practices such as you have unearthed and ventilated in your Colfax Gibbs exposures."

A local lumberman, while dining at the Pantlind recently, happened to overhear some conversation at an adjoining table occupied by Colfax Gibbs and about a dozen of his salesmen. Gibbs told them how a fine farm, with beautiful buildings and comfortable surroundings, always served as a magnet to him in the flotation of his swindling schemes; that he never approached the farmer until after he had interviewed his near-by banking connection and ascertained how many thousands he could "soak" the farmer; that handling a case of this kind was "like taking money from babes."

The lumberman was so incensed over the manner in which Gibbs gloated over his "killings," as he called them, that he then and there resolved that he would like to be one of ten to put such an individual out of the way. He knew by actual experience how hard the farmer works for his money and detested a crea-

ture who studied how to abstract the savings of a lifetime in exchange for worthless or near worthless securities.

A local banker is wearing sackcloth and ashes these days because of his activity in disposing of certificates of deposit issued by country bankers to Colfax Gibbs and his cohorts. He has been doing this for a couple of years and is reported to have "made" a large amount of money through his acquaintance with the depositors in the bank with which he is connected. He usually bought the certificates at 90 cents on a dollar or less and sold them to his friends at 95, thus netting 5 points or more for himself and 8 per cent. for his customers. Unfortunately for him, he "placed" a large amount of certificates uttered by the Sandell bank at Belding, which is now in liquidation, and he now finds it impossible to square himself with the friends and customers he has betrayed and victimized.

The Tradesman received a call Tuesday from a farmer who resides in Mason county who was inveigled into purchasing \$10,000 stock in the Michigan Guaranty Corporation for \$15,000, although some of his neighbors were sold the stock at par. He said he was influenced to make the purchase through a Ludington banker—and now it transpires that the note is held by the bank with which the Ludington man is affiliated. Later the farmer was induced to purchase \$15,000 Southern Oil and Land Co. stock at par, the purchase price being represented by three \$5,000 notes, held by three country banks in Mason and Lake Counties. Finding that he was the victim of fraudulent representations, the farmer came to Grand Rapids some months ago and induced Colfax Gibbs to assume the three \$5,000 notes. The farmer says he agreed to do this and wrote the banks he would take care of the notes. He has not kept his word—that appears to be foreign to him—but he has disposed of a portion of the stock at \$150 per share to another victim, who now curses the day the Gibbs gang ever crossed his threshold. If the Girow decision is sustained by the Supreme Court, none of these notes have any value, because the circumstances in the Mason county case are identical with those in the Girow swindle.

In some stores the clerks are so busy about purely personal matters that customers have time to write their names in the dust on the showcase while they wait.

Fortune sometimes waits for a fellow, but Opportunity never stands still—you must catch her as she goes by.

# Our Credit Department

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The progress of business has eliminated the old fashioned credit man, whose job was to say "No" and developed in up-to-date houses a new style—The Credit Department, whose job is to help the Company's customers solve their problems.

The Credit Departments in our different houses are daily solving our customers' problems and have become a very important factor in the service that this Company renders its customers and its constant desire is to co-operate with the retailers in solving their problems, which are found many and trying during the conditions through which we are passing.

Our Credit Department has confidential relations with a large number of our customers and its judgment is sought many times on different questions connected with the customer's business.

It is the Credit Department whose attentive ear and experienced minds have helped many retailers to readjust their business, reduce their stocks and pay their past due indebtedness to the end that the business has been saved for the customer and his family after he has given up hope.

It is the Credit Department that has assisted our customers in selling and buying their business and shown them how to proceed under the Bulk Sale Law with safety to all parties.

It is the Credit Department that has helped our customers to readjust their

insurance policies so that the policies covered all of the risk and property, which a customer owns instead of only a part as they have found in many instances.

It is the Credit Department that is repeatedly assisting in the adjustment of fire losses by showing the customer how to keep his records so as to have a knowledge of his stock under such unfortunate conditions and in assisting our customers in obtaining proper adjustments when there are misunderstandings and disputes.

It is the Credit Department that has helped many retailers to shape their business policies and change them to meet local conditions, which have been trying, because the Credit Department has accumulated a fund of knowledge, which any single retailer has not the opportunity of obtaining.

It is the Credit Department, which is constantly ready to discuss and consider the retailer's problems and assist him in solving them in the best way possible.

It is the Credit Department which is very glad to investigate investments and to assist our prosperous customers in placing their funds in such a way as to insure a good income with a security of investment.

This very important service is being rendered to a large number of retailers in our territory today and is a part of the service that we wish to render each customer in our effort to co-operate to the fullest extent.

## **WORDEN GROCER COMPANY**

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



*A Statement by the President of*  
**The Michigan Retail Dry Goods Association**  
 About the FIRST NATIONAL  
**Merchandise Fair**  
*A National Selling Fair—  
 Not a Local Market Event!*

Under the Auspices of the  
 NATIONAL RETAIL DRY GOODS ASSOCIATION  
 with the Co-operation of the  
 NATIONAL GARMENT RETAILERS' ASSOCIATION  
 GRAND CENTRAL PALACE and 71ST REGIMENT ARMORY

**New York, August 7 to 25**

*For Merchandise Buyers Only*

The sponsors of the First National Merchandise Fair esteem it a privilege to present the following statement of J. W. Knapp, President of the Michigan Retail Dry Goods Association:

"As President of the Michigan Retail Dry Goods Association I am now, having had the opportunity to investigate the matter further, in a position to inform my fellow members that I think the National Merchandise Fair, under the auspices of the National Retail Dry Goods Association, a commendable proposition.

"The Board of Directors of the Michigan Association on July 6th discussed the National Merchandise Fair and believing that we were familiar with all the facts, passed a resolution expressing the belief that the National Retail Dry Goods Association was outside its own province in conducting such a Fair because it was our understanding that the Fair was a local market event. We considered that a national retail organization should not promote any local wholesale market. I have learned since coming to New York, however, that the National Merchandise Fair is not a local market event and that, as a matter of fact, the Fair was offered to Chicago before it was decided to hold it in New York and that future Fairs will be held wherever the greatest number of retail merchants desire. In this first National Merchandise Fair also there will be many manufacturers from other parts of the country.

"This information completely removed the objection that we of the Michigan Retail Dry Goods Association raised to the National Retail Dry Goods Association's fostering such a movement, and therefore I shall recommend to my associates on the Board of Directors of the Michigan Association a rescinding of our former resolution.

Dated July 18th, 1922.

(Signed) J. W. KNAPP,

President, Michigan Retail Dry Goods Association."

Our thanks to President Knapp are likewise extended to all members of the MICHIGAN RETAIL DRY GOODS ASSOCIATION whose constructive support of this much needed Buying Congress has so materially helped toward the betterment of the Buying, Retail and Consumer Interests of Michigan and America.

**National Merchandise Fair**

200 Fifth Avenue

New York City

**MOVEMENT OF MERCHANTS.**

Beaverton—The Beaverton Lumber Co. succeeds Chris Voelck in business.

Harrisville—The Harrisville Grain & Lumber Co. succeeds Baird & Upton in business.

Big Rapids—Kershner & Boochard succeed E. E. Carpenter in the dry goods business.

Bronson—Lloyd Kelso will operate the local cream station for the South Bend Creamery Co.

Detroit—The Bank of Detroit has increased its capitalization from \$1,000,000 to \$2,000,000.

Sparta—E. W. Randall has purchased the grocery stock of Harry Dufont, taking immediate possession.

Detroit—Abraham Futterman (Stratford Boot Shop) is reported to have filed a petition in bankruptcy.

Iron River—The First National Bank of Iron River has increased its capital stock from \$50,000 to \$100,000.

Adrian—The J. & W. C. Shulz lumber yards here and at Lismore have been sold to the Colman Lumber Co.

Detroit—The John Kraft Coal Co., 4749 Bellevue avenue, has increased its capital stock from \$5,000 to \$125,000.

Cadillac—The Webber-Ashworth Co., dealer in furniture, carpets, etc., has increased its capital stock from \$50,000 to \$100,000.

Nashville—Owen Hynes has sold his interest in the Nashville Bakery to his partner, Wells Tallent, who will continue the business under the same style.

Bergland—Report that Bergland Lumber Co. is succeeded by B. & B. Lumber Co. is erroneous. Bergland Lumber Co. has not sold out nor is it for sale.

Kalamazoo—George A. Nastor has opened a cigar, confectionery and soda water store at 105 East Main street under the style of the Argonne Cigar Store.

Vicksburg—The Vicksburg Lumber Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Mrs. J. Milton Sharp Co., women's ready-to-wear dresses, etc., has increased its capital stock from \$5,000 to \$10,000 and changed its name to Sharp & Co.

Holt—Arthur Fleming has purchased the interest of Frank Wrook in the grocery and meat stock of Wrook & Fleming and will continue the business under his own name.

Whittaker—Eben Wilson has sold his store building and stock of general merchandise to Arthur Petts and M. J. McCune, both recently of Detroit, who have taken possession.

Walkerville—C. C. Twining, general dealer at this place, has been in a critical condition at a Muskegon hospital from ptomaine poisoning. He is much improved in health at present.

Owosso—The Owosso Coal Mining Co. has been incorporated with an authorized capital stock of \$350,000, of which amount \$50,000 has been subscribed and \$5,000 paid in in cash.

Owosso—The National Grocer Co. has purchased the brick factory building formerly occupied by cereal manufacturing companies and will use it as a warehouse for this part of the State.

Williamston—The Williamston Lumber & Coal Co. has been incorporated with an authorized capital stock of \$50,000, \$40,000 of which has been subscribed and paid in in property.

Detroit—The Wilbur Plumbing & Heating Co., 620 Seven Mile Road, has been incorporated with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Flint—The Flint Steel Co. has been incorporated with an authorized capital stock of \$75,000 preferred and 8,500 shares at \$10 per share of which 600 shares has been subscribed and paid in in property.

Grand Rapids—John Zainea has sold his interest in the grocery stock of Zainea & Cooper, 152 Michigan street, to his partner, who will continue the business under the style of Kenneth Cooper.

Saginaw—The Bliss & Van Auken Lumber Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in property.

Detroit—The H. H. LeBel Coal Co. has been incorporated with an authorized capital stock of \$10,000 common and \$10,000 preferred, \$4,000 of which has been subscribed and paid in, \$3,000 in cash and \$1,000 in property.

Jackson—The Wildwood Avenue Fuel & Supply Co. has been incorporated with an authorized capital stock of \$10,000 common and \$5,000 preferred of which amount \$1,500 has been subscribed and paid in in cash.

Ludington—Harold P. Miller has purchased the Honsowitz grocery stock, 310 South Washington avenue, which has been under the management of H. C. Bertram for the past three years, taking immediate possession.

Ypsilanti—Charles Sweet and N. P. Wallace have formed a co-partnership and will engage in the furniture and undertaking business on Huron street as soon as the store building has been remodeled and redecored, about August 1.

Detroit—The Garland Sales Co., 221 Woodward avenue, has been incorporated to deal in automotive and other repair parts, with an authorized capital stock of \$10,000, \$2,020 of which has been subscribed and paid in in cash.

Jackson—The Mutual Grain & Feed Co., 229-231 East Washington street, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Owosso—Merchants, bankers, manufacturers and professional men of all the cities and villages in Shiawassee county will join in a big country-wide picnic to be held at McCurdy park, Aug. 1. Sports and speaking will be features of the day's entertainment.

Ypsilanti—William Snyder, for several years head clerk for the Sullivan-Cook Co., dealer in clothing and men's furnishings, has purchased the interest of George A. Cook and Aug. 1 the company will be reorganized under the style of the Sullivan-Snyder Co.

Detroit—The Yale Auto Supply Co., 242 West Lafayette street, has been incorporated to deal in auto accessories, specialties and parts, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,000 paid in in cash.

Battle Creek—The Battle Creek-Cadillac Co. has been incorporated to sell autos, parts, supplies and accessories and conduct a general garage business with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in in cash.

Grand Rapids—Earl Schmidt, who recently purchased the grocery stock of Henry Johnson, 513 Clancy street, has resold it to Jacob Aigon & Son, who will continue the business at the same location. The new owners of the business hail from Syracuse, N. Y.

Mt. Clemens—Over 25,000 of a book prepared by the Business Men's Association will be spread throughout the country within the next few weeks, telling of the attractions of Mt. Clemens as a home city and as a resort city. Novel new photographs and reading matter have been incorporated in the booklet.

Detroit—The property at 126 Monroe avenue has been leased by M. Samuels & Co., of Baltimore, who operate the Newark stores. The building is 22x100 feet, four stories and basement. The lessees will take possession in about six months and after extensive remodeling will install a shoe store in the building. The lease is for 15 years.

Flint—Lewis M. Hengesbaugh, 1110 South Saginaw street, has merged his tires, tubes, auto accessories, parts and supplies business into a stock company under the style of the L. M. Hengesbaugh Co., to conduct a wholesale and retail business with an authorized capital stock of \$75,000 common and \$25,000 preferred, \$56,400 of which has been subscribed and paid in, \$6,400 in cash and \$50,000 in property.

Lansing—Excavating was begun Saturday for the new three-story, fireproof store building of the M. C. & E. V. Goossen Grocery Co., at 119 E. Kalamazoo street, to cost approximately \$20,000 when completed. The building will be 22 by 60 feet, of brick, steel and concrete. The main floor and basement will be occupied by the grocery department and the upper floors are to be fitted for apartments.

Detroit—The Highland Park store of the Walk-Over Co., at 13830 Woodward avenue, is to be discontinued after August 1. A big removal sale is now in full swing. The Boulevard store at 6556 Woodward will take care of the North end trade. Business at all the downtown Walk-Over stores is very good, with satins, patents and rubber soled sports shoes moving briskly. A good business in whites is also reported.

Detroit—A number of the wholesale houses are planning on sending representatives on the trade promotion trips to Michigan cities, now being organized by the Wholesale Merchants Bureau. The first trip of the series will be made to Kalamazoo, Battle Creek, Jackson, Lansing, Saginaw and Bay City. Upon arrival at each city, Detroit wholesalers will entertain local retail merchants and opportunities will

be provided for each Detroit to meet his customers.

Bay City—The Kneeland-Bigelow interests have completed a very attractive new office building to be occupied by the various companies associated with them, including Kneeland, Lunden & Bigelow and the Bigelow-Cooper Co. The interior is entirely of wood construction in the various Northern hardwoods finished in the natural, and the result is very effective in displaying the natural beauty of these woods.

Tecumseh—William Gaston, 81 years old, Tecumseh's oldest business man, died early Thursday, after an illness of eight days. Death was due to heart trouble. Gaston had been in business in Tecumseh since 1870. Early in his career he was in a meat and grocery business and later formed a partnership to carry on a jewelry concern. He was born in Ireland. He leaves two daughters, Mrs. Charles Burns, and Mrs. E. C. Heilman, of Tecumseh. Funeral services will be held at his home, Saturday afternoon.

**Manufacturing Matters.**

Detroit—The Scott Tie Co., 1710 Ford building, has increased its capital stock from \$25,000 to \$250,000.

Detroit—The Pringle Furniture Co., 431 Gratiot avenue, has increased its capital stock from \$25,000 to \$200,000.

Saginaw—The Strable Lumber & Salt Co., 1560 Holland avenue, has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Mills Baking Co., 5165 Fourth avenue, has increased its capital stock from \$100,000 to \$300,000 and 1,500 shares no par value.

Detroit—The Superior Steel Products, Inc., has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Automatic Vending Machine Co., 6010 Woodward avenue, has been incorporated with an authorized capital stock of \$100,000 common and \$100,000 preferred, of which amount \$73,300 has been subscribed, \$9,852.50 paid in in cash and \$60,060 in property.

Detroit—The Shulman Brothers & Karber Co., with business offices at 508 Bowles building, has been incorporated to manufacture and sell men's, boys, and children's hats, caps and other articles of wearing apparel, with an authorized capital stock of \$20,000 all of which has been subscribed and paid in in cash.

Detroit—The J. E. Sonin Co., Inc., has been incorporated to manufacture and sell at wholesale and retail, men's and boys' hats, caps and haberdashery, with an authorized capital stock of \$10,000, \$3,600 of which has been subscribed and paid in in cash. The company will conduct its business at 317-18 Washington boulevard.

Chesaning—The directors of the Chesaning Manufacturing Co. have signed a contract with the Kum-Bak-Dor-to-Dor Stores Co. This company makes a specialty of equipping autos into traveling grocery stores, and if the stockholders approve of the directors' action the new company will take over the present site and machinery and start work at once.



### Essential Features of the Grocery Staples.

Sugar—Local jobbers have been obliged to increase their quotation on granulated to 7.60c. The action of the market appears to be nothing more than the effects of the natural working of the law of supply and demand, and a rebound of the economic pendulum from the extremely low prices at the close of 1921. This process has been under way since early in the spring, and while the advance in prices has been most orderly, values are now close to 2 cents per pound above the low quotations prevailing at the start of the year. The low prices this spring also had their effect on production. Europe did not increase its acreage to sugar beets to any extent. This country, as a result of the low prices prevailing during the planting time, and the unfavorable values received for beet sugar last year, decreased its area to sugar beets fully 30 per cent., as indicated by the Department of Agriculture's preliminary forecast for a production of only 587,000 long tons of beet sugar as against 912,000 long tons last year. These strong underlying factors are now asserting themselves with their consequent regulatory influence on prices. It has been increasingly difficult to purchase refined sugar of late as not only have refiners been heavily oversold and the majority unable to make deliveries within three to four weeks, but refiners have also found it difficult to cover requirements of raw sugar, excepting at advancing prices. The reluctance of refiners to sell appears to be stimulating demand or encouraging the trade to make larger purchases. Latterly the market has shown some concern relative to the serious aspect of the coal strike. Many reports are current that steamers are finding it increasingly difficult to secure coal and in some quarters there are fears of further delay or restricted shipments of sugar from Cuba to this country, which would likely aggravate conditions further. While it might possibly have some effect on refiners' meltings, the majority of them use oil as fuel. Cuba maintains a very strong tone and has been a most reluctant seller. Producers have been marketing gradually and on a scale up. Advices from the island indicate a most confident feeling as exports are large and the continued heavy shipments both to this country and Europe are materially improving financial conditions on the island.

Tea—The market has shown no special developments during the week. The demand is quiet. Ceylons are considered rather good property and are being bought better than a great many other lines. With this exception however, the entire line of teas is dull, without feature.

Coffee—The market has had a rather soft week. News from Brazil has been easier and this has had its effect upon the market for green coffee in this country. The values of all grades of Rio and Santos, green and in a large way, are a small fraction easier than a week ago. Milds are about un-

changed throughout with not very much demand for anything. The jobbing market for roasted coffee shows no particular change for the week, and comparatively small demand.

Canned Fruits—As to California fruits the Eastern demand up to now has been quiet. Cherries have sold very well, but other fruits have dragged. As a matter of fact, Eastern buyers believe new prices too high, but packers do not seem inclined to reduce them and sooner or later they believe the buyers will come in and stock up. The possibility that the coal strike may curtail canning operations and that shipments will be hampered by the railroad labor dispute is engaging the serious attention of the National Cannery Association.

Canned Vegetables—The reports from all packing centers agree that to date there has been too much rain for the proper development of canning crops. In Maine and New York State corn is being greatly retarded and other vegetables are suffering from the same cause. More complete reports from Wisconsin are needed before a comprehensive idea of the extent of the sweet pea pack can be had. According to practically all accounts there is a marked shortage of standards, but a fairly full pack of the better grades is indicated, the quality being exceptionally fine. In some sections lice appear to have made very serious ravages. Tomatoes so far do not promise well on account of excessive moisture. However, the Baltimore canneries, that until the present time have been idle, expect to start up on early tomatoes this week.

Canned Fish—The demand for Columbia River salmon is keeping up and is, as usual, much in advance of the supply. No change has occurred during the week in the various grades of Alaska salmon. The movement in Maine sardines is very light, but this does not prevent the packers from entertaining very firm ideas as to the future. It appears that the fishermen are asking a high price for their fish and as their packing costs have also advanced, packers claim that they cannot possibly sell sardines at the present price and come out whole. Added to this the catch is small. Other canned fish show no change and quiet demand.

Dried Fruits—The dried fruit market is distinctly dull. The Eastern trade are not much interested in the new crop, as they think that opening prices are too high, and they are, therefore, not buying. There has been some little disposition to shade California prunes, but even this does not interest the trade apparently. The main factor in prunes has not yet named its opening prices. Until that is done business will be light. New prices on apricots have been so high that very little business has been done in them as yet. Apricots during the coming season are going to be almost up with the luxuries. Raisins are very quiet at unchanged prices. Other dried fruits unchanged and dull.

Syrup and Molasses—Everything in the line of compound syrup is steady, though the demand is quiet. Sugar syrups show no change for the week and only a moderate demand. Mo-

lasses seems to be wanted, though not in large lots. Prices are unchanged and fairly held.

Beans and Peas—The demand for all varieties of dried beans is quiet, although holders are firm in their ideas and are, for the most part, not willing to shade. California limas, however, are somewhat unsettled. Green and Scotch peas are dull and rather easy.

Cheese—The market is very quiet, with a liberal supply, and shows a decline of about 1c from a week ago. The make is large. The consumptive demand is light and we look for a further reduction in price in the near future.

Hams are steady at unchanged prices, while bacon is about 2@3c higher. Pure lard is steady at unchanged prices and lard substitutes are dull at unchanged prices. Barreled pork, canned meats and dried beef all unchanged; trade quiet.

Salt Fish—The demand for mackerel is quiet, as it always is during the summer months. Supplies are better, partly because the demand has fallen off and partly because of additional imports. This has eased off the mackerel market to some extent.

### Review of the Produce Market.

Apples—Transparents, Duchess and Astrachan, command \$1.50 per bu.

Bananas—6½c per lb.

Beets—40c per doz. for home grown.

Blackberries—\$2.50 for 16 qt. crate.

Butter—Receipts continue to be liberal and considerable butter is going into cold storage. The market is unsettled at a decline of about 2c per pound from a week ago. The consumptive demand is only fair. Stocks in storage are considerably in excess of what they were a year ago. Local jobbers hold extra at 32c and fancy at 31c—in 63 lb. tubs; fancy in 30 lb. tubs, 33c; prints, 34c. They pay 17c for packing stock.

Cabbage—75c per bu.

Cantaloupes—Arizona are being marketed on the following basis:

|                |        |
|----------------|--------|
| Standards, 45s | \$3.50 |
| Standards, 36s | 3.25   |
| Ponys, 45s     | 3.00   |
| Ponys, 54s     | 3.00   |
| Flats, 12@15s  | 1.50   |

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

Celery—Home grown, 50c per bunch; Jumbo, 65c.

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

Cocoanuts—\$7.50 per sack of 100.

Cucumbers—Illinois and Indiana hot house command \$1 per doz. for fancy and \$1.25 for extra fancy; home grown, \$1.25 per doz.

Currants—Red in 16 qt. crates, \$2@2.25.

Eggs—The market is very quiet, with a light consumptive demand. The bulk of the arrivals show the effect of the heat and have to be sold at concessions. Prices are ruling about 3c per doz. less than a week ago. We do not look for much change from the present situation. Stocks in storage are excessive. Cold storage holdings in New York City are 39,000,000 dozen greater than this time a year ago and production in the

last six months throughout the country has been remarkably heavy. Local jobbers pay 19c for candled, cases included.

Green Peas—\$3.25 per bu. for Telephones.

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

Lemons—Sunkist have declined 50c per box, being now held as follows:

|                   |        |
|-------------------|--------|
| 300 size, per box | \$7.00 |
| 360 size, per box | 7.00   |
| 270 size, per box | 7.00   |
| 240 size, per box | 6.50   |

Choice are held as follows:

|                   |        |
|-------------------|--------|
| 300 size, per box | \$6.50 |
| 360 size, per box | 6.50   |

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

Onions—Illinois, \$4.25 per 100 lb. sack; Louisville, \$4.25 per 100 lb. sack; Spanish, \$2.50 per crate.

Oranges—Fancy Valencias are now held as follows:

|                  |         |
|------------------|---------|
| 100              | \$11.00 |
| 126              | 11.00   |
| 150, 176 and 200 | 11.00   |
| 216              | 10.50   |
| 252              | 8.50    |
| 288              | 7.50    |
| 324              | 6.50    |

Parsley—60c per doz. bunches.

Peaches—Elberts from Arkansas are now in market on the basis of \$4 per bu. The stock is fine and the volume of receipts is large.

Peppers—Florida, 65c per basket.

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

Potatoes—Virginias fetch \$4.50@4.75; new home grown, \$1.50 per bu.

Poultry—Local buyers pay as follows for live:

|                           |        |
|---------------------------|--------|
| Light fowls               | 18c    |
| Heavy fowls               | 19@20c |
| Broilers, 2½ lb. and up   | 25@28c |
| Broilers, 2 lb. and under | 20c    |
| Cox and Stags             | 10c    |

Radishes—15c per doz. bunches for home grown.

Raspberries—Black in 16 qt. crates, \$2.50; red in ditto, \$3.25.

Sweet Potatoes—Virginia command \$3 per hamper.

Tomatoes—Home grown, \$1.10 per 7 lb. basket.

Watermelons—40@60c apiece for fine stock from Georgia. Indiana stock is expected to arrive the latter part of the week.

Wax Beans—\$1.50@1.75 per bu. for home grown.

Whortleberries—\$2.75@3 per 16 qt. crate.

### Postage Stamps Mission.

The 2 cent postage stamp will carry a one-ounce letter to any post office in half a hundred foreign countries, in addition to any one of the more than 50,000 post offices in the United States, the many more in Canada, Cuba and Mexico, and of course, to any of the post offices in American possessions overseas. The extension of the two-cent rate to so many foreign lands is saving Americans, particularly business men, thousands of dollars annually in foreign postage, assisting in extending American foreign trade, and government officials believe, is tending to cultivate more friendly relations with foreign people.



**GOOD SIGNS PREDOMINATE.**

While the unfavorable turn in the labor situation has clouded the business news of the current week, there is no reason to fear that it will cause more than a temporary interruption to the progress of recovery. It would be hard to find any line of business to-day which is not in better shape now than at the beginning of the year, and everything points to a continuation of moderate recovery during the autumn and winter. Fair harvests are in prospect, and although the prices of a number of farm products are still out of line with the general level, the new crops have been made at a minimum cost, and the buying power of the farming communities should be substantially improved. Involuntary unemployment has ceased to be a National problem, and in some districts there is an actual labor shortage, with wages tending to advance. Deflation of general commodity prices came to an end a year ago. Manufacturing activity during the past twelve months has greatly expanded, and without the strikes of miners, textile workers, and railway employees, little would have been heard this summer of midsummer dullness.

There are nevertheless several obstacles in the path towards full recovery that are of sufficient importance to cause the business observer to temper his optimism with caution. There is still some of the wreckage of 1920-21 to be cleared away. Many farmers and other producers have debts incurred in the days of swollen credits that are yet to be liquidated. General buying power was badly impaired in the period of depression, and it is not yet fully rehabilitated. The possibility that prices may rise at a faster rate than that of the improvement in the purchasing ability of consumers is fully realized by distributors, and has made them cautious in the matter of forward buying. Labor troubles still remain unsettled and a cause of business uncertainty. While no one looks to Government activity as a cure-all, yet the constructive achievements of Congress in the period of readjustment have been disappointingly few. Finally, there is always the problem of Europe, with its political and economic disorganization. In the past year there has been some progress overseas toward recovery, but the vital issues still remain to be faced squarely, and until the leaders can nerve themselves to this task our own progress is going to be adversely affected.

**NO CHANGE IN WOOLENS.**

No large movement of wools is occurring, although here and there specific quantities of certain needed kinds are gradually passing into consuming establishments. The uncertainty as to what rates of duty will finally be placed on wool has not been conducive to the doing of any more business than is needed for the moment. Activity of the mills on old orders is gradually coming to an end, so far as men's wear is concerned. The demand for dress goods, how-

ever, is very pronounced, especially for the better kinds. The opening last Monday of the American Woolen Company's many lines of woollens and worsteds for the men's wear trade was the marked event of the week. The general impression is that the advances made were quite moderate and that the company's effort is to induce more buying of worsteds, which have not been going as well as woollens. The early opening has not been followed by extensive buying, except perhaps of tropicals, nor can it be said that that was expected. But it gives apparel manufacturers an idea of what they will have to pay for fabrics for next spring. Unless something unforeseen occurs it looks as though manipulated fabrics with a large percentage of shoddy will have to be resorted to in order to bring prices of suit within the range of the average purse. A fair start has been made in the sales of coats and suits in the garment trade, and the prospects for a good fall business are regarded as excellent.

**WAGES AND LIVING COSTS.**

At the beginning of this week two more New England mills, important plants at Lowell, Mass., announced wage cuts. Along with these reductions there have been sporadic advances in other lines, particularly in the iron and coal regions not affected by the strike. This unevenness in the wage situation is undoubtedly responsible to some degree for much of the existing labor unrest. Even more so, however, is the recent change in the trend of prices. Those who have been heralding the advances as but forerunners of still greater ones to come have unwittingly played into the hands of labor agitators, who have taken advantage of such predictions to strengthen the resistance of wage earners to further deflation. Both here and abroad much emphasis has been laid by employers upon the importance of maintaining an adjustment between wages and living costs, and now that living costs have ceased to decline labor leaders take the position that wage reductions must also cease. The flaw in their argument is the assumption that wages and prices must move simultaneously. Wages lag behind prices, whether the latter are going up or down. Since 1920 the deflation of prices has proceeded much more rapidly than that of wages. For this reason the recent cut in the wages of rail workers still leaves their buying power higher than it was in 1917. Wages can continue to recede moderately, after the drop in living costs has been checked, without any injustice to labor.

The Forest Service says that Michigan cut an average of 4,500,000,000 feet annually from 1880 to 1890, nearly all white pine, of which 80 per cent. was exported from the State. Now the annual cut is 750,000,000 feet—only half the local consumption. Proper conservation would enable the State to produce its own requirement leaving a surplus for shipment. Large areas of land unsuitable for farming might grow trees.

**Items From the Cloverland of Michigan.**

Sault Ste. Marie, July 25—The Soo will be hard hit in case the coal strike is not settled soon. With a long cold winter ahead and the coal supply nearly exhausted, it will mean for us to take to the woods.

One of the busiest communities in the Soo is the autoists' camping ground, which looks like a miniature city with its many tents. The cozy rest room, reading room, wash room and porch appeals to the visitors and they are taking advantage of the comforts provided by our enterprising Commercial Club.

"Sometimes it looks like beer and light wines are near, but distance on water is deceiving."

The Soo loses one of its prominent pastors by the departure of Rev. C. A. Watson, of the Free Methodist church. He bade goodbye to his many friends last week and with his family left for California.

E. L. Stanley, until recently Cashier of the Sault Savings Bank, passed away at Rochester, Minn., last Tuesday. While death was not unexpected, it came as a shock to his many friends, who held hopes for his recovery. Mr. Stanley made the Soo his home for the past thirty-three years. He took an active part in many city affairs that were for the betterment of his home town. The remains were shipped to Adrian, his former home, for burial. Mr. Stanley is survived by his wife, one daughter and four sisters. The bereaved family have the sympathy of their many friends.

Edward Jones, age 78, died at his home here last Thursday, after a prolonged illness. Mr. Jones made many friends while superintendent of the Soo Hospital. The trustees of the hospital attribute much of its success to Mr. Jones' long experience in the Medical Corps of the Army which fitted him for his duties. He retired from his labors three years ago and has been spending the winters in Florida and the remainder of the time at his Soo home.

"The man with the biggest mind can make it up the most quickly."

The Ahmed patrol and band of the Marquette Shriners will visit the Soo Saturday, Aug. 5. Elaborate preparations are being made by the local Shriners to give them the Soo's best while here.

The auto tourists will be pleased to learn that the road commission has opened bids and made recommendation to the State Highway Commissioner for the improvement of the Roosevelt highway and the roads in the vicinity of Trout Lake.

"There is always a bright side. If the trains stop, vacationists cannot send post cards back."

Joseph Bayliss former State Representative from Chippewa county and also former sheriff, is visiting in the city. Joe is now located in Grand Rapids. He was mighty glad to see his old friends here, who, in turn, were more than delighted to exchange greetings with him.

R. G. Ferguson, of the Soo Hardware Co., returned last week from a business trip to Lower Michigan.

The Michigan Pioneer & Historical Society will hold its annual Upper Peninsula meeting this year at Mackinac Island. Our esteemed citizen and local orator, Stanley D. Newton, is to be one of the principal speakers. He will tell the story of Alexander Henry, the English trader who narrowly escaped death on the occasion of the famous Indian ball game and subsequent massacre of the garrison which took place in July, 1763, in the fort at Old Mackinaw, where the State Park on Wawatam Beach now stands.

The Soo is preparing for a home coming week which will be held the first week in July, 1923, to welcome as many of its former residents who have since settled elsewhere as will be able to return to the city for that week.

The time was officially set as Soo homecoming week by the City Commission Monday evening. Nothing very definite in the line of observance has yet been advanced. A general worldwide invitation to each and every person who ever lived in the Soo to make the trip to the head of the St. Mary's River that one week in July will naturally be the one big work in hand.

"Every man approves the strict enforcement of all laws that don't apply to him."

Anderson McClelland, of the Campbell music store, returned last week from a trip to Ottawa. He was accompanied by his son Edward and daughter Mary.

"Headaches may be caused by over-eating but not often by over-thinking."

R. J. Wynn, of the Wynn Auto Co., made a record motor trip last week, coming from Detroit to the Soo in 16 hours and 5 minutes with a Dodge car. Nothing seems impossible to Bob, when he is on a demonstration trip. His car must have "dodged" the obstacles and muddy roads in making that time. William G. Tapert.

**Decent Place To Stay at Michigan City.**

For many years Michigan City has been a perfect hell for the traveling salesman, because there was not a place in the city fit to entertain a hog, to say nothing of a human being. That condition has cleared up by the erection and equipment of the Spaulding, which is thus described in a personal letter by John D. Schwimmer:

"Michigan City now has a new hotel and it is a real hotel and run by a real hotel man. Now you boys who make that city where you have been getting a room without at \$1.50 or if you elected to kid for a better one, got one just like it for \$2 and then paid 45 cents for a raw beef sandwich will certainly turn a gladsome smile on this new hotel, the Spaulding. It is now going through the process of finishing. The demand for a comfortable place to stay has been so insistent that the management has opened their place for business, even before the finishing touches are complete. A number of rooms are ready for occupancy and are being occupied, too. The Spaulding has 150 rooms, many in suites. The building is eight stories, fireproof, up-to-date in every department and special attention will be given to the cuisine. So here is a home for us, fellows. Let us rejoice and be glad."

Detroit—The Famous Shoe Repair Co., Hugh Turner, manager, one of the pioneers in the quick repair business in Detroit, has moved from its State street location to a new and much larger place at 1436 Griswold street, between Clifford and Grand River.

**FANCY CELERY**

Send for Sample Shipment  
of our

**MICHIGAN GOLDEN  
HEART CELERY**

Fresh From the Field the Day  
Your Order Is Filled

**BYRON CENTER CELERY  
CO.**

Byron Center, Mich.



New Issue

\$1,600,000

# The Whitney-Hollinger Company

DETROIT, MICHIGAN

## Closed First Mortgage 7% Sinking Fund Gold Bonds Tax Exempt in Michigan

Legal Investment for Michigan Savings Banks

SECURITY TRUST COMPANY, DETROIT, MICHIGAN, TRUSTEE

Dated July 1, 1922

Due July 1, 1932

Denominations \$1,000, \$500 and \$100

Principal and semi-annual interest (January 1st and July 1st) payable at the office of the Security Trust Company, Detroit, Michigan, Trustee, without deduction for Normal Federal Income Tax not to exceed 2%.

A Sinking Fund is provided which will operate to retire bonds of this issue at 107½ for the five-year period to July 1st, 1927, and 105 for the balance of the life of the mortgage, if not purchasable in the open market at a lower price.

This bond issue will be the direct obligation of the Whitney-Hollinger Company, a corporation organized under the laws of the State of Michigan, and will be secured by a first mortgage on land and seven warehouses owned in fee and located in the City of Detroit, within the Three Mile Circle, and land and warehouse located in the heart of the City of Cleveland, Ohio, all built for and leased to the following well known corporations for a long term of years, and 1,106 lots located in the Grand River Section west of Detroit, and Bloomfield Hills Section north of Detroit, together with 45 acres of land located in the Bloomfield Hills Section north of Detroit, Viz.:

|                                                         | Appraisal             | Annual Income       |
|---------------------------------------------------------|-----------------------|---------------------|
| Crowley-Milner Co. -----                                | \$ 347,089.30         | \$ 25,145.00        |
| Westinghouse Electric & Manufacturing Co. -----         | 187,821.70            | 11,488.26           |
| Western Electric Co. -----                              | 522,647.20            | 13,219.00           |
| H. J. Heinz Co. -----                                   | 76,801.24             | 4,500.00            |
| Larned Tool & Die Co. (with addition to be built) ----- | 109,367.53            | 8,448.37            |
| Western Electric Co., Cleveland, Ohio -----             | 313,691.33            | 19,000.00           |
| Simmons Co. (with addition to be built) -----           | 103,185.85            | 7,138.32            |
| General Electric Co. (to be built) -----                | 154,270.00            | 14,000.00           |
| 99-year leasehold, corner Third and Temple Aves. -----  |                       | 4,500.00            |
| 1,106 Lots (with improvements) -----                    | 1,650,850.00          | 122,226.12*         |
| 45 acres of land (north Bloomfield Hills Section) ----- | 31,500.00             |                     |
| <b>Total -----</b>                                      | <b>\$3,497,224.15</b> | <b>\$229,665.07</b> |

\*Annual income from sale price of lots, based on the past two and one-half years' collections.

The average life of the tenants' leases is over eleven years. No lease runs for less than eight years, and the majority of them extend beyond July 1, 1932—the maturity of the bonds. This does not include the sublease on the leasehold at the corner of Third and Temple Avenues, on which no valuation has been placed. The annual income from the leases alone, with all taxes, insurance, assessments and every charge paid, is \$107,438.95 net to the Company, specifically pledged and payable to the Trustee. Of the 1,106 lots 788 have been sold for \$1,213,240, on which \$328,721.85 has been paid leaving an unpaid balance on the lots of \$884,518.15, as of July 1st, 1922. The annual income from the lots based on the past two and one-half years' collections is \$122,226.12 which is likewise specifically pledged, and under special provisions in the mortgage, payable to the Trustee.

For the past two and one-half years the net earnings of the Whitney-Hollinger Company and the Frank J. Whitney interests, as reported, have averaged \$364,278.91 annually, or over three times the maximum interest charges on this issue of bonds.

The appraisal of all of the foregoing has been made by Mr. Harry W. Leach, Detroit, Michigan. The buildings have been estimated and appraised by Mr. Thos. M. McEnhill, Detroit, Michigan, under the direction of Mr. Leach. The land and buildings have also been appraised by Mr. Henry I. Forsyth, Detroit, Michigan.

These bonds are offered subject to the approving legal opinion of Messrs. Butzel, O'Brien, Levin and Winston, Detroit, Michigan, for the Company, and Messrs. Slyfield, Hartman & Mercer and Messrs. Beaumont, Smith & Harris, both of Detroit, Michigan, for the Bankers. Bonds are offered when, as and if issued and received by us. Interim receipts or temporary bonds will be delivered in the first instance.

### PRICE 100 AND ACCRUED INTEREST

Statistics and information contained here, while not guaranteed, are obtained from sources we believe to be reliable. All offerings subject to prior sale and change in price.

## Fenton, Davis & Boyle

INVESTMENT BANKERS

CHICAGO      DETROIT      GRAND RAPIDS  
First National Bank Bldg.    Congress Bldg.    G. R. National Bank Bldg.

## NICOL-FORD & CO., Inc.

INVESTMENT BONDS

Ford Building  
DETROIT

### PROGRESS ENCOURAGING.

It was in July a year ago that business touched the bottom of the trough of depression. The past twelve months have been characterized by slow improvement, but the total progress achieved in this period is most encouraging. The steel output has doubled, a country-wide building boom of record dimensions is in full swing, the automobile industry is having the best year in its history, the agricultural industry is about to find its way out of the woods, excessive stocks of commodities have been disposed of, "frozen credits" have been largely liquidated, the banking system is stronger than ever, prices have been stabilized, and have shown a tendency to advance in cases where recessions have been excessive. These various developments are making it possible for the country to pass through the critical labor troubles in the railway and mining industries without a flare-back of industrial depression. In 1913 a situation such as now exists in Europe, or labor disputes like those now prevalent in coal mining and transportation in this country, would have brought on a serious setback to business. During the past two years, however, the fittest have not only survived, but they have set their houses in such order that the transient disturbances incident to the completion of the post-war readjustments are no longer viewed with alarm.

### FEAR OF FOREIGN LOANS.

Just how the small business man regards loans of American capital to foreign countries is a matter of some importance, because the views of this group carry much weight with members of Congress and may therefore help to mould the policies of the Federal Government with regard to such matters. A Northern Michigan merchant sends us three clippings of advertisements of foreign bond issues recently placed in newspapers of this country and denounces the American underwriters for "bleeding the United States of capital and hurting local business men." "Ere long," he adds, "there will be a day of reckoning," and he wishes to know what will become of the United States and its people if all the capitalists do what a few are doing and invest their capital in foreign countries instead of at home. It does not suffice to dismiss this view as narrow and provincial; if it represented the opinions of only a loquacious minority that might do, but there is reason to believe that it does more than this. What seems to be needed is a campaign of education somewhat along the lines now being formulated to combat the cheap money propaganda. The American people as a whole are not yet ready to accept the role of a creditor nation which the war has thrust upon them, and some missionary work in the right places will not be amiss.

### COTTON CROP GUESSING.

In the speculative end of the cotton markets the two Ws—weather and weevil—are still the controlling factors. An official guess as to the ravages of the bug supplied a good bull argument for a day or two last

week and a little rain in a dry portion of Texas served equally well for the bears a little while after. Meanwhile every one knows that the next six weeks' experiences are likely to be controlling so far as the size of the crop is concerned. Some sanguine persons have not yet given up the idea of a bumper crop for this year and this is entirely possible with the amount of acreage. The chances are, however, against it, but they are still more against the low estimates that are often put out. Some curiosity still exists as to the exact carry-over which the beginning of the new cotton year, next Tuesday, will show. The revelation of the large surplus last year had quite an effect on prices.

Extreme caution still seems to be the most marked feature in the goods market. Prices of printcloths, sheetings and other gray goods continue firm, but not a great volume of business is passing. The general disposition of buyers is to do shopping rather than purchasing. In finished fabrics, some are being taken at value, the prices to be determined probably after labor day. Business in knit goods is a little uneven. There is more resistance to paying the prices asked for the poorer grades than those for the better, and it will probably be some weeks yet before complete orders are put in. Movement in hosiery is hardly expected before the beginning of September.

### NEW PRICES FOR SUITINGS.

The clothing trade passed one of its yearly mile posts last week when the American Woolen Company opened its lines for spring, and its members were able to gain some definite idea as to future price levels. While the new prices were higher than they were for the opening for fall, the advances were less than had been generally expected. Some of the representative grades were up about 3 per cent. above last year. That prices were not higher is attributed to the fact that some of the fabrics were made up of wools brought into the country before the passage of the emergency tariff and the company had averaged its raw material costs. Whether there will be successive advances after the opening prices, as occurred in the case of the goods for the heavyweight season, remains to be seen, and there is a difference of opinion as to the effect of the new prices on the retail price of spring clothing in 1923. It is possible that in the case of the worsteds the advances may be absorbed, unless the demand for this class of goods is perceptibly quickened in coming months, but the weight of opinion is that retail prices in general will be higher, although not enough so to justify the fears of another consumer strike manifested by some clothiers.

### THE EDISON MONEY PLAN.

After Mr. Edison's questionnaire to bankers, economists, and business men and his general criticism of the gold standard as inadequate, the public was led to expect something more radical from him than the plan which he recently announced for giving the

country a more "stable" currency. About all that the Edison scheme amounts to is a Government loan without interest to certain classes of farmers to enable them to hold their crops from the market and avoid the glut and low prices at the time of harvest. The scheme, as developed so far in his mind, is confined to aiding farmers, and fails even to take care of all of them. For example, he excludes corn from the products to be stored in Government warehouses on which the Government is to advance the owners 50 per cent. of the average value for the past twenty-five years. Corn is not to be considered, he says, because its natural function is to feed live stock. Now, it happens that corn is our leading agricultural product, and the exclusion of this from the proposed beneficial treatment greatly weakens the whole scheme. The livestock growers also would fail to share in the alleged benefits of the plan. There are other and more practicable ways of improving the marketing of farm products, methods that involve far less activity on the part of the Government, and if any of these should finally be adopted the only excuse for considering the Edison scheme would disappear.

Wholesale prices at the end of June, according to the Bureau of Labor Statistics, were 5.5 per cent. higher than they were a year ago, the index for all commodities standing at 150, with 1913 as 100. Not all commodities, however, have advanced. House furnishings, which a year ago were most out of line on the high side, standing at 196, compared with an average at that time of 142 for all commodities are now down to 176, the decline amounting to 10 per cent. In like manner, farm products, which were most out of line on the low side, moved during the year from 114 to 131, a net advance of 15 per cent. The group most out of line on the high side at present is fuel and lighting, the index for which now stands at 225, compared with 191 a year ago. This represents a rise during the year of 18 per cent., and the advance is due in part to the coal strike as about a fourth of the increase occurred during June. In spite of the higher prices for farm products this group still remains out of line with the general average, its index being 131, compared with 150 for all commodities. Other groups with low numbers are metals and metal products at 120, chemicals and drugs at 122 and food at 140. These compare with building materials at 167, housefurnishings at 176, and cloths and clothing at 179. It is evident that the process of readjustment is still incomplete.

It is true that some kinds of work are of more importance than others; but the guy who can't see the importance of another fellow's work is a pretty poor excuse of a man.

When you begin spending to-morrow's receipts to-day for personal or family expenses, you are living ahead of your income and you are on your way to the poorhouse.

### DELUSION OF CHEAP MONEY.

The view that Germany for a time enjoyed a tremendous advantage in trading with other countries as a result of the depreciation of the mark, and that these other countries were correspondingly injured by being undersold in their own markets, is quite prevalent on both sides of the Atlantic. Such an opinion, however, is not shared at present by leading German financiers, who regard the buyers from Germany as having gained all the advantage during the period when German internal prices were not in line with the external depreciation of the mark and their own country as having suffered by parting with its goods for less than their actual cost of production. Thus the Disconto-Gesellschaft, one of the leading banks in Berlin, in a recent bulletin describing the economic condition of Germany, estimates the total loss incurred "by reason of a too cheap rendering of German workmanship" at 3,000,000,000 gold marks per year. It also points out that such losses were not confined to foreign trade, as a vast amount of real estate passed into hands of foreign investors and speculators at much less than its real value. In the words of the report, "many precious portions of the German national substance have entered into foreign possession at mere fractions of their actual worth."

It is pointed out that this unfavorable situation for Germany is now almost overcome by the rapid advance of internal prices and that so far from the exchange depreciation having proved profitable it has entailed very heavy losses to that country. The only source of profit has been through the sale of marks to foreigners. As the marks depreciated the Exchequer has been able to repurchase them for much less than it originally received for them. This source of profits, however, has been more than offset by the losses incurred from selling too cheaply for export. All of this loss cannot be expressed in terms of money. The cheapness of German goods was due, while it lasted, to the relative cheapness of labor. Labor was cheap partly because of Government efforts to keep down the cost of living such as bread subsidies and the control of rents. Some of these arrangements for supplementing wages at public expense have already been discontinued, and practically all of them will be stopped by the end of the current year. Wages are now catching up with the depreciation of the mark, but for many months they were lagging behind. This meant that the German working population was literally breaking its back to make cheap goods for other people to enjoy, and as a result there has been a lowering of German standards of living. It is impossible to estimate the loss incurred in this way in terms of money. Fortunately for both Germany and its customers, this was a condition that could not continue indefinitely. While other countries may temporarily enjoy the benefit of cheaper goods, the impoverishment of the selling country must eventually react to their injury, since this destroys its power to buy from them in turn.



# Freight Rate Reduction

## *Passed on to the Trade*

We have again reduced the list prices on K C Baking Powder, giving you the advantage of the full amount of the decline—and then some. This means

### *More Profits For the Merchant*

All unshipped orders will be billed at the new reduced prices.

The selling price of K C has been established by being shown on the package and through our advertising. It is never necessary for you to sell K C at less than the prices marked on the cans.

In selling

# K C

## Baking Powder

*Same price for over 30 years*

# 25 ounces for 25¢

you can always get your full profit.

Packed in all tin true-height cans and wood cases.

Write us. Let us show you the greater profit in selling K C than you can get on other advertised brands.

JAQUES MFG. CO. - Chicago

PLAIN TALKS  
ABOUT  
STREET CAR  
SERVICE

Co-operative  
Courtesy and Mu-  
tual Helpfulness Will  
Improve the Service  
of Your Street Car  
Company

## The Flat Wheel

If there is anything annoying to a person's peace of mind, whether he is riding in a street car or living "on the line," it's the pound, pound, pound of a flat wheel. Your street car company accepts the evil of the flat wheel without argument. To remedy this annoyance the wheel must be taken off and returned. This is done almost instantly when the "knock" is discovered, because with every pound it loosens the mechanism and structural frame work of the car and crystallizes the electrical equipment.

One day a man complained to the motorman of the car on which he was a passenger that "a flat wheel" had kept him awake all night.

"What was the matter with the company, anyway?" he asked. "Doesn't it know a wheel to roll must be round?"

"I think I know something about that flat wheel," replied the motorman. "It happened on my run. It was the day before yesterday in the afternoon. We were delayed at a crossing and trying to make up time going west on this very street. In the middle of a block, near the end of the run, a boy about four years old started trudging across the track. He neither heard nor saw the car. I threw off the current and put on the emergency brake. We slid for at least fifty feet and missed the boy by less than ten inches. That was enough to grind any wheel into the shape of an egg."

"You don't say," said the passenger visibly disturbed by the motorman's explanation.

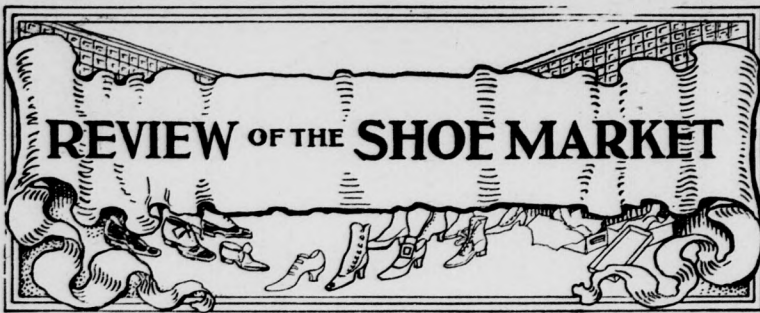
At the place mentioned by the motorman he got off.

*Don't be a flat wheel. Trim up to the times and help your street car company do the same.*

## Grand Rapids Railway Co.

*L. D. Lamarter.*  
Vice President and General Manager.

# GRR



### Fall Shoe Styles To Be More Conservative.

After the various style shows at Brooklyn and other manufacturing centers, visiting merchants, manufacturers and salesmen went into a general discussion of fall styles in women's shoes, the result being that everybody wants to see a return to sanity. They admit that there has been an overplay on "millinery" styles, that low heels have been played too strong, a "flapper" style of shoe dominating the stocks. All admit matrons and middle aged women did not look well in many of the shoes and they are now outspoken against the extreme low heel.

On evening slippers there will be a return to the full Louis heel, graceful in shape, in heights varying 15/8, two inch, and 18/8, with the first two leading. On street turn shoes, 15/8 and two inch heels will predominate, with a choice between a substantial shaped Louis, and a Spanish Cuban with a Louis breast. The box heel will run higher than at present, 14/3 being the choice of most merchants.

Welt sole shoes will carry heels all the way from 8/8 to 14/8 high. The significant point is that shoes as a whole will be bought to fill a trade class requirement, and the right heel for the type will be placed on individual shoes. Right here it is well to sound a warning. There will be so much talk about higher heels that merchants may be led to think that lower heels are out. Such is not the case. Low heels have sold well to certain classes of people always, even when high Louis heels held the style center. And they will sell as well for the next season. Merchants must not condemn their present stock merely because of low heels. To do is to invite unnecessary loss. The wise merchant will retain and buy a sufficient quantity of such shoes to fill the wants of the normal trade for this style. Then he will buy lines of low shoes in welts carrying 12/8, 13/8 and 14/8 heels, suitable for those who have always worn and wanted moderate heels. Probably later in the season there will be a call for concave Cuban heels two inches high. There is now no indication of leather Louis heels coming back this season.

So the question of heels, which plays an important part in style selection, may be said to be clearly defined. Low heels will still sell to the normal low heel trade, but the abnormal trade on low heels is done. Heels will be higher. When the season is well under way, probably 14/8 will be found to be the average

height, and the height on which the heavy demand will center.

Lasts will be sane and moderate as to toe and shorter as always when toes widen out. Dress shoes in both welts and turns that carry the higher heels, centering around 14/8, will be of an opera type, receding slope at toe, rounded wall at top to take care of the foot from the ball forward and give a roomy sense of comfort. Vamp lengths will be moderate, ranging in type of pattern from 3 3/8 to 3 5/8, but an average of 3 1/2 inches seems to be the length most desired. Lower heel types will carry a fuller and rounder toe in turns, and in welts custom shaped toes will be most favored.

In materials, taking the average of the city trade, patents, satins, dull kid and calf will probably constitute the great majority in demand. In the country at large, and 65 per cent. of the retail business is country and not city trade, the heavier leathers will gain the ascendancy over patents and satins. A great many merchants believe that the best dressed conservative type of women will go quite largely to dull calf and kid the coming season. At least, smart looking shoes in plain effects can be developed in these leathers on the toe shapes and heel heights of the lower lasts. While red leathers are still in high favor in the Middle West, the tendency in the East is for medium and brown tans, and the same is true in the far West.

As for patterns, straps and oxfords tell the story. In strap designs there is a tendency toward plainness, with fewer two tones, perforations and cutouts. As for the designs themselves, one strap and two straps will lead. Extremists will try out the side lace oxford, but it is not a shoe for the general public. The tongue Colonial comes also in this class. If it sells well, it will be in high grade stores and to the best trade, who will buy it to get away from styles worn by the masses. This is the one doubtful question to-day as to the future. Worthwhile opinions are divided on the subject, but most merchants consider it as a high grade proposition and limited to high grade demand. Whether the Colonial gets a good start and then filters down to the lower grades cannot be predicted with certainty, but there are more reasons for believing it will not be a mass proposition than that it will.

In welt soles oxfords will lead, and straps in plainer effects will be second best sellers. Upper designs on oxfords will be plainer as to stitching and perforations. Too many

merchants will deceive themselves on oxfords this fall, feeling that they have not moved as many tan calf oxfords as they expected. This, usually because they bought tan oxfords on top of their sport oxfords, and then introduced 'flapper' heel straps on top of that. Any average merchant, however, can safely figure that oxfords will constitute more than half of his sales from September to next March.

Just a word about such styles as the Cossack or Russian boots, cuff top strap pumps, and intricate and ornate pattern designs. Such numbers are for the adventurers of merchandising, and should form at best only a very small part of the average merchant's stock. Balance is the word of the hour, avoiding extremes that are here to-day in samples and gone before the goods come into the store.

### New Automatic Machine To Polish Shoes.

A recent invention is an automatic shoe shining machine which cleans, shines and polishes a pair of shoes in fifty seconds. The machine is electrically operated and performs its functions automatically when a five cent piece is dropped into the slot.

Five sets of brushes perform the work of cleaning, polishing and shining in logical sequence, and the machine is said to work equally well on the heaviest "hobs" as on milady's dainty pumps. The customer sits on a leather upholstered seat, places feet on the pedals and the brushes begin

to work. The brushes are constantly under the customer's control and can be made to operate at any speed desired by a button.

First, a set of rough brushes cleans the shoes, then a second set of felt rubs them off preliminary to applying the polish, the third puts on the polish, the fourth does the drying, and the fifth gives the gloss. The seat is so arranged that the motor stops automatically when the customer rises.

### Opportunity.

Opportunity knocks once  
At the door of sage or dunce.

Maybe when your summons fell  
You would not attend the bell.

P'raps you got it in your head  
That the wolf was there instead.

Maybe you misjudged her looks  
For an agent selling books.

Anyway, do not despair  
That you missed the call so rare.

You must simply hustle more,  
Go and get another door.  
M. Wilson.

Cold feet and hot heads frequently travel together.

**MR. MERCHANT—DON'T LET YOUR STOCK GET TOO LOW. KEEP YOUR SIZES UP.**

**FOR THE MAN WHO WORKS—**

**ROUGE REX SHOES**

**FOR THE MAN WHO CARES—**

**MORE MILEAGE SHOES**

**HIRTH-KRAUSE CO.**

**Grand Rapids, Mich.**

# --KEDS--

**Don't forget we are headquarters for this popular line of Rubber soled canvas footwear.**

**Summer weather is going to bring a big demand for them. For quick service send us your orders.**

**Herold-Bertsch Shoe Co.**

**Manufacturers of Serviceable Footwear**

**11-13-15 Commerce Ave.**

**GRAND RAPIDS, MICH.**



### Women Who "Nibble" Will Lose Health.

The more I see of the way in which women get their meals and how they neglect themselves the more do I desire to impress upon my sisters the fact of the great injury they are doing to themselves. The London Times has taken up the matter and is endeavoring in a campaign to have women reform their ways. There is one habit or custom of the American wife or mother that I protest most strongly against. That is, if husband or father or man of the home is absent from meals the woman will not take the trouble to provide herself proper food, but takes a "snack" of something and lets it go at that. She will do this three or four times a week, declaring she does not care to eat alone and it is too much trouble to cook, even though there may be plenty of food in the house.

Next, if the man of the house is an hour or so late the women will not eat until he arrives, because, first, they desire to please him; and, next, they do not wish to be discourteous. This should not be. The women will most always leave the meal—generally supper or late dinner—with a headache, caused by not getting their food at the proper time. This generally tells on the woman in the end.

One of the greatest evils attendant upon women is the rush to get to business in the morning and the failure to eat a proper breakfast. Between rouging and powdering and the other "make-ups," time that should be devoted to the morning meal is lost. I often hear women say: "I never eat any breakfast; just a cup of coffee, an egg and a piece of bread." Then the rush to the street car for the office. Long before the noon hour these women become fatigued. They eat a hasty luncheon, generally of something they should not eat, and back to the business or office.

Let me quote from the London Times a paragraph that fits in part to the situation in many American homes. It reads:

While there are many women of the middle classes who underfeed because food, in the choice of which and the preparation of which they find the routine of their lives, creates in them a feeling of nausea, the fact that families of this class have suffered to much from depletion of income is the real reason why the housewife denies herself, that there may be more for others—and not because she is frugal from choice. There are an immense number of women in every class of life who would eat more if they could afford it. This has been proved, and is being proved daily. As long as women have not got to choose or handle food they can eat just as heartily as men.

The ordinary business woman has a solid meat breakfast, a meat meal in the middle of the day, afternoon tea and a relish with her supper. She can supplement these meals from her own pocket or by parcels from home. When the firm supplies the food, she eats it because she needs it. She likes it, and she does not get any more money if she goes without it. The big drapery firms know this. They feed their girls well, on the whole, and although, as in all rou-

tine feeding, there is monotony, the complaints made to the housekeepers of the great hostels are very few.

A good many women not of the working class pretend, from force of tradition, that they eat very little. When alluding to their fastidious and frail appetites they neglect to say how often they satisfy them; the many times they dive into the "nibbling tins" which are to be found in many boudoirs, the malted milk which they take after the exertion of a walk and the very hearty tea with savory as well as sweet sandwiches, which they consume midway between lunch and dinner. The nibbling woman often consumes as much in a day as a working man.

Many large business houses and manufactories in this section provide good, substantial luncheons for their help, both male and female, serving the eatables at a small price. It is declared by many of the business men that the girls and women work better and show more interest in their duties after they have been fed properly.

I wonder how many of these women and girls have had "snack" breakfasts or only a cup of coffee for the morning meal? I say stop this. Eat in the morning, take the next car and keep your health. Mariam Woods.

### Capitalizing Your Old Customer.

A dealer in Long Prairie, Minn., has discovered an ingenious method of capitalizing his old customers, both as a means of holding their trade and attracting new customers. Each year, the dealer conducts an "Old Customers' Week." During a certain period in the year, invitations are sent out to the old customers and their friends. During a recent celebration of this kind, the store paper contained pictures and testimonials of old patrons. The announcement of the event was as follows:

"Neither words nor deeds can ever repay the debt of gratitude we owe you—our old customers—nor can dedicating 'Old Customers' Week' to you fully express the deep seated regard we feel.

"However, we have set apart this week for you, trusting that it may in some small measure thank you for long years of unswerving loyalty to this store.

"During this week we hope to meet everyone of you face to face, to grasp your hand in friendly greeting and tell you how grateful we are for the splendid success you have made possible.

"We want to visit with you as you lounge comfortably in easy chairs upon the balcony or in the rest room—and to hear of the days of long ago when the wonderful conveniences of to-day were entirely unknown.

"Come visit us in this cheerful store—Your Store—dedicated to serve you, your children and your children's children in such an efficient, friendly manner that you will always be glad to trade at 'The Store That Friendship Built.'"

Whenever your fund of cheerfulness gets so low you cannot cash a moderate-sized check against it daily, it is up to you to replenish that fund or retire from business.

### How a City Promotes Its Local Trade.

The Chamber of Commerce, of Trenton, N. J., maintains a continuous drive to promote buying in Trenton and to extend its suburban retail trade. Trenton formerly felt keenly the competition of the big Metropolitan stores, but this is now being largely overcome. Each spring and fall the Retail Merchants' Division conducts style shows and expositions of all lines of merchandise, marked each time by new and attractive features. Special retail trade events also, are held once a month, such as Suburban Day, Dollar Day, Profit-Sharing Day, Free Mileage Day, etc. The last named is an annual event, when round-trip fare at the rate of 3 cents a mile is rebated to every suburbanite where collective purchases amount to \$5 or more, these fares being prorated among the participating merchants. The Chamber of Commerce has built up a mailing list of 4,000 families in the surrounding towns and rural sections, and these are sent a handsomely printed notice of each event. Strong advertisements are run in ten weekly newspapers in local suburban towns the week preceding each event. Live publicity campaigns are conducted in the Trenton papers at the same time. Trenton merchants co-operate through special bargains, window displays and individual advertising. Each trade event is managed by a special committee appointed for the purpose. The general promotion expenses, such as the suburban advertising, circular printing, poster, postage, prizes, etc., are borne by the Chamber of Commerce from the budget of the Retail Merchants' Division.

What you don't say frequently is of more importance than what you do.

**"A MOTOR CAR  
is only as good  
as the house  
THAT SELLS IT."**

We consider our Service  
organization second to none in  
Michigan.

Consider this when you buy your  
NEXT CAR.

==  
WE SELL

**Pierce-Arrow  
Franklin  
Oldsmobile**

**F. W. Kramer Motor Co.  
Grand Rapids, - Michigan**

**Home Ease** STRAP SANDAL IN STOCK



Black Kid, Flexible McKay, Stock No. 500. Price \$1.80. Terms 3-10, Net 30 days. Write for pamphlet showing other In-Stock Comfort numbers. BRANDAU SHOE CO., Detroit, Mich.



**Graham & Morton  
TO CHICAGO**

**\$3.95** Single Trip **\$7.30** Round Trip

**MICHIGAN RAILWAY LINES**

BOAT TRAIN 9 p. m.—G. R. Time  
**DAILY**

Day Trip Saturdays  
BOAT TRAIN 1 p. m.—G. R. Time

**FREIGHT RATES LOWER**

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

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

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.

**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.



**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

**TEAM NETS**  
**\$1.45 to \$2.20 Each**

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





### Working Toward Better Standards and Better Practices.

Necessity has been the mother of many things besides invention. To invention we owe most of our creature comforts and conveniences, most of the myriad devices and appliances which make modern civilization possible, most of the vast production of merchandise which is the backbone of business.

But business itself is singularly helpless, as the history of all inventors and inventions amply demonstrates. Before an invention can become of more than very limited usefulness it must call upon necessity's younger children—banking and advertising—in order that it may attain the dignity of a business by their aid. Every business rests upon three fundamental factors which determine its success or failure. It must have: 1. proper and adequate financing; 2. efficient production; 3. profitable distribution. Many other things enter into the problem, but these are the essentials in a nutshell. To the solution of this problem, the business man brings more or less brains, money and experience.

In a less complex and less highly organized state of civilization, he was required to make shift as best he could with all three phases—financing, producing and distribution—without assistance. He went forth among his friends and acquaintances to collect the money for his venture. When this was accomplished, usually at the expense of much time and energy, he turned to manufacturing and producing his goods. Then he was confronted with the problem of distributing his product to the consumer, and again had to spend time and effort away from his business.

As it became necessary to conduct business enterprises on a larger scale, these varied functions grew onerous and impractical. The producer found that production required his whole attention. He no longer had time for financing and distribution and sought relief from these details. So mother necessity brought forth the twin agencies of banking and advertising. Strangely enough, these children were raised in very humble circumstances and, although so closely related did not recognize each other until recently.

Banking grew out of a most disreputable environment—the despised money lenders of the Middle Ages. Bankers were not highly respected members of society until comparatively recent times. So also was the youth of advertising—scorned as a reprehensible and unethical practice.

Banking and advertising grew up

through long years, not even on speaking terms despite the humble origin of both. Not until business recognized their utility and helpfulness, did they meet on the ground of mutual respect which has recently been developed. To-day banking and advertising form a strong union—a natural union. They co-ordinate as naturally as the right hand with the left hand. They form a union which possesses not only strength but a mighty potentiality for achievement. When they stand together and work in perfect accord they raise high the torch of civilization and light the way to a prosperity built on a firm foundation of financial stability. They enthuse the imagination with that foresight and love of idealism which makes for real and perfect accomplishment.

It is fitting, therefore, that we, as the high priests of advertising, should study and better acquaint ourselves with our fellow worker in the service of business. There is no greater service that we can render to the advertiser and to business in general than to prepare our advertising campaigns so that they will meet with the full approval of the conservative financier and banker. No man is fully qualified to act as an advertising counselor until he can meet this requirement—and that means—until he has familiarized himself with the great financial machinery of our country. This consists of the banks and the security markets.

The advertiser or business man has three reasons for issuing securities. The first is for the promotion of new enterprises whose worth is yet to be proven and which are not yet on a dividend-paying basis in many cases. Such securities are distributed through the New York Curb, "America's second largest stock market. The second purpose is refunding and the third is additional capital for expansion. In general, these two are traded on the New York Stock Exchange which furnishes a most convenient place for the buyer and seller to meet and accommodates the man who has a surplus of money and wants to invest, at the same time meeting the needs of the man who has a surplus of securities but needs ready cash. Anyone who will read the constitutions of our great exchanges will be impressed with the high moral tone and the sound principles on which they are founded.

The common habit of abusing Wall Street and the financial district as a whole comes largely from ignorance of the all-important subject of financing. The integrity, substantiality and high character of our financial houses should be a source of pride to every

## WE OFFER FOR SALE United States and Foreign Government Bonds

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

**HOWE, SNOW, CORRIGAN & BERTLES**  
401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

## Fenton Davis & Boyle

BONDS EXCLUSIVELY

MICHIGAN TRUST BUILDING

GRAND RAPIDS

Detroit

Chicago  
First National Bank Bldg. Telephone Main 656  
Citizens 4212

Congress Building

## CADILLAC STATE BANK CADILLAC, MICH.

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

We pay **4%** on savings

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

RESERVE FOR STATE BANKS



JOIN THE  
GRAND RAPIDS  
SAVINGS BANK  
FAMILY!

**44,000**

Satisfied Customers

know that we  
specialize in

accommodation  
and service.

### BRANCH OFFICES

Madison Square and Hall Street  
West Leonard and Alpine Avenue  
Monroe Avenue, near Michigan  
East Fulton Street and Diamond Avenue  
Wealthy Street and Lake Drive  
Grandville Avenue and B Street  
Grandville Avenue and Cordelia Street  
Bridge, Lexington and Stocking  
West Leonard and Turner Avenue  
Bridge Street and Mt. Vernon Avenue  
Division Avenue and Franklin Street

## A Trustee For Insurance Money

Widows and orphaned girls made beneficiaries of insurance policies are often marked by sharpers as "easy prospects" for their gilt and tinsel propositions.

Women, inexperienced in handling large sums of money, are too often deceived by these smooth-tongued swindlers into buying worthless securities. A comfortable income then suddenly melts into poverty.

Insurance money managed by this institution as trustee is fully safeguarded.

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

Ottawa at Fountain

Both Phones 4391



American citizen. There are banks which came to the front in the Civil War and helped finance the Government. There are investment houses which have served the public for periods of over fifty years, the reputation of which is as clean as the petals of a newborn rose.

Do not be carried away by confusing the term speculation with gambling. The man who gets a "tip" on a stock and buys in a blind way is a gambler and is simply one of the barnacles which cling to the ship of progress. Speculation, on the other hand, is the life blood—the sinew—of business. It calls forth the best mentality and spirit of the active business man. Were it not for speculation, we would have no railroads, telephones, telegraphs, great mines nor tremendous industries.

It is shameful that such prominence is given to unhappy occurrences in our financial district while so little is said of what is right, honorable and praiseworthy that goes on in that same financial district. Stop and consider that there are thousands of high class financial houses in Wall Street—that we have just been through a silent panic extending over almost a year—that we are going through the backwash of the war precipitated by the bloodthirsty kaiser and the brutal German people. When one hundred houses fail, there is a great hue and cry raised by the country in general that a pack of wolves, a gang of robbers, is preying on the public; but there is little or no comment on the fact that during the same period of this year there were 10,962 commercial failures with aggregate liabilities of over \$350,000,000.

There is no question but that advertising is essential in promotion, refunding and the raising of additional capital. This is what gives the wage earner an opportunity to amass a competence, for advertising brings opportunity to his door. Without it, we would be in danger of getting a "money-archy" composed of only a few men. In fact, a few years ago we almost had such a state of affairs, but the bankers were saved by using the channels of distribution which digested the "undigested securities" and liquidated the "frozen securities." Again advertising was the instrument.

Through this great security market, business obtains its field or permanent capital. The banks perform an equally valuable but different service. It is the chief function of a bank to act as a reservoir of liquid capital which can be directed here or there, where it is needed for temporary or seasonal use, and thence be returned to the reservoir for another mission. It is no part of a bank's function to furnish permanent capital for any business enterprise, however sound. The pro-

viding of permanent capital, either for equipment or regular operation, through the issue of stock and bonds, is a matter in which the bank can and should be of the greatest assistance, but it cannot be a principal.

Bankers are no longer private money lenders, risking their personal capital upon loans in which favor plays a part. Banks are engaged in business—the buying and selling of credit, or the use of money. They are entrusted with a serious responsibility, a grave trust. They must exercise the greatest care, and they are conservative not only from choice but of necessity. They handle not their own money but the money of the public for the public's benefit. They are public utilities.

So a bank is not a mere strong-box for the safeguarding of cash, nor an inexhaustible source of money for any and all purposes. It is really a financial service station. Few people understand this point.

The banker is the financial focus of the community. He is in touch with investors and can help in selling stocks and bonds. He can advise on markets, securities, investments, credits, budgets and a thousand and one financial questions—but he cannot supply fixed capital. The most vital of bank services is that of granting loans for a definite purpose which insures the profitable employment and quick return of the money. Beyond this, the essentials of a bank are assets and personality—in brief, can you and will you repay the loan when it is due?

By unanimous consent, bankers accord first place to the factor of personality or character. Remember the late J. P. Morgan's statement on the witness stand to the effect that he would rather lend a million dollars to the man without a cent in assets but in whose character he had confidence, than to a man with the opposite qualifications.

And it is right here that the traits of banking and advertising join; for banking, as we have seen, is based upon character and advertising is the most potent means of building up character into a bankable asset.

Reputation or prestige depends not only upon character but upon the general recognition—the common knowledge—of that character. Advertising can and does provide an instrument whereby this character may be fixed in the minds of the public and become an invaluable asset.

The functions of banking and advertising present many points of similarity. The banker's service in receiving and lending money is but the outward evidence of his service to business, just as the placing of advertising copy is the visible evidence of our service. In both cases, the

## INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS  
President



RANSOM E. OLDS  
Chairman of Board

### MERCHANTS LIFE INSURANCE COMPANY

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

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

## Is There Any Reason at All—

**WHY** you, the average man, should EVADE WILL MAKING? A business man's WILL is as important as his trial balance, his inventory, or his pay roll.

When you stop to think of it, your dependents will not be on ANYBODY'S PAY-ROLL unless you provide one. Just estimate their running expenses.

Let us show you some wills already in action. Yours can be made embodying a practical income plan. It can be made to take care of all the details.

To get an idea how it works, call for the new booklet: "What you should know about Wills and the Conservation of Estates."

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"Oldest Trust Company in Michigan"

**THE MICHIGAN TRUST COMPANY**

Grand Rapids, Michigan



### CONSERVATIVE INVESTMENTS

We have at all times a list of high grade investment bonds from which to choose.

**Corrigan Hilliker & Corrigan**

Investment Bankers and Brokers

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Ground Floor Michigan Trust Bldg.  
Grand Rapids, Michigan

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M-4900



greater services are seldom appreciated by the general public—that of the banker in financing and of the advertising agent in distribution.

Whatever may have been their past, both of these great institutions are now actuated by an idealism that seeks expression in the advancement of business. Both are selling that intangible thing called service, and both are demanding character as well as financial responsibility as a prerequisite to the rendering of their service.

Banking and advertising are working shoulder to shoulder toward better standards and better practices in business. It is imperative that each has a better appreciation of the other's aims and functions. We stand, therefore, in a position of dual responsibility to the advertiser and to the banker. We must so plan our advertising campaigns as to conserve the best interests of the advertiser and also to meet the approval of the banker who is expected to finance the campaign.

I want to stress the importance of using all care and diligence in mapping out advertising campaigns—persuading our clients to go over these campaigns with their bankers. Where the banker criticises and is at fault, show him where he errs. If he is correct, change the campaign to meet the qualifications of conservatism. The financial man feels that he has a right to criticise when we encourage an expenditure that shows a lack of thought and careful research into the problem confronting the advertiser. When such a campaign is proposed, we have injured our entire profession. We have done a harm to the whole business world and have been guilty of throwing a monkey wrench into the machinery which drives progress and business forward.

Wm. T. Mullally.

#### The Proper Uses of Credit.

Credit is in a large measure an impersonal item. It is largely symbolic because it is not of itself a value—it is founded upon and represents value. The removal of the value leads frequently to abuses, therefore credit should always be supported by values in existence. Foodstuffs and supplies entering the household designed for immediate consumption are not the proper bases for credit. Whenever credit is founded upon them, there arises a risk over and beyond the personal ability of the buyer to protect his own obligations. Therefore, commodities intended for immediate consumption should be paid for immediately and not be made the basis of credit. Many stores believe that they can build up business by credit to their customers, but the cost attaching to this type of credit increases overhead and prevents competition, on a price basis, with stores doing a strictly cash business. It is time to start a campaign to do away with a system of credit that very frequently imperils the welfare of retail merchants or places their costs at a point where everyone must contribute to the loss when the buyer who pays should receive the advantage of the very lowest prices.

#### Reducing the National Debt.

A reduction of over \$2,500,000,000 in the bonded debt of the United States by the purchase of Liberty bonds in the open market and by the redemption of Victory notes is being both applauded and criticized. The applause comes from those who want to see the Government's bonds selling at par and the Government's credit worth 100 cents on the dollar, and who regard a heavy National debt, incurred for non-productive purposes, as a mortgage on the country's prosperity which should be reduced as rapidly as possible without crippling private business in the process. It is argued that the time to resort to redemption is when money is easy and business suffers no deprivation by the temporary diversion of liquid capital when funds are plentiful. On the other hand, it is held by critics of this policy that the moneys which have been used for the redemption of the Government's obligations might have been employed for the reduction of taxes, and that the task of paying off the principal should be left to later generations who had to suffer none of the privations of a war which was fought as much for their benefit as for our own. One matter overlooked in this discussion is the fact that the redemption of a debt, when the bonds are held by a country's own citizens, makes the country, as a whole, neither richer nor poorer. Its chief effect is to bring about some changes in the existing distribution of wealth, and it can be argued that the best time for making such readjustments is when business is relatively inactive and much liquid capital is lying idle.

#### Has Certainly Done His Share.

Otto Bullis, the Maple Rapids druggist and grocer, has certainly done his part to contribute to the betterment of the world. He has raised four chil-

dren—two boys and two girls—and has given them all university and college educations. The elder son graduated from the dentistry department at Ann Arbor and is now practicing his profession in Durban, South Africa. The younger son is a graduate of Annapolis and is now engaged in artillery practice somewhere on the Atlantic. The elder daughter also graduated from the dentistry school, married a graduate dentist, and both have returned to Maple Rapids and engaged in the practice of their profession. The

younger daughter is teaching school in Detroit and is now spending her summer vacation with her father in the old home town.

A somewhat singular feature connected with the first named son is that he occupies the same offices in Durban which were used by Arthur Waite, the murderer of John E. Peck and wife, when Waite practiced dentistry in South Africa.

The best way to get rid of one's duties is to discharge them.

## Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

Capital and Surplus \$600,000

3% interest paid on Savings Deposits, payable semi-annually.

3½% interest paid on Certificates of Deposit if left one year.



#### OFFICERS.

Wm. H. Anderson, President; Lavant Z. Caukin, Vice-President; J. Clinton Bishop, Cashier.  
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## BONDS FOR INVESTMENT

We own and offer a comprehensive list of carefully selected Government, Municipal, Railroad and Public Utility Bonds, which we recommend for investment.

We shall be pleased to send descriptive circulars to investors upon request.

ESTABLISHED 1880

**Paine, Webber & Company**

12TH FLOOR, G. R. SAVINGS BANK BUILDING  
GRAND RAPIDS, MICHIGAN

BOSTON

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## BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds  
from

**The Old National**

**WRITE** for information regarding a sound investment paying good dividends.

At the present time we have one which should appeal particularly to conservative investors.

**F. A. SAWALL COMPANY**

313-314-315 Murray Building

Grand Rapids, Michigan



### Principal Scenery in Yellowstone Park Is Mosquitoes.

Some good folks think Yellowstone Park is a great place to go and have your spare change disannexed, while other folks don't. I am one of the others. I am quite sure that yellow journalism got its name from this park each coming under the heading of "false alarms."

The principal scenery in Yellowstone Park is mosquitoes. To be frank and open, I might say that the mosquitoes almost obscured whatever scenery there might be behind them. After you see the canyon, with its marvelous colors, and Old Faithful geyser, you can cut out the rest and go home without missing much.

So far as the bubbling mud, the smoking holes and the noisome fumes from the bowels of the earth are concerned, you get the same effect in Perth Amboy, N. J., or Pittsburg, Pa. Go to any foul-smelling chemical works or gas factory, and you can absorb just as much inspiration from the smoke and fumes and odors as you get in Yellowstone.

The Park is represented to be overrun with wild animals. Bears and deer and elk are said to be so plentiful that you have to get out of your auto and "shoo" them off the road in order to pass by. Outside of the mosquitoes, we saw two porcupines, quite a flock of gophers, a rattlesnake, eight jack rabbits and three elk, the latter away off in the offing. We were told to go to the garbage dump back of the hotel and see the wild bear. All we saw was an accumulation of last season's tin cans and a pile of broken dishes, and we smelled so many smells that I presume the bears couldn't tolerate them, even if we did.

The prices in a Yellowstone hotel are greater far than the scenery. One day's stay set us back \$49.20 net after proper deductions for meals we didn't eat. The chauffeur took a bath, and they soaked him 50 cents extra for it.

The only fresh fruit we could get for breakfast was prunes—four measly prunes to the portion—and the coffee was not hot. There was no such thing as a lemon in the place.

Yellowstone park is owned by the Government, and its visitors are exploited by private individuals. It costs you \$7.50 to get inside the gates, and all the change you can carry to get out. Still I suppose the consuming human desire to be humbugged might as well be satisfied away off in this over-advertised and over-estimated place as in a Barnum circus.

Personally I prefer a circus to Yellowstone. I can see more animals under a tent, and I can fill up on peanuts and scarlet lemonade at a fair price. The clowns and tumblers and equestrian ladies in tights are preferable to mosquitoes.

But folks will continue to go to Yellowstone, just as boys and girls continue to go to college. In each case the experience is perhaps worth the cost. You never know the uselessness and emptiness of anything until you try it. Bert Moses.

### The Gold Standard Critics.

Those who, like Thomas Edison, are critical of the gold standard because

of its alleged failure to maintain stability of prices have evidently overlooked an important fact with regard to the existing monetary situation throughout the world. Only two nations to-day are maintaining the gold standard, the United States and Japan. The United States now holds about 40 per cent. of the world's gold supply. During the fiscal year just closed its net imports of the yellow metal amounted to \$441,000,000, and for the preceding fiscal year they amounted to \$505,000,000. During the present month, as a result of Great Britain's efforts to initiate interest payments on its debt to this country, the flood of imports has again begun to swell. Now when the value of gold depends on the financial policy of a single country, as happens to be the case to-day because of the conditions just stated, there is necessarily less stability than would exist if the metal moved freely in a world-wide market. If gold since the war has not performed its functions as a standard of value as satisfactorily as it once did, this is due to the deranged economic condition of the world rather than to any inherent defect in our present monetary system. Nothing that has been proposed as a substitute would function more satisfactorily in the present state of world affairs.

It is evident from the foregoing that the gold standard will maintain prices at more stable levels when Europe finds a way to return to a gold-secured currency. The huge gold reserves in this country are a constant menace to price stability, and were it not for the regulative influence of the Federal Reserve system they would probably have brought on a new wave of inflation and temporarily arrested the process of post-war readjustment. If a portion of this gold were to flow back to Europe, to be employed there as a basis for the restoration of gold currency, stabilization both here and abroad would be made much easier. There are two different ways in which Europe may return to a gold basis. It may bring its present currencies back to a parity with gold or it may revalue its currencies in gold in terms of their present purchasing power.

Where depreciation is slight the first course will probably be followed, but where it is extensive, as in Central Europe, revaluation is the only conceivable method. But such revaluation must be preceded by stabilization, and this in turn necessitates a balancing of budgets. One difficulty in connection with the first of these courses is that it entails a very disagreeable process of deflation, but if this is spread out over a period of years, as it evidently must be in any case, the effects of falling prices will not be serious. In this connection it should be borne in mind that the United States was fourteen years in returning to a gold basis after the close of the Civil War. The process in most of Europe must also be a slow and gradual one, but there is no other way out of the financial morass than the long, difficult pull. William O. Scroggs.

If you see good in everybody; nearly everybody will see good in you.

### Beware of German Stockings, Socks and Hats.

Lately there have been frequent cases of blood-poisoning, the cause of which was unknown. The discovery has now been made that they were due to the wearing of certain cheap goods coming from Germany, such as stockings, socks and the lining of men's hats.

People have been buying these freely, the prices being very far below those of similar goods made in this country; but after wearing them for some hours they have been surprised to notice the breaking out of a series of blisters on their feet, or, when hats had been bought on their foreheads, which later developed into ugly sores.

Apparently the dyestuffs used contain dangerous chemicals. Without

going so far as to accept the suggestion put forward by some chemists that this is a deliberate German machination, one may ask how the Germans, who are admittedly chemical dye experts can make the mistake of using poisonous matter of this kind when manufacturing goods for export.

### Cannot Afford To Miss an Issue.

Jackson, July 22—I notice by the number on my last Michigan Tradesman that my subscription will expire with the next issue. I cannot afford to miss one copy, because we cannot keep store without it.

I am enclosing a check for \$6 for the Tradesman for the next two years. Will you please see that I do not miss one issue? M. H. Lincoln.

If you would have time to spend when you are old you must save time when you are young.

## Is Safe Investing An Open Book to All?

THE professional man, and the man who runs a business or a farm, will tell you that it takes care and good judgment, based on years of experience, to manage his affairs successfully, and that no novice could step in and get away with it.

Yet he often seems to forget that Investments is also a business requiring training and experience. Instead of seeking counsel as he would in a legal or technical matter, he often risks his savings on his own snap judgment in this unknown field, without investigation, or on the word of a stranger.

Investments engages the lifelong study of thousands of able men. Billions in securities are offered annually. Thousands of stocks and bonds are issued. How can the average man, devoting himself to his own affairs, expect to select the safe, wise investments suited to his needs!

He can't, proof of which is found in the \$750,000,-

000 loss of savings by the American people last year in worthless securities. Why will men and women abandon their native caution, when investing the savings of a lifetime!

This Investment House wants to help dam the flow of Michigan savings into fake schemes. It will gladly place its knowledge of the investment field without obligation at the disposal of anyone.

If you are considering buying a stock or bond, come to us and ask us to furnish you with the complete, late facts about it, about the corporation issuing it, and the men selling it. This we will gladly do, and you need feel under no obligation to buy that or any other security of this house.

It will cost you nothing to GET THE FACTS. It may save you all the money you have in the world.

### PERKINS, EVERETT & GEISTERT

CITY 4334. BELL, M. 290.  
BONDS STOCKS  
205-219 MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.

"Get the facts before the other fellow gets your money"



### Frictional Electricity Causes Fires.

Frictional electricity is now said to be responsible for some mysterious fires occurring while handling gasoline. Walter L. Wedger, State Chemist of Massachusetts and a member of the Massachusetts Safety Council, gives the following information regarding fires due to that cause:

1. In drawing gasoline from a pump into a can, the metal of the can should always be in electrical contact with the metal of the pump, so that all electricity generated can pass off through the pump to the ground. Wooden handles or other insulating substances on the bails of cans should be removed at once, so that when a can is hung by the bail on the pump hook, all parts of the can are in electrical contact with the metal of the pump. Neglect to observe this caution has been the cause of several fires.

2. In filling the tank of a motor vehicle with gasoline from a can through a metal tunnel containing a chamois skin strainer, care should be taken that the metal of the tunnel is in electrical connection with the metal of the tank, and also that the can from which the gasoline is poured is likewise kept in electrical contact with either the tank or the tunnel. This is easily accomplished by means of flexible electric light cord connections. The use of blocks of wood or other insulating substances, placed around the filler hole of the tank, to make the tunnel stand upright during the process of filling, should be discontinued at once, as this results in insulating the tunnel from the tank and creates a pocket for the accumulation of static electricity in the metal of the tunnel, which would otherwise pass off fast as formed into the metal of the vehicle in harmless intensity.

A man standing on the rubber covering of the running board of a motor vehicle, filling the tank under the seat with gasoline from a can which he holds in the air has been known to generate sufficient electricity by the friction of the gasoline passing out of the mouth of the can to cause a spark and resultant fire when the can was brought near any metal substance. Hence the necessity for the electrical contact with the tunnel and the tank. Neglect to observe these precautions has been the cause of five bad fires.

3. In filling the tank of a motor vehicle with gasoline from a pump with a hose having a metal nozzle at the end, fires have been known to occur from frictional electricity generated by the passage of the gasoline through the rubber hose and collecting in dangerous intensity in the metal nozzle from which it is discharged by means of a spark when the nozzle is brought near to any metal substance. During the process of filling in this manner, the metal nozzle should be kept in electrical contact with the car tank, or a hose with a metal lining used, said lining to be connected with the metal nozzle at one end and with the metal of the pump at the other end. Neglect to

observe these precautions has been the cause of several fires.

4. Frictional electricity is generated by the rubbing together of substances that in themselves are non-conductors of electricity, such as dry wood, rubber, fibre, chamois skin, gasoline and many others; or it may be generated by friction between a non-conductor and a conductor such as gasoline or a metal pipe or can, although in the latter case its intensity is much diminished.

It is seldom generated in moist weather, the best conditions for it being a clear, dry atmosphere.

### Our Boy Has a Wireless.

Our boy has made a wireless.  
I tell you I am glad.  
The thing is done and all set up:  
For sometimes I got mad.  
He talked about it all the time,  
Morning, noon and night—  
The dining room was upside down,  
The rug was out of sight.  
There was saw-dust on the table  
And shavings on the floor,  
I didn't get to sweep that room  
For three whole days or more.  
He'd plane and hammer, saw and file,  
And scatter things about.  
Then he'd make a break for school and  
"Don't touch things," he'd shout.  
He'd prowl around and fret and hunt  
For things he couldn't find.  
And then he'd get a spool of wire  
And wind and wind and wind.  
I think he wound a thousand miles—  
Of course I can't be sure—  
I know I held the spool for him  
Until my arms were sore.  
He mused up kettles, pots and pans  
To melt the paraffine;  
He even got some in the grease,  
I had to cook things in.  
He used up all of his dad's ink—  
He took a china cup—  
To mix the mixins in he used,  
To stain the thing all up.  
And when we put the aerial up  
I froze myself 'most blue.  
But I had helped him all along  
And had to see it through.  
Some people passing in the street  
Wondered what it could be.  
Professor Budin stopped and asked:  
"Is kitty up the tree?"  
But now it's done and all set up  
And we can hardly think.  
It's—"Hush! be still! I hear it buzz!  
It's Arlington I think."  
Then dad, he looks at me and grins—  
You know we dassn't walk—  
And then we just float out the room,  
But now we're just plumb proud of him.  
We don't care for the muss,  
We want to keep him young in heart  
And always loving us.  
I'll send a wireless each day  
To our great God above;  
"O, always keep him sweet and pure,  
Protect him with Thy love."  
Mary Barton Smith.

### Buyer's Market Still Prevails.

With prices of nearly all important raw material moving upwards and consumers still resisting advances, the position of manufacturers and distributors just now is not altogether easy. The domestic labor troubles, the possibility of car and fuel shortages, and the European situation in the background are matters that have added to the uncertainty. In clothing and dry goods lines, for example, there is a general conviction that prices must go higher, but contrary to the usual rule the prospect of such advances is not contributing to the buoyancy of the market. Dealers have no means of knowing whether there has been an increase in the consumer's purchasing power comparable with the recent rise in his living costs, and the degree to which he will "take hold" in a higher market is problematical. The situation known among traders as a "buyers' market" still prevails, and while facts can be marshalled to explain the higher costs these will not of themselves induce buying.

Pomposity is ability only when seen on the comic stage.

## Michigan Shoe Dealers Mutual Fire Ins. Co

LANSING, MICHIGAN

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

Total Dividends Since Organization \$128,645.36

### THE REASONS

Careful Selection of Risks  
Absence of Conflagration Hazard  
Economical Administration Prompt and Fair Loss Adjustments

## Grand Rapids Merchants Mutual Fire Insurance Company

Economical Management

Careful Underwriting Selected Risks

Conservative but enjoying a healthy growth.

Dividend to Policy Holders 30%.

Affiliated with the

Michigan Retail Dry Goods Association

OFFICE 319-320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

SAFETY SAVING SERVICE

## CLASS MUTUAL AGENCY

"The Agency of Personal Service"

COMPANIES REPRESENTED AND DIVIDENDS ALLOWED.

|                            |     |                               |     |
|----------------------------|-----|-------------------------------|-----|
| Minnesota Hardware Mutual  | 55% | Shoe Dealers Mutual           | 30% |
| 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% |

### SAVINGS TO POLICY HOLDERS.

Hardware and Implement Stores, 50% to 55%; Garages and Furniture Storers 40%; Drug Stores, 36% to 40%; Other Mercantile Risks, 30%; Dwellings, 50%.

These Companies have LARGER ASSETS and GREATER SURPLUS for each \$1,000.00 at risk than the Larger and Stronger Old Line or Stock Companies. A Policy in any one of these Companies gives you the Best Protection available. Why not save 30% to 55% on what you are now paying Stock Companies for no better Protection. If interested write, Class Mutual Agency, Fremont, Mich.

## OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.



## CHINA AND HER PROBLEMS.

## Can Be Solved By Strong Central Government.

China is a paradox. She is strong and weak; old and young, backward and progressive; wise and foolish. You can say almost anything you want to about China and it will be true in part and almost sure to be false in part. Roxby, the British member of our Commission, delights to tell a yarn about an enterprising Yankee, who, on arrival in China discovered that the women wear trousers, and cabled home for a million pairs of suspenders. The goods are still in storage in Shanghai! One could write pages of reflections on this theme of contradictions.

There is no such thing as a central government in China, in any real sense. The president was illegally chosen, parliament has not been together in years, the government has extreme difficulty in getting funds and has no real control of taxation. The general or military governor of a province is called a Tuchun; there are four or five stronger generals who are the actual power at present and are called supertuchuns. Some one has said that two of the main evils of China are superstitions and supertuchuns. Under some generals they are allowed to loot a town when they get half a chance. There is a lot of brigandage and the brigands are, as a rule, either discharged soldiers or soldiers in disguise. These brigands are active in one region where we stopped and only a few months ago killed a missionary. In the hospital of this particular mission were several soldiers brought in the day before, wounded in a set-to with brigands and one of them at least wounded in the back.

The accepted method of official activity is "squeeze." It is stated that one of the present cabinet has cleaned up \$4,000,000 in eight months and is still going strong. This may be unjust, but if so is merely a hyperbolic concreting of a nearly universal system of graft. Another factor is nepotism. When a new official takes office he puts in a group of his relatives and usually hasn't the nerve to dismiss the force already employed. The result is a vast overstaffing of departments and many incompetents. It must be remembered that "squeeze" is the regular thing and is not morally condemned, as with us; also that the basic teaching of Chinese ethics is support of one's family—which always includes near relatives. Nevertheless these methods make efficiency practically out of the question.

Another item to reckon with is the Chinese love of make-believe and their lack of power to carry out their plans. They are past-masters of statement and analysis, can develop programs that make the President of M. A. C. look like 30 "cash," but they fall down on performance. There is a Chinese proverb which they acknowledge is truly a part of them. "A tiger's face and a serpent's tail." A big flourish and a poor finish, it might be interpreted. They told me in Shansi that they had an experiment station for agriculture in each one of over 100 dis-

# United

## Classed With the Leaders

Any classification of the ranking motor trucks manufactured in the United States must and does include the UNITED. It is properly regarded as singularly excellent in all the features of its carefully considered engineering. It is built for rugged strength and power, for long usefulness, for easy hauling and for utmost economy in operation and upkeep.

Nothing has been neglected in UNITED construction to enable it to maintain the front rank place in the motor transportation field it has fairly won. UNITED prices are as low as the times and manufacturing conditions make possible. They may be purchased on a conveniently arranged time payment plan.

### No Better Motor Truck Investment

Write, telephone or call at the plant for all particulars. If requested, a representative will call on any prospective truck buyer.

1½—2½—3½—5-Ton

**A Size for Every Business Requirement**

## United Motors Company

FACTORY AND SERVICE 675 NORTH STREET

Bell Main 770

Grand Rapids, Mich.

Citizens 44-472

**Quality—  
rather than quantity production**

# trucks

tricts. In each station there was one expert, one assistant, one something else and two clerks. But I couldn't discover that they were accomplishing anything of real consequence, not even in extension work, to say nothing of investigation.

The same province of Shansi has a very unusual and progressive governor. For example, he abolished opium both poppy growing and the manufacture and use of the drug. Yet it is said that \$50,000,000 went out of the province last year for opium. That seems like a preposterously large figure, and yet there are whole cities where the people are going to the dogs on account of opium using—some of the ancient families literally going to ruin. The governor cannot help it, because it comes in on a railway owned and managed by Belgians. The Central government has made many concessions of this sort, some because it needed money and some because of pressure from foreign governments. It is one long story of weakness and national incompetence. China is a great hulk of a ship, a sort of Emperor, without rudder and with broken engines. As one missionary says, the Chinese has never been a citizen. He has been absorbed in his own affairs. He has been protected from foreign invasion by an Emperor at the Capitol. Apparently China is at the mercy of the Powers and in for a century of chaos; admittedly she is nationally bankrupt.

But the other side of the shield, she was civilized before the palmy days of Greece and before Romulus and Remus were suckled by the she-wolf among the seven hills. Confucius, whose teaching is still the dominant and popular philosophy of the Chinese was earlier than Plato. I was in a territory the other day which was well settled and had a tax roll 4,000 years ago. She has outlived every civilization contemporary with her establishment, and world powers have been founded, have flourished, and decayed while she has been steadily at work. She has more people within her borders than ever in her history and is increasing more rapidly in population than is any Western nation. She practically feeds herself and in her way could be quite fully self-sufficing economically.

And she is progressing. Missionaries, even in the provinces from the coast, say that during twenty years, for example, they have seen remarkable changes in fact and in sentiment. During four years past in one province alone 10,000 little primary schools have been opened. The Chinese government has recently completed a piece of railway building, using Chinese engineers, that is the best piece of roadbed I have seen, and it was through the mountains at that. Recent highway building in one province gives that province greater good highway mileage than all China had until recently, outside the cities and city suburbs. There are thousands of students in her colleges. She has discarded the old education, which for 2,500 years was her pride, and is attempting Western courses of study and methods of instruction.

One of the most promising move-

ments is called the New Thought. It is led by a group largely members of the staff of the National University of Peking. It seeks to learn the reason for everything. Its slogan is "Why?" It proposes to test the old learning and the new; Chinese customs and Western practice; philosophy and religion—all with the same acid—why? Everything must be explained—no superstitions, and no assumption that any dogma, no matter how venerable or how venerated or by whom, may not in reality be a superstition. It has created a popular literature and discarded the ancient vehicle of expression of the Chinese scholar. Students are flocking to it. It is a yeast of intellectual ferment. It is led by able and sincere men, many of them returned students.

Christianity in China confronts at least two great difficulties. One is that this New Thought is, in its leadership, probably atheistic. The Christian apologist must be able to show not only that his religion is a real thing—not a bundle of superstitions; and secondly that historically the best things in Western civilization are due to the Christian teaching and influence.

The other difficulty is the thoroughly unchristian way Christian nations have treated China and indeed one another. Here is a great series of grabs made by foreign powers—Britain, France, Japan, others. It doesn't see how Japan can be asked to keep out unless the others get out—and to get out quickly is almost impossible.

Now America, fortunately, has not grabbed. She has accepted no concessions. She has announced the "open door." Minister Schurman last September on his arrival in Shanghai, said that America would insist upon the open door and upon the integrity of China. But the Chinese say that we speak fair and do nothing. The crowning instance of this, they say, was over Shantung at Versailles. And so they are not overconfident that the Pacific Conference will help them much, or that America really intends to do anything except talk. As I read in this morning's paper of the query of an able American a few days ago: "Do you think American public sentiment is likely to insist upon Japan and the other nations keeping out of China?" Then he added, "I don't." I wonder.

It is evident that Japan has her problem; that she must be understood and given a fair deal: No doubt there is a growing party in Japan much opposed to her militaristic and aggressive policy on the continent of Asia.

But I did not mean to pass judgment upon the political question; I have none. But it is hard to know just what is fair.

Most observers believe that China will gradually strengthen her provincial governments—there are eighteen provinces aside from Manchuria, Mongolia and Thibet—and then federate these provinces into a strong central government. But this process may take twenty years or more. Meantime, what?

I meant to say that the real boycott of foreign people and goods would be more serious to outside nations than

any army China could possibly muster for years to come.

Another paradox—personal. When I see the dirt and smell the odors and see conditions generally, I have to remind myself that these are twentieth century humans; at the same time I am completely fascinated with China and its problems. K. L. B.

#### Be a Booster.

Be a booster—  
Like a rooster—  
Always crowing loud and long;  
Keep a yelling  
What you're selling—  
Put some pepper in your song.  
If you're tired,  
Go get fired—  
Hunt a job you think will suit you;

Either like it  
Or else hike it  
Somewhere else before we shoot you.  
Be a getter—  
Times are better  
For the man who packs a smile;  
Take your licking  
Or quit kicking—  
Dig right in and make your pile.  
The war is over  
And there's clover  
In the pastures all around;  
It's not waiting  
Or debating  
But making hay out of the ground.  
Watch it growing—  
Always showing  
Lots of blossoms—it's alive.  
If you're a dead one,  
Go use a lead gun—  
Drones ain't wanted in this hive.  
Be a doing  
Quit your stewing—  
Get a move on, grab some kale,  
Don't let your head  
Get feeling dead—  
Sweat and smile and you can't fail.

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A Holwick Electric Mill or Chopper will contribute more toward the pleasure and profit of your business than any fixture you have ever bought. It will pay for itself in added profits.

Buy your coffee in the bean—Steel Cut it in your own store, on a Holwick Mill, and double your profits. Let us tell you more about it and our easy payment plan.



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## All-the-Year-Round Sales

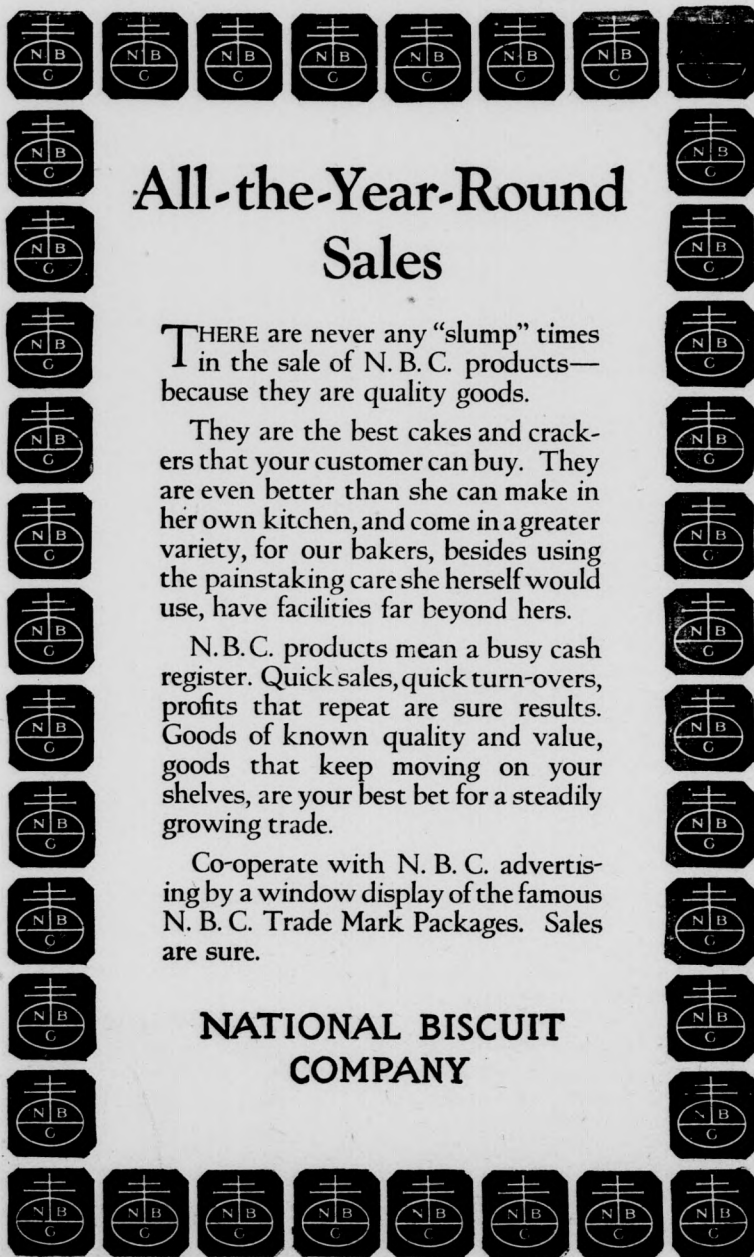
THERE are never any "slump" times in the sale of N. B. C. products—because they are quality goods.

They are the best cakes and crackers that your customer can buy. They are even better than she can make in her own kitchen, and come in a greater variety, for our bakers, besides using the painstaking care she herself would use, have facilities far beyond hers.

N. B. C. products mean a busy cash register. Quick sales, quick turn-overs, profits that repeat are sure results. Goods of known quality and value, goods that keep moving on your shelves, are your best bet for a steadily growing trade.

Co-operate with N. B. C. advertising by a window display of the famous N. B. C. Trade Mark Packages. Sales are sure.

NATIONAL BISCUIT  
COMPANY





### The Boy Was Not So Slow.

Grandville, July 25—There are many humorous as well as tragic events of the backwoods which have never been recorded.

Up in the North end of the Southern Peninsula of Michigan two brothers and a friendly neighbor tented in a thick woods for the purpose of hunting bears which had been making unseemly inroads into the preserves of the early settlers.

Hank Herndon told his neighbor one day that he had located a bevy of bruins in a thick bit of oak timber, where they were engaged in fattening themselves on acorns.

"We will leave my brother to look after the camp while you and I go after the bear, Jack," concluded Hank, rubbing his hands as was his wont when very joyously excited. "We are sure to get one of the varmints."

Jack Bristol, the elder of the two, and celebrated as a bear and deer hunter as well as number one timber looker, agreed with his friend, at the same time casting a side glance at a boy who was cleaning a fish just within the tent entrance. "Charley needn't know a thing about it, Hank."

"No, of course not. I'm afraid the sight of a bear would frighten the boy into fits."

Despite the low conversation Charley Herndon had heard enough to cause him to sit up and take notice. His own gun sat in one corner of the tent, unused as yet except on some of the smaller game of the woods. The two men had fetched fifteen-year-old Charley Herndon along for camp cook and chore boy. He might bring his gun if he liked and perhaps—yes, perhaps, he might get a shot at a deer.

That evening Hank and Jack discussed their plans in low tones, while the boy who might perhaps shoot and frighten a deer was outside somewhere a tending to matters of less moment.

It seemed that the bears were climbing the big oaks, breaking off the limbs for the acorns, and had been at the work for some time.

"If we go carefully enough we shall have a chance at them while they are in the tree tops," said Hank.

"You bet-ye," chuckled the other. "And maybe we'll get a bear each, eh, Hank?"

"As like as not, but keep it dark from Charley. He might want to go, and if he did he'd spoil everything."

"Oh, we won't let the kid know a thing until we surprise him with a couple of dead bears," chuckled Jack Bristol.

Just at daybreak the two big hunters crawled out, guns in hand, eager for the adventure. The bear rendezvous was about a mile from the camp through a dense thicket of hemlock and shintangle.

When about half way to the eagerly sought bear field, Jack, who was in advance, came to a sudden stand, facing his companion.

"Did you hear that?" he exclaimed.

What they heard was the distant report of a rifle in the direction they were going. A sudden anxiety took possession of the hunters. It would not be pleasant to have some other woodsmen beat them to the bears' nest and bag the game.

Hurriedly pushing forward the two had gone only a little way when bang, bang, bang, three shots followed in rapid succession directly in front of their course. The hunters ran swiftly, panting and anxious, inclined to feel angry and chagrined that others had beaten them at their own game.

Hank forged ahead, breaking into the edge of the growth of oak timber in which the bears had been at work.

A bareheaded form came dashing toward them, swinging his hat, waving his gun high in the air.

"By the horn spoon! it's Charley!" exclaimed Hank.

Down toward them ran the boy, panting and not a little excited.

"I got three of them, pards!" shouted the lad. "I shot two more,

but I guess they got away. I am glad you came; maybe we can get the ones I wounded."

Crazy, of course, thought the men, but they went back with the boy and sure enough there at the foot of the trees lay the carcasses of three full grown black bears, with broken limbs scattered all about.

The two wounded bears escaped, however.

Jack and Hank regarded the boy Charley with unfeigned astonishment and admiration. Despite the fact that they lost the anticipated sport of shooting the game the boy was unstintingly praised for his feat, which would have done credit to the best hunter in the West.

While they removed the skins Charley told of how he had caught a few words of his brother's talk the previous day, and how he slid from the tent after night and listened, learning the whole plan of his two elders. He quietly laid plans of his own and quitted camp before daylight the next morning and got onto the ground about as soon as had the bears at their feast of acorns.

This feat of a mere boy was a subject for talk among the Northern settlers for years afterward.

The brothers, Hank and Charles Herndon, are still living out near the Pacific coast, well-to-do lumbermen, happy in their homes with their wives and children. Old Timer.

### The Theory of "Educational Movies."

De roit, July 25—Addressing the National Education Association in Boston recently, Will H. Hays, former Postmaster General and now plenipotentiary extraordinary for the film industry, told the possibilities of education in the motion pictures. He said that there are now 15,000 motion picture houses in the United States, with a seating capacity of 15,000,000. "Taking into account at least two performances a day and applying the collected statistics, we estimate that within every twenty-four hours, between Maine and California, 20,000,000 men, women and children look for an hour or two on the motion picture screen," he said.

"They come without preoccupation," said Mr. Hays, "not out of duty nor out of solicitation, but just in that mood of reception and relaxation, in that state of mind and emotion in which a master psychologist a great teacher, would want them to come, having the desire to make the strongest possible impression on them."

But it may be questioned whether there isn't a fly in that ointment, after all. People go to the movies with the firm intention of being amused, not educated. It is granted that motion pictures will find their place in education, but I don't believe it will be through the motion-picture house itself. Once the audience discovers it is being taught, it will rebel nine times out of ten. Not a particularly pleasant thought, but my own observation proves it true how an audience fidgets while an educational film is being shown. It can't be helped, perhaps, for it is human nature.

There is one way to beat that condition and that is by having the education sugar-coated; then the audience won't know what it is taking. But that, it may be argued is propaganda and will do more harm than good, for propagandists have not always the highest motives in the world.

Nevertheless, even if the educational film will not draw crowds to the movie houses, there is still a big field for it. Instruction by visualization is the strongest instruction there is. The screen lecture in schools and colleges, will make its impression upon student minds more easily and more firmly than the spoken word ever has or ever will.

J. E. Laberteau.

It is a good thing to be self-respecting, but it is too much of a good thing to let self-respect grow into conceit.

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During the year 1921 the companies operating through

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INVINCIBLE-10¢; BLUNT-10¢; CLUB-2 for 25¢

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## MANAGEMENT MAIN FACTOR.

### Advantages and Disadvantages of Chain Store System.

That some independent store managers are out-distanced in this race is not surprising, when one considers the lack of training many of them have when entering the business. Many independent store managers are quite content under the stress of such competition to sell out or give in to the chain and become lieutenants or rank-and-file men under the direction of the chain store experts.

On the other hand, the chain store sometimes meets defeat. I have heard chain store executives say, "I never locate a store in a community in which there is a live independent dealer" and "sometimes we make a mistake and get into a community where there is a live merchant or where one who formerly was more or less dormant begins to adopt up-to-date merchandising methods on our arrival. As soon as we discover these conditions we pull up our store and sell out our lease."

I suppose it is the experience of practically every chain organization to find it impossible to make progress in certain localities, and in consequence more profitable to drop their store there and move elsewhere.

Practically all chain store organizations place the highest emphasis on proper location, seeking situations which are the most convenient for the public. The department store consolidates several lines of merchandise under one roof; the chain store keeps department store type of ownership and management but decentralizes the location of its departments. It goes to the people instead of asking the people to come to it.

All chain organizations make a strong point of having a suitable building of pleasing appearance, east entrance, appropriate fixtures and display space, adequate lighting and efficient use of selling aids, "silent salesmen," etc. All chain organizations continually strive for better sales service, including promptness from their sales people or attendants, courtesy, knowledge of goods and sales ability.

Most chain stores specialize in the goods they handle, not only in dealing in but one general line of merchandise but also attempting to have and sell only those items out of that line that sell most readily. Slower selling lines, goods offering smaller profit making prospects and merchandise in which losses are likely to occur, such as perishables, are usually left out and allowed to go to the other stores of the community.

Chain store organizations must have accounting systems that tell their managers in great detail whether their retail units are going ahead or not and precisely where the progress or lack of progress is taking place. As everyone knows, the average independent retailer, in the past at least and probably even now, has little definite accounting knowledge of the establishment.

To illustrate, the chain store manager, by studying the records of his perpetual inventories, may learn of changes in public demand almost instantly, while the independent store manager who depends on impression or intuition for getting such information is not likely to discover the trend until considerable sales opportunity has been lost in the new goods wanted and after the old merchandise on his hands has been held so long that it must be sacrificed at considerable losses.

Whether a store shall specialize in goods handled in the way that the chain stores do depends to some extent upon trade possibilities. In a small territory, such as a chain store would not think of entering, the in-

dependent stores is nothing more nor less than a difference in capability of management. The chain store can and ordinarily does procure the best possible talent in its executive management. It can afford to pay the necessary salaries to procure such talent. The independent store gets its management from its owner and no selecting agency other than ultimate failure determines who shall and who shall not become an independent store manager.

But the chain store problems of management do not end with the selection of expert executives. The capable independent store manager can as a rule carry out his ideas in person, or at least under personal supervision. The chain store expert



Paul H. Nystrom.

dependent retail store must of necessity handle a wide variety of goods in order to secure sufficient volume to make the institution pay. In larger communities, after the chain store has come in, because the chain store concentrates on a few of the best selling lines, the independent store must of necessity handle what the chain store does not push.

Chain stores do not even locate where there are too few prospective customers for their specialized lines to make their stores pay. Ordinarily a 5 and 10c store cannot be made a success in a town of less than 4,000 population, but a general merchandise store could no doubt make a 5 and 10c department a success.

For generations retailers have agreed that goods well bought are half sold. In most of these points, therefore, the essential difference between the chain store and independ-

ent stores is nothing more nor less than a difference in capability of management. The chain store can and ordinarily does procure the best possible talent in its executive management. It can afford to pay the necessary salaries to procure such talent. The independent store gets its management from its owner and no selecting agency other than ultimate failure determines who shall and who shall not become an independent store manager.

Because of the difficulties in chain store management, standardization is introduced at every possible opportunity. There is no essential virtue in standardization of methods in retailing except in so far as it sets the minimum requirements for success. Standardization sacrifices the benefits from individual application to local needs in order to make sure that none of the units may fall below minimum safe requirements.

So chains standardize their requirements, their display of merchandise, their advertising aids, their merchandise and even their sales service. In addition to standardization, the chain store expert also requires for successful operation of his plans a minute system of instruction, of inspection

and supervision of the work done according to his instructions. Everything is done by proxy.

So while the chain store can procure the best trained brains to plan the management of its enterprise, it also must sacrifice something, due to the fact that its managers are out of personal contact with the rank and file, and the value of the expert's work is almost certain to lose some of its quality and inspiration as it flows outward through the mechanism of the organization.

### Found Finest Hotel In America at Spokane.

Drummond, Montana, July 19—Leaving Pendleton the road is paved for fifty miles to Walla Walla, fruit land in valley and wheat fields on hill sides. Walla Walla is a bright, up-to-date looking city. From Walla Walla to Spokane is a good gravel road, crossing two or three small mountains. It is almost one continuous wheat country, dry farming hillside land, for 200 miles. We crossed the Snake River by ferry. We had the longest run between towns that day we have had on the trip. For one stretch of 65 miles there was not a town or village. Run, 210 miles in eight hours.

Spokane is a prosperous looking city. The Davenport Hotel is the finest I was ever in; nothing better in New York; perfectly appointed in every particular. Has five dining rooms, each furnished appropriately. One is the Isabella room, one Italian gardens, one coffee shop, one orange bower, one Marie Antoinette. All the furniture, draperies and lights correspond to name. The girls who wait on table are dressed in white, morning and noon, and in evening they are in white with a velvet bodice in different colors—cherry red, blue, olive and brown harmonizing with the colors on the electric lights. They serve a noonday luncheon for 60c, 50c and 40c. The food is so good and reasonable they are doing all the business they can take care of. The prices are as reasonable as in some of the so-called cheap restaurants. It is a humdinger.

Leaving Spokane we headed up the Spokane valley for thirty miles through a fine fruit and wheat section; up then through Coeur d'Alene with its lake of beauty and Wallace mining section, over Bitter Root Range, the steepest and narrowest roads we have had on the entire trip; down to Missoula, fairly good roads, and North 170 miles to Glacier National Park, good dirt and gravel roads. I saw more lumber piled up and more logs in the river on this drive than I have seen since the early days on Grand River. There are some very large lumber mills all through this district.

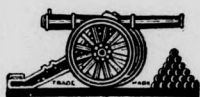
Leaving car at Belton we took a boat up Lake McDonald, about nine miles, to the Glacier Hotel. Stayed all night. We went seven miles on horseback and climbed two miles to see Sperry Glacier; then back tracked to Missoula and on up the valley to Drummond, Montana. Mountain driving I have no fear when my safety depends on careful driving, but on some stretches of this Yellowstone Trail the turns are so sharp and the road so narrow that your safety depends not only on your own driving but the other fellow's and it is no place for a weak heart.

C. C. Follmer.

### Everyone To His Place.

Some one must play the minor parts,  
Some one must hold the spear,  
And some one, when the music starts,  
Must follow in the rear.  
Not everyone can be the star,  
That shines with great white light,  
But some must twinkle from afar  
To harmonize the night.





*In Paisley Shawls  
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**These TOWELS Fill Their Needs**

**T**HE little old lady who wants a towel or two—something inexpensive but good—can find a Cannon Towel to suit her needs. The woman who drives to your store in her limousine can choose a selection of Cannon Towels that in appearance and quality are suited to the beauty of her home.

For the completeness of the Cannon line is one of its advantages. It includes every kind of cotton huck and turkish towel—at prices that all your customers can afford.

Cannon Towels offer you the finest values that you can buy. Compared price for price, they bring you heavier weight, closer weave, and higher quality than any other towels made. Their fine appearance is gained by the Cannon process of bleaching and finishing.

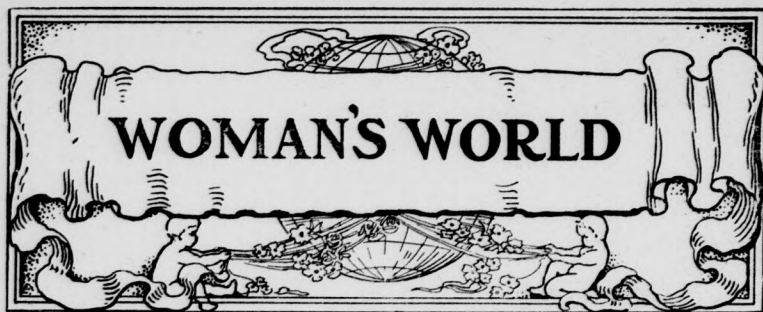
From the raw cotton to the finished product, Cannon Towels are made by the Cannon Manufacturing Company—the world's largest producer of towels. They are distributed only through jobbers. Write your jobber today for samples, prices and complete information. Buy the Cannon line complete.

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label (in blue) on the  
wrapper of every package.*

# CANNON TOWELS



### Work Which Will Bear Fruit in Future.

Written for the Tradesman.

In the little village in Northern New York where I have been staying lately there has been a great stir about a new aspect of a very old problem—the health of children.

It was not a question of finding sickly children and getting them well again, although there was some of that. It was a question of finding out whether the children were well or not and keeping them well.

It wouldn't be true to say that I was surprised at the interest shown by the parents in this work. Of course, they were interested, as one could be sure they would be. But it was inspiring to see them come long distances from the farms way out in the isolated valleys and from the far hilltops to learn how to give their babies a better chance.

The Health Department of New York State is sending round through the rural districts a big "healthmobile"—a large motor truck in which there is, for one thing, an electric generator run by the gasoline engine, to furnish light for the moving picture machine with which they demonstrate and illustrate the purpose and benefits of their work. In the little towns far from any railroad, where moving pictures never have been seen before, they give a most interesting evening, showing how little children should be examined, weighed and measured to find out whether they are normal and in good shape generally; how important good milk and general hygiene are. And there is a very amusing movie showing the necessity of air, good food, exercise, and so on, for the health of grown folks, too.

This entertainment is preliminary and introductory to a much more important thing, which comes later at a convenient time. That is a day when twenty children between six months and six years of age are brought to a central place and examined by the skilled doctor—usually a woman—sent by the State Health Department. All the facts about each child are carefully recorded and the parents are urged in any case that needs it to take their child to the family doctor for further examination and treatment.

One day was not enough time for all the children whose parents wanted them to be examined; a second appointment had to be made, and I wouldn't be surprised if there would have to be a third.

It is the habit of a good many people to think of the farmers in the

outlying districts as indifferent sort of people who do not know what is going on in the world and do not care either. But I can tell you that when it comes to wanting the best for their children those farmers and their wives—will take any amount of trouble to get it. On the night when the first lecture was given in the little town I speak of it had been pouring rain for days and the mountain roads were in very bad condition, but the hall was crowded and the interest was intense.

One reason for the good attendance and the general response to the movement was the hard work of a committee of women who went from house to house, from farm to farm, telling about it. The chairman of the committee is one of the summer residents of the town, and she enlisted the help of several of the permanent residents, who were quick to respond.

A mother is a mother the world over. Wherever she lives, whatever her circumstances, race, religion or education, her first interest, if she is a normal person, is in the welfare of her babies. I have never seen a better illustration of this commonplace fact than in the way in which these country women flocked to get the benefit for their children of the splendid work instituted by the New York State Health Department.

You can find out about it in detail, if you are interested, by writing to the department at Albany for their pamphlets which tell all about the work and give a lot of information about the care of babies besides. You

might possibly learn something for your own benefit.

There is no better way to unify a community than by some movement like this for the benefit of the children.

In my various visits in the summer to all sorts of little country places I have seen attempts to get things going in the way of women's clubs, kindergartens, and other helpful movements. And almost always, where they were really successful, they had their center in some interest of the children. I am speaking of this thing now because I imagine that many of my readers are just now in country places where they would like to do some helpful thing for the community in which they are gaining rest and health. Nothing could be more appropriate in a summer vacation than to help bring health to the place where you are getting it.

If you are in New York State you can do something directly through this movement already started. If

you are in some state where this work is not done, you might awaken the state and local health authorities by inspiring an interest that might bear fruit in future. I am told that 300,000 little children die unnecessarily in this country every year just for lack of "a stitch in time."

Prudence Bradish.  
(Copyrighted, 1922).

Generosity on the part of a merchant is a good thing for his customer, for his employees, for his business, for him!

### THE PUBLIC HAS BECOME "SOLD"



on the dependability of certified, trade-marked products. That explains the steadily increasing demand for

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### Keith Big Time Vaudeville

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**Think of it! You can see seven acts of real Keith Big Time Vaudeville any matinee (except Sunday) for same price as a picture show.**

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### Plan to Picnic at Ramona

**Our Beautiful Grove With Its Chairs and Tables Amid Shade Trees at Your Disposal**



## 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.

**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.



## GETTING BIGGER RESULTS.

## Retailers Should Plan To Increase Sales Efficiency.

I think everywhere we are rapidly coming to a realization of the fact that for the remainder of our lives we are going to have to do business under conditions about which we do not know anything from personal practical experience. All our lives practically we have been doing business on a fluctuating market. Of course, markets always fluctuate, but the market has shifted steadily upwards, and for the remainder of our lives we are going to do business on a market that will fluctuate as usual, but on the whole the trend will be steadily down. That will be the general trend of the commercial history of the United States is to be believed.

Many merchants think high prices mean prosperity. That is a ridiculous error. If that were true, if high prices spelled prosperity, Russia would be the most prosperous nation in the world to-day. If you go to Petrograd to-day it would cost you ten million rubles to buy a suit of clothes. The ruble was worth fifty cents, and you know five million dollars for a suit of clothes is getting prices about as high as you could ever get and get away with them. If you had the temerity to hire a taxicab to go and buy your five million dollar suit of clothes, you would have to take a second taxicab to carry enough rubles to pay for it, and you would have to hire a second taxicab to carry the rubles to pay the first, and a fourth to pay for the third and so on until you would have an entire fleet of taxicabs.

Governor Harding of the Federal Reserve Bank tells us that Russia has stopped printing rubles, having reached a point where the value of the ruble was less than the value of the unprinted paper.

The important thing is not how much money they can get, but what they can buy of the useful things, things of service to society. If a man can get ten million rubles and he can only buy chewing gum he is no better off than the man who gets ten cents in the land of liberty. Most of us are more prosperous now than we were in 1919, because the prices of commodities have fallen 20 per cent. from the high price peak, whereas the value of the dollar has gone up 33 1/4 per cent. over that period. If labor has taken a 33 per cent. reduction, it is still 13 per cent. better off than in 1919. These labor unions striking across the country and tying up the wheels of industry and the return of prosperity, because they refuse to take a 20 per cent. reduction, are in reality striking because they refuse to retain a 33 per cent. increase in purchasing power, at a time when the remainder of the country is getting back to normalcy. They could not be expected to see it. They do not know how to think.

The real science of selling can be summed up to this: Look at what

you have to sell through the eye of the person to whom you sell it. What could he do with it to make his life better because he had it? Describe what you discover in terms of simplicity and in terms of such sincerity that everybody will really believe what you say, because if you make it simple so they understand and sincere so they believe you, they will act upon it. However, even though you make your advertising as perfect as you can make it, your effort will crash to the ground unless you do something to enlighten your retail sales clerks to turn the prospective customer into cash. To-day the advertising of thousands of retail stores is killed by the indifference and inertia of the average clerk. I speak of clerks. They do not like to be called clerks; they prefer to be called salespeople. Everybody is willing to call a salesperson a salesperson, and we will call the clerks salespersons when they are salespersons. The average clerk reminds me of a butcher I used to know very well. I dropped in to see him one day and I said, "I have been wondering about your business. How did you get into it, this particular business?" He said, "I don't know, but now that you mention it, I remember even as a boy I was always fond of animals."

Business is based solidly upon one thing, and that is the good will of the customer. Let us follow this customer through the store. The average merchant who uses advertising uses bargain signs. On this he loses money. If you ask him why, he will say he wants to draw the customers into the store when they will buy a lot of other things. That is wrong. Why do people buy a lot of other things? Because they need other things. Her own memory will remind her of something else she wants. How does the average clerk remind the customer of something else? I will tell you. You will immediately recognize it. She has permitted forty-five people at the end to buy what they came in to buy. "Will that be all this morning?" The customer says, "I guess so." Sometimes the clerk improves on that by saying, "What is the next item?" indicating there will be a next item. But you do not make sales because you want to sell. You make sales because people want to buy.

In some stores they have a tray or a series of trays which fit into the show cases of the store, and when they advertise some article, they arrange in these trays articles that logically go together. In the drug department they would arrange tooth paste, tooth powder and mouth wash in a single tray. When a customer walks in and asks for anything in the tray, they do not lift out the single article, but slide the whole tray and set it down in front of the customer, stand back and let nature take her course. You can readily imagine the course that nature takes. Let us say a young man comes in to buy a tooth brush. He picks out a brush very carefully with a white or a pink or a green handle, and then his eye



Why not control  
in your town, the  
exclusive sale of  
the finest line of teas  
and coffees in the  
country?

Write us about  
our SOLE AGENCY

CHASE & SANBORN  
CHICAGO



**RYZON**  
**BAKING**  
**POWDER**

RYZON-raised cakes  
keep fresh longer.  
The special process  
of manufacture is  
the reason.

RYZON, a slow,  
steady raiser, has  
greater raising  
power. Provides  
home baking in-  
surance—no bad  
luck. You may  
mix batter today.  
Set in cool place,  
bake tomorrow.

Order  
from your  
jobber today.

**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

**McCRAY**  
**REFRIGERATORS**  
for ALL PURPOSES

Send for Catalogue

No. 95 for Residences  
No. 53 for Hotels, Clubs,  
Hospitals, Etc.  
No. 72 for Grocery Stores  
No. 51 for Meat Markets  
No. 75 for Florist Shops

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

wanders on and here is a little bottle of listerine. He has been reading about listerine. The advertising had an effect, but not strong enough to bring him in the store to say he wanted a bottle of listerine, but when he is in there and sees listerine it comes back in his mind, and he says, "By the way, that is listerine. How much is that little bottle?" "Twenty-five cents." "I will take that." The next thing his eye lights upon is a tube of shaving cream. He remembers that this morning he had to pound down on the old tube to get enough cream to shave with. He had forgotten all about it and probably would have gone home and used a cake of soap to shave with. Instantly he says, "You have Mennen's, haven't you?" He does not buy exactly what he sees in the tray, but what he sees reminds him of his needs. The ordinary sales clerk says in effect after having made one sale, "Now can this store sell you something else this morning?" The tray says, "Can this store sell you a tube of shaving cream?"

Let us get to the ground in men's clothing. To get to the ground in men's clothing would mean men's shoes, wouldn't it? In this trip around the country I bought many shoes, but I never yet had a shoe salesman try to sell me two pairs of shoes at one time. The salesman in a shoe store uses his effort in trying to make you buy a higher priced pair of shoes than you came in to buy. Instead of \$7.98, you take a \$14 Nor-

wegian seal, especially priced, \$13.98. That practice of pricing things at \$1.99 is a relic of the Civil War. Of course, the original idea was that 98 cents looked much less than a dollar. To-day the store that does it is a cheap store. Some stores want to be cheap. The way business is at the present time every time we make a dollar sale we throw away our profit.

Of course, the point is that we do not sell shoes any more than we sell overcoats or women's clothing. What we sell is foot comfort and foot appearance. The average man throws his old shoes away every time he buys new shoes. He does not know how to wear shoes. Women know how to buy and wear shoes. They will buy three or four pairs at once. Men do not do that. The proper way to wear shoes is to buy two pairs at one time and a pair of shoe trees. When you take your shoes off at night you use the shoe trees and give your shoes a chance to dry out, and in this way two pairs of shoes will last as long as three pairs in the way most of us wear shoes. I had a shoe man say to me; "Wouldn't I be a fool to sell a man two pairs of shoes and a pair of shoe trees where if I let him buy and wear shoes as he wants to he would buy three pairs?" The answer is simple. If a man buys three pairs of shoes and he becomes mildly dissatisfied with the three pairs, he makes a splendid market for the other fellow's advertising. The two pairs of shoes makes prac-

tically certain that the customer will want more of that product.

Commercial good will is what brings customers back, and customers who come back, of course, are the basis of success of every business. The neighborhood store, for example, realizes that it may add a few customers every year or so, but unless it holds the customers it eventually will go out of business entirely.

If we lose good will we lose trade, because where their good will is, there their trade will be. Elbert Hubbard said, "you must do business with your friends; your enemies won't trade with you." Emerson has told us precisely how to make friends, either in business or socially. He said, "There is only one way to have a friend, and that is to be one." Solomon expresses it thus: "If you want your customers to be friendly to you, try being friendly to them."

Successful retailing to-day is based upon this thought: "All things whatsoever you would others would do unto you, do you also unto them."

That is the law of successful merchandising which spells profits, because business is based solidly upon the good will of the customer. You know the good will of the customer is left almost entirely in the hands of the clerk. It must be so. While you are away from the store, who is running your business? Your clerks, of course. Fifty-five percent. of the results of your business rest upon the co-operation of your clerks, and if

your clerks are salespeople, they will get it.

What are you doing to help the average clerk to be a salesperson? The born salesman goes into the automobile business, or life insurance business, and if you want real salesmen behind your counters you must help them.

Charles Henry MacKintosh.

#### Shoot the Fly.

A pistol for shooting flies has been designed by Charles R. Coup, of McKeesport, Pa. It is meant to convert the business of fly-swatting into a sport attractive to youngsters.

Into the barrel of the weapon fits a little rod, which carries on its front end a disk an inch in diameter. When this is properly adjusted, the disk is in contact with the muzzle of the pistol, while the rod is long enough to pass entirely through the barrel and project somewhat at the rear.

Fastened by a couple of screws to the lower end of the pistol butt at the back is a curved, flat steel spring, which the marksman pulls back with his thumb. When released the spring strikes the end of the rod and discharges it in the manner of a projectile.

A fly is crawling on the wall. The marksman takes aim at it, the spring being retracted by his thumb, and, when he lets go, the disk on the front end of the rod hits the fly and smashes it.

An advertiser is one who has faith in what he has to offer.

## ASK YOUR JOBBER FOR Hart Brand Canned Foods HIGHEST QUALITY

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

### Quality Guaranteed

### The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Michigan Factories at

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



### Why Not a Fall Festival in Your Town?

With the outdoor season here the merchant should plan something extraordinary to stimulate business. Most people are agreed that it is the merchants in a town who make the town, and the merchant who gives most of his time and energy for his town is the one who profits most. Competition among communities is just as keen as it is among stores and merchants, and wise is the colony of merchants who sell themselves on this idea. Certain communities in various sections of the country seem to stand out above others of the same state. It is the communities which are doing unusual things and those whose merchants take an active part in civic work which seem to have the limelight all the time.

To be a real success a merchant must interest himself in other things than those pertaining directly to his own business. He must take an active interest in his community. He must do more than just pay his taxes. He must give of his time and effort to help the community as a whole. By so doing he, in a round-about way, invites trade to his store and he is the gainer in the long run. Such effort is literally "bread upon the waters."

Merchants, particularly those in the smaller sized towns, should do some tall thinking. They should plan ahead and devise ways and means to attract people of neighboring towns, in some cases within a radius of 100 miles. Just how far away it is possible to attract new trade depends on how extensive and well laid the plans are and the amount of work and forethought expended.

Homecoming week is a recognized institution in most communities. Although the idea is not new, it is one of the best to attract trade and build good will that has yet been devised. There are more ways than one to make homecoming week attractive and profitable for merchants. A floral parade to-day plays a leading part in many outdoor festivities. What then is the purpose of a floral or industrial parade and what is the reason for its present day popularity?

Let us first consider the floral parade from the merchants' point of view. Large trading centers exert their best efforts to draw the local trade away from the smaller towns and cities. No expense is spared to accomplish this. Catalogs, newspaper and magazine advertising, billboards, salesmen, and even lecturers are agents employed by the big centers to draw business from the small communities.

It is not surprising then that merchants realize the necessity of protecting themselves against the encroachment on their field. To accomplish this the merchant must overcome the influences from the larger cities and the general tendency of the people to buy away from home. He must advertise, he must foster the interest of the people in their home town he must co-operate and unite with his fellow merchants, as they are all interested in this vital subject, and decide on some action that should be

taken; and here is where the floral parade offers itself as a most powerful ally.

The floral or industrial parade is a most successful method to stimulate interest in the home town, and with this interest aroused, the public in return will patronize the local market. Business in a live town is exceedingly more prosperous than in a dull, dreary one, where nothing of interest occurs to break the ever-present monotony. Some form of entertainment must be provided; a community in order to be successful, needs recreation the same as any individual. Unusual entertainment is necessary and unique stunts should be carried on several times a year.

It is not difficult at the present time to organize a floral parade. With automobiles more numerous than ever before, sufficient participation can be easily secured. The owner of an automobile is rather eager to avail himself of so splendid an opportunity to show his car in a beautiful make-up and he will do his utmost if his car is to compete for a prize.

Floral or industrial parades can be held at all times from the early spring until late fall. In every city there will be found plenty of decorators to trim the cars, and with the endless variety of high quality paper flowers now to be had, there is no limit to the decorative possibilities.

Put your town on the map. Start something! Get busy! Plan a homecoming week now! Enlist aid of fellow merchants, of civic organizations. People miles and miles away will visit their home town, if properly invited. Old friendships will be renewed and new ones formed. What a pleasure to greet old acquaintances you have not seen for years! How interesting to exchange experiences and to learn how time and fate have dealt with your boyhood friends. "Homecoming Week" will be a success—it always is—and, with a floral parade as its climax, the success will be an extraordinary one.

To organize a floral parade is simple. Anyone, anywhere, with a little enterprise and sufficient interest in his home town, could and should organize a floral parade.

Cars are plentiful in all communities. Paper flowers, festoonings and ornaments are available and inexpensive. Line up your fellow merchants and sell them the floral parade idea. The local Chamber of Commerce will doubtless co-operate. So will the Kiwanis and Rotary Clubs. Likewise the local merchants' associations. The churches also may be called on to help. Then step on the gas, advertise the event in the newspapers, by billboards and highway signs. Do something for your city and your city will do more for you. C. W. Moderow.

The merchant who hires his relatives to work for him generally finds himself getting less value for his money than he would have received if he had hired total strangers.

Have you added anything new to the equipment of your store this year, anything to make the place more attractive? Keep improving the store as well as the stock.

## WHITE HOUSE COFFEE

DWINELL-WRIGHT CO.  
BOSTON—Principal Coffee Roasters—CHICAGO.

SALES ARE  
**BIG**

And They Are Growing Bigger  
Every Year—The Whole World  
Knows Just *WHY*—So Do *YOU*.

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

## The Name on the Sack is a Guarantee of its Contents

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

**NEWAYGO  
PORTLAND  
CEMENT**

on every sack.

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

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

**Newaygo Portland Cement Co.**

General Offices and Plant  
Newaygo, Mich.

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



Michigan Retail Dry Goods Association.  
President—J. W. Knapp, Lansing.  
First Vice-President—Geo. T. Bullen, Albion.  
Second Vice-President—H. G. Wesener, Secretary-Treasurer—Fred Cutler, Ionia.

#### Concerning the Button Industry.

"We think of buttons as little things," a prominent button manufacturer yesterday, "and it is comparatively little known that the manufacture of them constitutes a great industry in the United States, the production of which excels watches in value, is nearly twice that of clocks, 80 per cent. as much as that of all the cutlery produced, a third of that of hardware and more than that of collars and cuffs.

"The production of buttons during 1921 was valued at \$50,000,000. In comparison with this, we imported only \$870,624 worth. Imports of buttons, other than pearl, consist largely of agate ones, which are of poor quality and are used only on workmen's shirts and for like purposes. They are not made in this country because we do not have the material from which they are made. The remaining imports are mostly novelties, not made here, from which our manufacturers get their inspiration and their styles.

"As in the case of many other imported articles, when these new importations strike the popular fancy and are bought in large quantities, domestic manufacturers fit up their machines and produce them as cheaply or cheaper than the foreigners who originated them. So successful are we in the manufacture of buttons under the present tariff, which averages 36 per cent., that only 2 per cent. of all buttons, other than pearl, are imported, including the novelties, while 4 per cent. of our production of about \$20,000,000 annually is exported.

"This brings me to the tariff question. The specific rates in the proposed duty appear small, unless one appreciates what their equivalent in ad valorem duty amounts to. They are actually extremely high when applied to horn, ivory and pearl buttons, such as are used in quantities by clothing, underwear, shirt, shirtwaist and dress manufacturers. In fact, they are prohibitory, as in most instances the specific rate of duty alone will amount to more than the entire selling cost of the comparable article made in this country, not to speak of the additional ad valorem duty.

"On an ivory button, size 24, the size used on men's vests, the proposed specific duty is 1¾ cents per line, amounting, therefore, to 42 cents. Clothing manufacturers are

buying the same button to-day in any quantity they desire from domestic manufacturers at less than 42 cents—in other words, at a price less than the specific duty alone will amount to under the proposed bill. In addition to the specific duty mentioned, the tariff measure carries an additional duty of 40 per cent. ad valorem, making the total increase about 200 per cent.

With regard to pearl buttons, the domestic industry has flourished under the present duty of 45 per cent., as the production in 1921 was approximately \$30,000,000. Notwithstanding this, the Senate bill calls for a specific duty of 2 cents per line, plus 40 per cent. ad valorem. A sixteen-line button, used on shirts, waists, underwear, etc., is being sold by domestic fresh-water pearl button manufacturers in quantities at 25 to 50 cents per gross, according to the quality. The proposed specific duty on the comparable imported article will amount to 32 cents alone, and, besides this, will carry an additional ad valorem duty of 40 per cent. The average price per gross on pearl buttons imported during the year 1921 was 28 cents. Figuring that the average size imported is eighteen-line, the specific duty alone on this average importation equals 36 cents per gross, plus the 40 per cent. ad valorem, which in this case is 11 cents, making a total of 47 cents alone. American manufacturers of fresh-water pearl buttons sell more buttons in this size at a price under 10 cents than over it.

"On the smallest sizes, generally used on women's wear, 14-line, the domestic selling price for the very best quality is 45 cents per gross, while the Senate bill will make the cost of the Japanese button, landed here, duty paid, 69 cents per gross. The domestic labor cost of producing these small fresh-water pearl buttons is 22 cents per gross, or about half the selling price. The proposed duty alone on the Japanese buttons is very nearly twice the total American labor cost.

"It is thus evident the Senate proposes a duty which in itself will be in the majority of instances, more than the entire button is sold for in this country. It is an invitation from Congress to domestic makers to increase their prices accordingly."

#### Cigarettes.

Close the door to advancement.  
Induce mental fatigue.  
Gnaw a hole in the pocketbook.  
Assail brain development.  
Rob the user of health.  
Exclude opportunity.  
Tread success under foot.  
Terminate progress.  
Endanger the morale.  
Slaughter the high ambitions.

## Men's Furnishing Department

- 240—Plain Blue Overall, with Bib, good weight, well made, sizes 32 to 42, @ ----- Doz. \$9.50  
625—Wabash Striped Overall, with Bib, 31 to 42, @ ----- Doz. 9.50  
Better Quality @ ----- Doz. \$12.00, \$13.50 and 14.00  
122—Men's Khaki Pants, sizes 32 to 42, good weight, well made, with Cuff, @ ----- Doz. 15.00  
451—Boys' Khaki Knee Pants, sizes 6 to 15, @ ----- Doz. 7.50  
Men's Khaki Work Shirts, sizes 14 to 17, ½ doz. in box, @ Doz. 9.00

Quality Merchandise — Right Prices — Prompt Service

## PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

## CITY DAY

Remember that EVERY WEDNESDAY is CITY DAY just as it used to be. BARGAINS in ALL DEPARTMENTS.

We are just getting in a lot of new merchandise particularly for fall and revived CITY DAY in order to encourage merchants to again come into the House and finding out what we have.

During the remainder of July when we are cleaning up merchandise we particularly call your attention to the fact that if you want any merchandise quick, you are at liberty to telephone us at our expense for anything you want and we will ship the merchandise to you the day the order is received.

Get out our July Circular and send us your mail orders. We appreciate this business.

GRAND RAPIDS DRY GOODS CO. WHOLESALE ONLY

It is our judgment that you can make money by buying Winter Underwear, Flannel Shirts and Sweaters

# Now

**Daniel T. Patton & Company**

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

# Duro Belle

## HUMAN HAIR NETS

Have you our new three gross Metal Cabinet? It's a beauty and real salesman, working for you every day. Get one through your jobber, and display it prominently. Sales and profits will then take care of themselves.

**NATIONAL TRADING COMPANY**

630 SO. WABASH AVE.

CHICAGO, ILL.



### Appeal By Women's Shop to Masculine Buyers.

One of the chain of shops of the New York Waist Store, opened in Cedar Rapids, Iowa, recently worked out an effective appeal to the masculine buyer. It was noticed that the lingerie and other feminine finery caused men to pause frequently before the window. The decision was made to turn masculine curiosity to a selling advantage. The obvious thing to do was to lure the men inside, and the first step was to make the interior safe for all species of the male. The upshot was the inauguration of "Men's Night." Advertisements appeared, letters were sent out, and on a certain afternoon the store was dolled up to look its best, with the sales girls in new black and white uniforms. The men came in dozens, met the manager, were introduced to his assistants, were served with cigars, and made to feel at home. Not much was said about merchandise, yet many of the men took home with them the things they thought especially dainty. There was probably considerably exchanging done the next day, but the Cedar Rapids men no longer stood in awe of lingerie shops, and were even glad to undertake commissions at them.

### Mailing List Contest In a Clothing Store.

E. H. Clinton of the Armstrong Clothing Co., of Lincoln, Neb., dove down through the store routine and came up with a nugget, an idea, on how to get full co-operation from a sales force. A "mailing list contest" was launched as a means of securing the names and all available information about customers, which could be written up later and "bring home the bacon." The data was put on cards, and space left for additional information. A "score sheet" of the contest added to the interest. Prizes were issued to the winners. This contest is to become a regular store feature.

#### Hot?

I can stand the summer season:  
I can stand the sultry heat:  
I can stand the red-hot city,  
And the ever-scorching street,  
But my heart begins to flutter  
When the "gink" comes into view,  
With that simple-minded question,  
Is it not enough for you?

I can stand the torrid office:  
I can stand the dusty book:  
I can stand the empty cooler,  
And my collar's wilted look—  
But my heart is torn with anguish,  
When the nut with naught to do,  
Asks that everlasting question,  
Is it hot enough for you?

I can stand the boss's grouches,  
I can stand my steno's scorn,  
I can stand the midday rushes  
Where my clothes are daily torn.  
But my fist will clench with anger  
And my eyes see red and blue,  
When I hear that darn fool question:  
Is it hot enough for you?  
Alfred S. Wells.

#### Worthy of His Hire.

The kleptomaniac went to the manager of the dry goods store.

"I want seven dollars and fifty cents."

"For what?"

"You remember that yesterday you had a suit on the counter marked 'take me home for seven fifty'?"

"Sure, and somebody stole it."

"Well, I'm the guy that took it home, and I'm here for my reward."

### PRICES CURRENT ON STAPLE DRY GOODS.

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

| Bleached Muslins.                    |        | Outings and Cantons.                   |                     | Wool Goods.                          |                |
|--------------------------------------|--------|----------------------------------------|---------------------|--------------------------------------|----------------|
| Auto                                 | 15     | Cashmere Twill                         | 14 1/2              | 36 in. Hamilton, All                 |                |
| Fruit of the Loom                    | 17 1/2 | 27 in. Unble. Canton                   | 14                  | Wool Storm Serge                     | 57 1/2         |
| Bravo                                | 13 1/2 | 100 Flannelette                        | 12 1/2              | No. 75, 44 in. Storm                 |                |
| Cabot                                | 14 1/2 | 1931 Outing Lights                     | 14                  | Serge                                | 82 1/2         |
| 44 in. Indian Hd. S.F.               | 25     | 1921 Light Outings                     | 13 1/2              | No. 4040, 50 in. Storm               |                |
| Big Injun                            | 11 1/2 | Scotchdown Shaker                      | 15                  | Serge                                | 1.07 1/2       |
| Lonsdale                             | 16     | Appledown Shaker                       | 16                  | 40 in. Julliards Pla.                | 1.15           |
| Hope                                 | 13 1/2 | 24 in. White Shaker                    | 11 1/2              | 50 in. Julliards Pla.                | 1.67 1/2       |
| 36 in. Indian Head                   | 20     | 26 in. White Shaker                    | 12 1/2              | 4120, 50 in. French                  |                |
| 33 in. Indian Head                   | 18 1/2 | Daisy Cloth                            | 14 1/2              | Serge                                | 1.50           |
| 54 in. Ind. Head L. F.               | 32 1/2 | 1931 Dark Outings                      | 15                  | K S, 36 in. Storm                    |                |
| Unbleached Muslins.                  |        | Draperies and Cretonnes.               |                     | Serge                                |                |
| Plaza                                | 08     | Hamilton Twill                         | 14 1/2              | 2215, 50 in. Storm                   |                |
| 96A 36 in.                           | 11 1/2 | Dresden Fy. Drapery                    | 17 1/2              | Serge                                | 1.22 1/2       |
| Giant                                | 11 1/2 | Tudor F'cy Drapery                     | 19                  | 56 in. All Wool                      |                |
| 40 in. Exposition                    | 12 1/2 | Nu Drape                               | 32                  | Coating                              | 2.00           |
| 40 in. 96A shorts                    | 11 1/2 | Westmoreland Creto.                    | 16                  | D R N Tricotone                      | 1.65           |
| Pillow Tubing.                       |        | Fancy Silkoline                        |                     | Carpet Warp.                         |                |
| 42 in. Seneca                        | 32 1/2 | Stratford Cretonne                     | 16                  | Peerless, White                      | 42             |
| 45 in. Seneca                        | 34 1/2 | 3544 D. B. Scrim                       | 13 1/2              | Peerless, Colors                     | 48             |
| 42 in. Pepperell                     | 30     | 8177 Curtain Net                       | 30                  | Diaper Cloth.                        |                |
| 45 in. Pepperell                     | 31     | 8432 Curtain Net                       | 62 1/2              | 18 in. Seconds                       | 75             |
| 36 in. Edwards                       | 25     | 4039 Marquisette                       | 19 1/2              | 20 in.                               | 1.25           |
| 42 in. Indian Head                   | 30     | Dragon Drapery                         | 25                  | 22 in.                               | 1.35           |
| 42 in. Cabot                         | 31 1/2 | 36 in. Art Cretonne                    | 25                  | 24 in.                               | 1.45           |
| 45 in. Cabot                         | 32 1/2 | 36 in. Elco Tapestry                   | 30                  | 27 in.                               | 1.60           |
| 42 in. Pequot                        | 35     | Linings and Cambrics.                  |                     | 30 in.                               | 1.75           |
| 45 in. Pequot                        | 37 1/2 | Tico D Satine                          | 20                  | Notions.                             |                |
| 40 in. Quinebaug                     | 30     | No. 40 Blk. Satine                     | 16 1/2              | 1225-F Boston Garters                | 2.25           |
| Denims, Drills and Ticks.            |        | No. 1 White Satine                     | 14 1/2              | Rubber Fly Swatters                  | 90             |
| 220 Blue Denim                       | 20     | No. 50 Percaline                       | 16 1/2              | Roberts Needles                      | 2.50           |
| 240 Blue Denim                       | 18 1/2 | DD Black Satine                        | 25                  | Stork Needles                        | 1.00           |
| 260 Blue Denim                       | 17 1/2 | Satin Finished Satine                  | 42 1/2              | Steel Pins, S. C.                    | 300 42 1/2     |
| Steifels Drill                       | 16 1/2 | Raidant Bloomer Sat.                   | 42 1/2              | Steel Pins, M. C.                    | 300 45         |
| 8 oz. Canvas                         | 18 1/2 | Windsor Cambric                        | 10                  | Brass Pins, S. C.                    | 300 75         |
| Armour, ACA Tick                     | 27 1/2 | Parkwood Wash Sat.                     | 57 1/2              | Brass Pins, M. C.                    | 300 80         |
| 8 oz.                                | 25     | Meritas Oil Cloth.                     |                     | Costs Thread                         |                |
| Cordis, ACA Tick                     | 25     | 5-4 White                              | 3.25                | Clarks Mile-End Td.                  | 59             |
| Warren Fancy Tick                    | 35     | 5-4 Mossais                            | 3.25                | J. J. Clarks Thread.                 | 56             |
| Thorndyke Fy. Sat.                   | 37 1/2 | 5-4 Blue Figure                        | 3.35                | Gainsborough Hairnets                |                |
| Amoskeag, ACA                        | 27 1/2 | 6-4 White                              | 4.50                | D. Mesh                              | 1.00           |
| Cambrics and Longcloths.             |        | 6-4 Fancy                              | 4.25                | Gainsborough Hairnets                |                |
| Berkley, 60 Cambric                  | 19     | 5-4 Sanitas                            | 3.35                | S. Mesh                              | 80             |
| Berkley, 60 Nainsook                 | 19     | All oil cloth sold net cash.           |                     | Per Box                              |                |
| Berkley, 100 Nain'sk                 | 25     | Flags.                                 |                     | R. M. C. Crochet Cot.                | 75             |
| Old Glory, 60 Camb.                  | 18     | 16x24 in. Spearheads                   | 1.32 1/2            | B-4 Clarks Crochet C.                | 90             |
| Old Glory, 60 Nain.                  | 18     | 18x30 in. Spearheads                   | 1.90                | Silklene Crochet Cotton              | 90             |
| Diamond Hill, Nain.                  | 16     | 24x36 in. Spearheads                   | 2.95                | Sansilk Crochet Cot.                 | 55             |
| Diamond Hill, Camb.                  | 16     | Each                                   |                     | Dexters' Knitting                    |                |
| 77 Longcloth                         | 12 1/2 | 3x5 ft. Reliance                       | 70                  | Cotton, White                        | 1.50           |
| 81 Longcloth                         | 16     | 4x6 ft. Reliance                       | 1.25                | Dexters' Knitting                    |                |
| 84 Longcloth                         | 17 1/2 | 5x8 ft. Reliance                       | 1.90                | Cotton, Blk., col'd.                 | 1.75           |
| 7001 Longcloth                       | 15     | 6x9 ft. Reliance                       | 2.35                | Allies' Yarn, bundle                 | 6.50           |
| 7002 Longcloth                       | 16 1/2 | 8x12 ft. Reliance                      | 4.25                | Fleishers Knitted                    |                |
| 7003 Longcloth                       | 19 1/2 | 4x6 ft. Defiance                       | 2.00                | Worsted, skeins                      | 2.30           |
| 7004 Longcloth                       | 24 1/2 | 5x8 ft. Defiance                       | 2.75                | Fleischers Spanish                   |                |
| Ginghams.                            |        | 6x9 ft. Defiance                       | 2.60                | Worsted, balls                       | 2.60           |
| Seminol Dress Ginghams, solid colors | 15     | 8x12 ft. Defiance                      | 5.20                | Fleischers Germantown                |                |
| A. F. C.                             | 17     | 10x15 ft. Defiance                     | 8.00                | Zephyr, balls                        | 3.70           |
| Toile du Nord                        | 18 1/2 | 6x9 ft. Sterling                       | 7.50                | Fleischers Saxony, ba.               | 3.70           |
| Red Rose                             | 16 1/2 | 8x12 ft. Sterling                      | 11.50               | Fleischers Knitted                   |                |
| Dan River                            | 16 1/2 | Gross                                  |                     | Worsted, balls                       | 2.60           |
| Everett Classics                     | 15     | No. 7 Muslin Flags                     | 7.20                | Fleischers Scotch &                  |                |
| Amoskeag Staples                     | 12 1/2 | Sheets and Pillow Cases.               |                     | Heather, balls                       | 2.90           |
| Haynes Staples                       | 12 1/2 | 63x90 Pequot Blea.                     | 13.75               | Doz.                                 |                |
| Lowe Chevrolts, 32 in.               | 15     | 63x99 Pequot Blea.                     | 15.04               | Ironweave Handkfs.                   | 90             |
| Bates, 32 in.                        | 22 1/2 | 72x90 Pequot Blea.                     | 15.25               | Rit Dye Soap                         | 80             |
| Treffan, 32 in.                      | 17 1/2 | 81x90 Pequot Blea.                     | 18.75               | Wolverine Dmesh Cap                  |                |
| B. M. C. Seersucker                  | 19     | 81x90 Standard                         | 13.50               | Net                                  | 80             |
| Kalburnie, 32 in.                    | 19     | 42x38 1/2 Utica Cases.                 | 3.75                | Infants' Hosiery.                    |                |
| Jacqueline, 32 in.                   | 32 1/2 | 42x36 Pequot Plain                     | 3.96                | Cashmere, Silk Heel and Toe.         |                |
| Gilbrae, 32 in.                      | 37 1/2 | 45x36 Pequot Plain                     | 4.20                | 60 per cent. Wool                    | 4.12 1/2       |
| 32 in. Tissue                        | 42 1/2 | 42x36 Pequot S. S.                     | 4.96                | Infants' Cotton Hose 1x1 Rib         | 1.00           |
| Manville Chambray                    | 16 1/2 | 45x36 Pequot S. S.                     | 5.20                | Infants' Mercerized 1x1 Rib          | 2.50           |
| Red Seal Zephyr                      | 18 1/2 | 42x36 Meadowbrook                      | 2.50                | Infants' Fibre and Wool Hose         | 6.50           |
| Prints and Percalines.               |        | 42x36 Lenox                            | 2.75                | Boys', Misses and Ladies' Hosiery.   |                |
| Columbia, Lights                     | 13 1/2 | 42x36 Standard                         | 3.00                | Boys' Bearskin No. 1, 1x1 Rib Hose   |                |
| Columbia, Darks                      | 15     | Childs' Waists.                        |                     | 2.10-8 Rise & fall                   | 07 1/2         |
| Am. Prints, Greys                    | 10     | "Cub" Knit Waist                       | 2.50                | Boys' 2x1 Cotton Ribbed Hose         |                |
| Am. Prints, Indigo                   | 10 1/2 | "Bear" Knit Waist                      | 3.75                | \$2.25 on 8 R. 10c. F. 5c            |                |
| Manchester 80x80 Lt.                 | 18 1/2 | "R & J" Muslin Waist                   | \$2.25, \$3.50 4.50 | Boys' 3 lbs. on 9, extra clean yarn  |                |
| Manchester 80x80 Dk.                 | 19 1/2 | Ladies' Knit Summer Vests.             |                     | on 8 (R10F5)                         | 2.25           |
| Scout, 64x60, Lights                 | 12 1/2 | 1x1 Rib Gauze Vest, Bodice Top,        |                     | Misses 1x1 Cotton Ribbed Hose        |                |
| Scout, 64x60, Darks                  | 14 1/2 | V nk., Band top ect. reg. szs. 36-38   | 2.00                | \$1.35 on 7 R. & F. 5c               |                |
| Shirtings                            | 09     | extra sizes 40-42-44                   | 2.25                | Misses 360 needle combed hose,       |                |
| Reds                                 | 11     | Mercerized 1x1 and 2x1 rib vests,      |                     | bxd. 1 doz. \$2.25 on 7 rise 10 fall | 05             |
| Hosiery—Men's.                       |        | Asst. Styles, reg. sizes 36x38         | 4.50                | Ladies' 220 needle combed yarn       |                |
| Men's Cotton Hose, Engineer &        |        | extra sizes 40-42-44                   | 5.00                | hose, seamed back                    | 2.50           |
| Fireman, Black & Brown, doz.         | 1.40   | Ladies' Knit Summer Union Suits.       |                     | Ladies' 220 needle merc. hose with   |                |
| Men's 176 Needle Cotton Cut Toe      | 1.25   | 12 Cut Double Carded, Asst. Style,     |                     | 440 needle rib. top fashion seam     |                |
| Men's 200 needle full combed yarn    |        | reg. size 36-38                        | 4.75                | in back                              | 5.25           |
| hose                                 | 1.85   | extra sizes 40-42-44                   | 5.25                | Ladies' fleeced hose, hem top        | 2.25           |
| Men's 220 needle full merc. hose     | 2.85   | 14 Cut Combed Yarn, Asst. Style,       |                     | Ladies' fleeced hose, rib. top       | 3.00           |
| Men's 240 needle fiber silk hose     | 4.50   | Regular Sizes 36-38                    | 6.50                | Ladies' fleeced hose, rib. top       | 3.25           |
| Men's pure silk hose                 | 6.00   | Extra Sizes, 40-44                     | 7.00                | Bathing Suits for Spring Delivery.   |                |
| Nelson's Rockford socks, bdis.       | 1.30   | 14 Cut Mercerized Lisle, Asst. Styles, |                     | Men's all pure worsted, plain        | 25.00          |
| Nelson's Rockford socks, bdis.       | 1.45   | Regular Sizes                          | 7.50                | Men's all pure worsted with chest    |                |
| Nelson's Rockford socks, bdis.       | 1.55   | Extra Sizes                            | 8.00                | stripes                              | 27.00 to 32.00 |
|                                      |        | Hosiery—Men's.                         |                     | Ladies' all pure worsted, plain      | 25.00          |
|                                      |        | Men's Cotton Hose, Engineer &          |                     | Ladies' all pure worsted striped and |                |
|                                      |        | Fireman, Black & Brown, doz.           | 1.40                | color combinations                   | 27.00 up       |
|                                      |        | Men's 176 Needle Cotton Cut Toe        | 1.25                |                                      |                |
|                                      |        | Men's 200 needle full combed yarn      | 1.85                |                                      |                |
|                                      |        | hose                                   | 2.85                |                                      |                |
|                                      |        | Men's 220 needle full merc. hose       | 4.50                |                                      |                |
|                                      |        | Men's 240 needle fiber silk hose       | 6.00                |                                      |                |
|                                      |        | Men's pure silk hose                   | 6.00                |                                      |                |
|                                      |        | Nelson's Rockford socks, bdis.         | 1.30                |                                      |                |
|                                      |        | Nelson's Rockford socks, bdis.         | 1.45                |                                      |                |
|                                      |        | Nelson's Rockford socks, bdis.         | 1.55                |                                      |                |

### Athletic Underwear For Spring.

B.V.D.'s, No. 01, Men's union suits 12 62 1/2  
Seal Pax, No. 10, union suits 10 50  
Men's 72x80 Nainsooks, may be  
had at 7 25 to 9 00  
Men's Soisettes, highly mercerized  
at 13 50  
Men's No. 150 "Hallmark" 72x80  
Nainsook 9 75  
Men's 64x60 Nainsooks 6 50  
Men's 84 Square Nainsooks 9 00  
Men's Fancy Nainsooks 9 00

### Wide and Medium Stripes.

B. V. D. Shirts and Drawers, 6 87 1/2  
Shirts 7 25  
B. V. D. Athletic Style No. U-101 12 62 1/2  
U-D Youth's B. V. D. 8 50  
Boys' "Hanes" No. 756, 72x80,  
Nainsook Union Suits 7 25  
Boys' "Hanes" No. 856, 72x80,  
Union Suits 6 25  
Boys' 64x60 Union Suits 5 00  
Boys' 72x80 Union Suits 6 25  
LSSI—Girls "Sealpax" pin ch'k N'sk. 8 50  
LSSI—Boys "Sealpax" pin ch'k N'sk. 8 50

### Men's and Boys' Cotton Underwear for Spring.

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

### Men's Dress Furnishings.

Slidewell collars, linen or soft 1 60  
Neckwear 2 10, 3 75, 4 50, 6 00, 7 50 9 00  
Flannel night shirts 10 50  
Dress pants 22 50 to 43 00  
Mufflers 12 00 to 19 50  
Dress shirts 8 00 to 43 00  
Launders stiff cuff shirts, 80 sq.  
percale 16 50  
President and Shirley suspenders 4 50  
Men's "Lining" Collars, per box 34 1/2  
Men's "Challenge" cleanable, doz. 2 75  
Men's Wash Ties \$1.35, \$2.00 2 75  
Men's Muslin Night Shirt, doz. 9 00  
Men's Muslin Pajamas, per doz. 16 50

### Men's Work Furnishings.

No. 220 overalls or jackets 13 50  
No. 240 overalls or jackets 12 00  
No. 260 overalls or jackets 10 50  
Stiefel rope stripe, Wabash stripe  
Club or Spade overall or jacket,  
2 seam, triple stitched 13 50  
Coverall khaki, heavy drill 27 00  
Cottonade pants 13 50 to 21 00  
Black saaten work shirts 9 00  
Nugget blue chambray work shirts 8 00  
Golden Rule work shirts 7 50  
Piece dyed work shirts 6 75  
Best Quality work shirts 9 00 to 16 50  
Work suspenders 2 25 to 7 50  
Shirley Police or X Back work Sus. 4 50

### Boys' Furnishings.

Knickerbockers 6 00 to 15 00  
Mackinaws 4 25 to 8 50  
Overalls, Brownies, etc. 4 50 to 9 00  
Youths' Wabash stripe overall 10 25  
Coverall 12 00 to 16 50  
68x72 dress shirts 8 50  
"Honor Bright" Stifels Wabash  
Stripe Romper, Red Trim 7 50  
"Honor Bright" Khaki Romper,  
Red Trim 8 00  
"Honor Bright" Plain Blue Romper,  
Red Trim 7 50  
Play and Wash Suits \$11.00 to 24 00  
Boys' Suspenders, Fish Back,  
Flat Ends 1 42 1/2  
Youths' Suspenders, 28 in. Cross-  
backs, Lea. Ends 2 25

### Caps and Umbrellas.

Black saaten shop cap, doz. 1 00  
Dress caps, men's, doz. 4 50 to 19 50  
Dress caps, boys', doz. 7 25 to 10 25  
Men's & Ladies' Umbrellas 10 50 to 43 00  
Men's "Scotch Tweed" Caps, Silk  
Lined, Plated Backs, One Piece  
Tops, Extra Quality 16 50  
Men's, Boys' and Ladies' Straw  
Hats, "Peanuts" 2 00

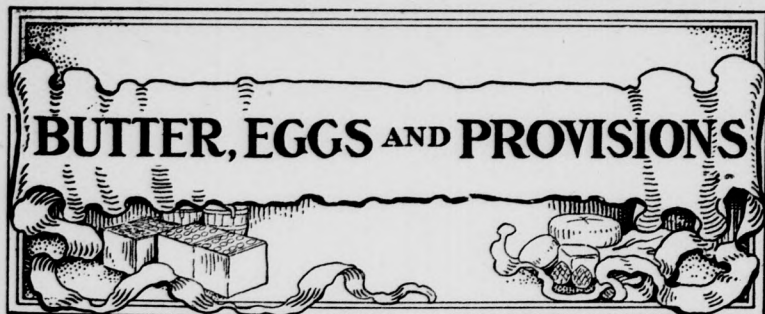
### Ladies' Furnishings.

Middy Blouses, red, green, or navy  
wool flannel, each 4 00  
Serge middy blouses, each 3 50  
Voile waists, doz. 9 00 to 15 00  
Georgette waists, each 4 00  
Crepe De Chine waists, each 3 25  
Tricollette waists, each 3 25  
Bungalow percale aprons, dz. 7 50 to 9 50  
Bungalow Gingham aprons, doz. 13 50  
Gingham house dresses, dz. 18 50 to 48 00  
Best saaten petticoats, doz. 9 00 to 13 50  
Pettibockers, doz. 8 50  
Bandeaux, doz. 2 25 to 12 00  
Brassiers, doz. 3 25 to 13 50  
Silk and cot. Env. Chem, dz. 6 00 to 19 50  
"Pricilla" Sunbonnets, doz. 3 50  
Muslin Petticoats \$12.00 to 19 50  
Wash or Tub Over Shirts \$15.00 to 36 00

### Children's Dresses.

Children's Gingham Dresses 9 00 to 23 50





#### Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.  
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#### Preparing Different Veal Cuts.

Veal, contrary to the common belief, is wholesome and easily digested, experiments carried on by the United States Department of Agriculture have shown. Much of the prejudice against veal is a result of improper methods in preparation. It is a palatable meat, resembling the white meat of chicken in flavor. If eaten when served rare or even underdone, veal is unappetizing and may cause some discomfort. The results are also unsatisfactory if veal is overcooked either by vigorous boiling or by roasting at a high temperature. Because of the rather mild flavor veal dishes are improved by seasoning with certain vegetables and herbs, such as carrots, onions, green peppers, celery, parsley, or thyme.

The Office of Home Economics of the United States Department of Agriculture has drawn up a suggestive list of cuts suitable for various dishes. This list is not at all arbitrary and need not be slavishly followed. Cuts from the forequarter of veal and a few of the tougher cuts from the hind quarter may require long cooking by such methods as stewing and braising while the loin, the leg, and the rib cuts are desirable for roasts and entrees.

The cuts best suited to soup making are the flank, the hind shank, the knuckle of the fore shank, or the rib ends. A well-seasoned veal soup if strained and chilled makes a very appetizing jelly for serving occasionally in place of the usual hot soup.

For stews it is well to buy the neck, the ends of the ribs, the breast, or the thick part of the fore shank. Some of these cuts contain considerable soft bone, or cartilage, which may be removed from the stew before serving. Stews should be simmered slowly, avoiding an excess of water. The flavor of a stew is much improved if the pieces of meat are browned lightly in a little fat before adding the water.

Braising is a combination of stewing and roasting. The surface of the meat is usually seared in hot fat, then placed in a casserole or other baking dish with a cover, seasonings, including vegetables, if liked, and a little water are added and the whole cooked slowly in the oven. Such cuts as the shoulder, the breast, the fore shank, the flank (rolled), and even the neck are suited to this method.

Veal steak is cut from the round. The cuts corresponding to porterhouse

steak in beef are merely large chops when cut from the smaller veal carcass. Steaks and chops may be either broiled or sauteed. Cutlets are usually taken from the round, although when breaded and fried the cheaper shoulder cuts are quite satisfactory.

Roasts are frequently cut from the leg, from the loin, and from the rack or rib. The shoulder may be boned for a roast. The breast, boned and rolled, is excellent for this purpose.

Veal loaf may be made from any cut which can be conveniently freed from bone and cartilage. The meat should be ground fine, seasoned, and shaped into a loaf. Oil the surface well with bacon or beef drippings, brown quickly in a hot oven, then bake slowly until well done.

Jellied veal can be made from any of the bony cuts. Season well and simmer slowly in a small amount of water until well done. Free the lean meat from bone, cartilage, and excess fat, arrange it in a bowl or dish and cover with strained broth. Chill until the mass gelatinizes.

Scalloped or creamed dishes may be prepared from any scraps of cooked veal. Use the broth rather than milk in making the sauce or gravy. Timbales may be made by lining timbale molds or custard cups with veal, being careful not to have too much gravy. Cover the top with rice, stand the molds in a steamer or in a pan of hot water in the oven and cook for 20 minutes. Turn out upon a dish and serve hot.

Calves' brains are usually cooked in water to which a little vinegar and salt have been added, then cut up and scramble with eggs. Cooked brains may also be breaded and fried like cutlets or croquettes.

Sweetbreads are usually parboiled and creamed, but they may be baked with a little fat, or breaded and fried as cutlets. For salad combine finely chopped celery with the boiled sweetbreads and serve with mayonnaise dressing.

The liver is usually fried with bacon. It is also good if braised and served in place of game.

The tongue, either fresh or corned, may be boiled and served hot with a tomato sauce or sliced cold and served with salad. A fresh tongue may be braised.

Hearts may be boiled, or stuffed and baked. The heart is a very strong, compact muscle and requires long, slow cooking in order to render it satisfactory for serving.

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### The Great Adventure of Raising Poultry.

A discouraged chicken raiser advises folks not to enter that alluring but financially unsound occupation. It seems that a life divided among hunting eggs, feeding chickens and fighting the roup exerts such desperate attraction upon large numbers of our fellow citizens that they quit soft jobs, sell out stores and securities, draw their funds from the savings banks and set forth on the great adventure of tending fowls. After a few years all they have left is a half bale of chicken wire and complete files of six or eight poultry magazines.

This pessimist says that the trouble with the chicken business is that a lot of inexperienced persons raise and sell eggs at such prices that a duly organized and equipped competitor is beaten before he starts. These sorry wights don't know what their goods cost; they just sell them and pocket the returns. They don't even keep books. This sounds pretty serious and damning until we realize that the parties under indictment are farmers' wives. That changes the situation. You can't expect a farmer's wife to keep individual cost accounts for each one of her several hens; she is too busy at more important matters. Moreover, even with the best intentions, she can't be expected to weigh the table scraps with a view to determining how many calories are put at the disposition of each hen. Farm hens scratch for a living, and in so doing put a little pocket money into the aprons of several million of our most deserving citizens.

Of course, this is rough on the professional poultry raiser who has to have all the modern inconveniences before he can set up shop, but it appears to be a positive boon to the ultimate consumer of eggs. There is no telling to what heights the price of eggs might soar if business principles could be wholeheartedly applied to their production and sale.

### Are There Too Many Merchants?

The big increase in commercial failures since 1920 was due in part, according to the domestic distribution department of the Chamber of Commerce of the United States, to the excessive number of small retail establishments that sprang up in this country during and immediately after the war. Many estimates have been made of the expansion that occurred in this period, but none is accurate beyond indicating the general fact that the total increase was very great. The department cites the example of one town of 6,000 population in which there are four hardware stores, three being in the same block and two of them in adjoining buildings. There are also four chain grocery stores in the same block and three independent grocery stores, not one of which is more than a fourth of a mile from the center of the town. Conditions in this community are said to be duplicated in practically every town throughout the country. The retail trade is overcrowded. In the long run this is a situation that takes care of itself, as the severity of the competition weeds out the least efficient.

This, however, is a costly process. In some cities wholesalers and jobbers, in the opinion of the department, are suffering from the same troubles.

### Good News For the Bean Grower.

Barring a crop failure American farmers will produce the fourth largest crop of beans this year in their history. Under the conditions which have prevailed the last three years so great a crop of beans would spell a large financial loss to the farmers. But we have the best reasons for believing that these conditions are no more and that even so great a crop as is now in prospect can be harvested at a profit to the producers. A United States Department of Commerce report dated July 15, says:

We are now eating more beans than we raise. For months American buyers have been scouring the world's markets for beans. For the first time in several years bean shipments have been resumed from Mexico, and now Consul Wesley Frost at Marseilles, France, advises the Department that American buyers have been demanding such heavy quantities of Roumanian beans in that market that local stocks have been exhausted. During April and May 100,000 bushels of the bean made famous by the historical New England port were shipped to the United States. In 1921 only 11,000 bushels and in 1920 less than 6,000 bushels came into this country from Marseilles.

### Educating For Higher Prices.

Much effort has been put forth in the last few weeks to impress the retailer with the need of emphasizing quality rather than price. This undertaking has a twofold purpose: it aims to counteract the habit that developed during the buyers' strike of putting price ahead of everything else, but it seeks also to educate both the retailer and his customers to the higher price levels that now seem assured. The need of combating the uneconomic tendency to sacrifice everything to considerations of price is quite obvious, but manufacturers and jobbers will have a hard time educating retailers to higher prices so long as consumers insist on low prices. The retailer was quite effectively converted by his customers to the idea of low prices during 1921, and he is more likely just now to join with them in resisting the upward tendency than in co-operating with manufacturers and jobbers.

### Citrus Canker in Florida.

The discovery of a pocket of citrus canker infection near Dovie, Fla., induced Congress to make a supplemental appropriation of \$100,000, in addition to the regular appropriation of \$30,000 to enable the Department of Agriculture to fight the disease in the Gulf States, according to Washington advices. Since the disease is easily spread by men at work in the orchards careful inspection is necessary and much of the appropriation will be spent for this purpose. To date fourteen properties in Florida have been found infected with a total of about 750 diseased trees.

The employee who does not give his employer's business as careful attention as he would if it were his own is not likely to have a business of his own soon.

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GRAND RAPIDS, MICHIGAN

### 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

## Prompt Service Reasonable Prices Courteous Treatment

Three features combined for your benefit by

THE VINKEMULDER COMPANY  
The Oldest Produce Firm Serving the Community



**Michigan Retail Hardware Association.**  
 President—Charles A. Sturmer, Port Huron.  
 Vice-President—J. Charles Ross, Kalamazoo.  
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#### Featuring a Single Topic in the Window Display.

All wide-awake hardware dealers realize the importance of effective window displays. It is not too much to say that the show window is the most effective advertising medium in the retail trade; and that it produces the most direct results.

"I pay \$100 a month rent for my store," stated one small-city hardware dealer the other day. "I am on the main street. I could get a larger store on an out-of-the-way street for \$20 a month. So I calculate that I am paying \$80 a month for my main street frontage. It is up to me to make my show windows justify that outlay."

A "good location" represents, not so much the certainty of so much trade, as the certainty of being able, by effective window display to appeal to an exceptionally large number of passers-by. Whether the good location yields the hardware dealer, for instance, the returns he anticipates will depend largely on the use he makes of his show windows.

He can't afford to adopt the hit and miss methods of the cross-roads store of thirty or forty years ago, where the storekeeper put a little of everything into the window and left it there interminably. No, the window display must carry an effective and appealing message to the passer-by; and that message must be changed regularly and frequently, the moment its effectiveness begins to wane.

It might seem as though, the more you put into a window, the larger number of people it will appeal to. Yet practical experience does not verify this supposition. Otherwise the old-fashioned cross-roads store display would have represented the ideal arrangement.

Experience has demonstrated two facts.

The first is that it is possible to crowd a window trim too much. You can put too many articles into a display. The result of the crowding is to make the display unattractive. Attractiveness is an essential to an effective display.

But even where too many articles are not shown, it is possible to destroy the full effectiveness of display by showing the wrong articles together. No trimmer would think of displaying hammered brass and washing machines in the same trim. There has

to be a certain unity of effect, to make a display carry a convincing message to the passer-by. If you show articles which clash, you rob the display of effectiveness.

It is a good idea, in designing a window trim to select, not so many articles to show, but some theme to illustrate or some message to "put across." For instance, your theme might be "Taking the Drudgery Out of Washday." You could show complete washday equipment—washing machine and wringer, clothes reel, lines, clothes pins, tubs, soap, blue, pails, etc. Show a short line of hose attached to a faucet, illustrating how the back-breaking work of carrying pails of water can be eliminated. Drive home the lesson that "complete equipment saves labor." Perhaps you can emphasize the message by a contrast between old fashioned, backbreaking methods and the easier way resulting from modern and up to date equipment.

In such a display you will show a diversity of articles; but all will relate to the salient message you are trying to convey.

The same principle can be adapted to a wide variety of topics.

"We always sell the goods we display in the window," is the statement of one hardware window dresser. "We can keep an article in stock for months and sell only a few; but put it in the window and immediately we have scores of people enquiring for it with the result that sales are greatly increased."

This is done largely by featuring the "one-topic" idea in window trims. The windows in this retail hardware store are always neatly trimmed and the displays attractively arranged. The idea of each display is to sell one article or line of goods, and only on rare occasions are different lines shown. For instance, one week the window will feature tools, the next aluminum ware, then saws, etc. "By this method," the trimmer explains, "we are able to concentrate the attention of the public on this one article, and if they are in the market for it we usually have a brisk sale."

Thus, one week the window was filled with tools. The display showed nearly every tool a carpenter could possibly need. One side of the large window was arranged with a carpenter's bench with a full line of tools shown in the different sockets etc., arranged for keeping them in place. The background was made up of saws of all shapes and sizes from the big "cross cut" down to the "keyhole" saw. The other side of the window had an imitation brick wall with a portable forge attached to it and an

## Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,  
 Sporting Goods and  
**FISHING TACKLE**

## Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

## W. M. Ackerman Electric Co. Electrical Contractors

All Kinds of Electrical Work.

Complete Line of Fixtures.

Will show evenings by appointment.

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

Citizens 4294

Bell Main 288



## VIKING TIRES do make good

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

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

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

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.



anvil in front of the forge, being designed to represent a blacksmith's shop. Here heavier tools were exhibited, such as sledge-hammers, tongs, etc. The whole blended very nicely and made a very attractive display.

In another display the window was filled with a line of sharpening stones. The display showed all sizes and kinds of sharpening stones from tiny ones for sharpening pen knives to big grindstones for farm and shop use. Grindstones mounted on a bicycle frame and run like a bicycle were an attractive feature. The little pen-knife stones were given away as souvenirs; also advertising booklets supplied by the firm whose goods were on display in the window. Thus, by linking up with the manufacturers, the dealer was able to get a lot of assistance which went a long way toward selling the goods.

Another line that makes for attractive window display is aluminum ware. Here a comprehensive display of various articles of aluminum can be made very effective. With a large window, it may be possible to put on a demonstration of aluminum ware right in front of the passers-by. In a window display of this sort, it is often a good idea to emphasize the desirability of buying a complete outfit. In this connection suggested outfits of aluminum ware to suit any purse can be shown, at prices ranging from \$5 and \$10 up.

The advantage of playing up the "complete outfit" idea is that it either results in big individual sales at the time or paves the way for future business. Thus, if a customer would like to buy a \$25 or \$50 aluminum outfit but feels she can't afford it, instalment payments may be arranged. Or if she doesn't care to tie herself up to instalments, you can still sell a few pieces and get her enthused over the idea of setting aside each week or month for the purchase of additional pieces of aluminum. These various ideas can be linked up with the one display. Use neat show-cards to suggest them.

There are of course display themes which permit of the effective showing of dissimilar articles. Thus, a wedding gift display or a few months hence a Christmas gift display, will enable you to bring a lot of articles together without creating a fatal sense of clash. A good display along this line is the familiar "Gifts for all members of the family." That is the theme or message which gives unity to a showing of many diverse articles.

So, too, a display of "Anything in this window for \$1.98" gives unity to the display though the articles shown are of many different kinds.

To achieve this effect of unity, however, you should emphasize, in your accompanying show cards and in every possible way, the one salient theme or message you are trying to emphasize. Make everything in your display work together to achieve this one effect.

Victor Lauriston.

#### The Insult.

Mrs. Cawstick—I want ten cents worth of cat-meat.

Butcher (who knew her)—Eat it here, or have it wrapped up?

#### How To Clean a Steel Knife.

The so-called tarnishing of steel knives is the result as much of the wrong method of cleaning as it is of a chemical decomposition of the surface of the blade, according to official advice from the American Cutlery Bureau of Information. A badly polished steel knife will show more easily the effect of tarnishing than will one that has been well cleaned and polished before use.

All tarnishing of steel knives can be avoided if the knives are cleaned immediately after use. The chemical action of the acids which causes tarnishing requires a certain time to accomplish its purpose and the quicker it is interrupted the better it is for the future use of the knife. Do not leave steel knives lying uncleaned overnight. Rinse the blade carefully in hot water after use and wipe it dry with a clean cloth. This will destroy the acids. If there is time polish the blade with a fine powder polish. The polish upon the blade of a good steel knife is produced by very rapid friction which makes the surface of the blade absolutely smooth until it shines as does the polish on high-class furniture or glass.

Acids destroy the smoothness of the surface and eat not only into the polish but create small indentures in which food will decompose and help to make the tarnishing of the blade permanent. Many machines and appliances for polishing knives are sold. The best to use, however, is an ordinary bottle cork and some fine polishing powder. No appliance can replace the sensitiveness of the hand and a few rubbings with the cork will not only remove all the uncleanness from the blade but also renew the polish which is its natural protector. Before polishing, rinse the blade thoroughly with warm water and dry it. After polishing, a renewed rinsing and careful drying will remove the remains of the polishing powder.

#### Twenty Observations On Business.

1. Most men who are bull-heads for luck are also bull-heads for work.
2. As soon as the average man gets his business going nicely he begins to milk it to support a lot of "cats and dogs."
3. The only difference between a man at the head of a business and an employe, is that the former has had a thousand bosses—his customers—while the latter has one—his employer.
4. Every job well done is a standing advertisement for the company that did it.
5. A sale doesn't mean anything until the customer pays the bill.
6. In taking care of new customers don't neglect the old ones.
7. Advertising pays, but a two per cent. advertising appropriation won't double the volume of business over night.
8. Clean work is turned out in clean shops.
9. Try to be reasonable yourself even though your employes are unreasonable.
10. The same qualities that make for personal success also make for business success.
11. The big corporations have to

fight for business just as hard as the little corporation.

12. The real problem of every man in business, and every corporation in business, is to have enough money coming in to pay debts and leave something over for profit.

13. In the long run there is neither satisfaction nor profit in making cheap things.

14. Unless you know your production costs you are neither fair to yourself nor your customers.

15. A business that is honest, courteous and fair with its customers usually has all the work it can handle.

16. A business should be the self-expression of the man at the head of it; if it is not, neither the man nor the business will get anywhere.

17. It takes something other than wages to hold good employes; and it takes something other than low prices to hold a good customer.

18. The tightest monopoly in the world can't make progress without the good-will of its customers.

19. The way to kill competition is to create something too good for competition to imitate.

20. Gross receipts don't mean anything until every bill has been paid in full.

#### Putting It Up To Smokers.

There is no denying the fact that smokers are responsible for the destruction of a great many million dollars worth of property annually. A little more care in the handling of matches and lighted cigars and cigarettes would go a long way toward cutting down the country's fire loss.

The Dominion of Canada, which like the United States has a bad fire record, seems to be doing more serious work in the fire prevention way than we are. For instance, Canadian cigarette smokers are now finding the following sermon in their packets:

"Please do not throw away a lighted cigarette. See that it is dead out. Lighted tobacco and matches are especially destructive in forests.

"Living forests mean liberal employment. Dead forests employ nobody. Don't be responsible for a dead forest."

All of which advice we might follow with profit in our own country.

#### Humanesque Eggs.

"These eggs," said the young man in the grocery and provisions department, "are like a lot of folks. They may be rotten, but nobody will notice it until they are broke."

"Well, what do you expect?" asked his assistant. "They never show a yellow streak until then."

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

A. B. KNOWLSON CO.  
Grand Rapids Michigan

**Henry Smith**  
FLORIST  
139-141 Monroe St.  
Both Phones  
GRAND RAPIDS, MICH.

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

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

Genuine Buckwheat Flour  
Graham and Corn Meal

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

**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



**TAKING  
INVENTORY**

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

**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

Signs of the Times  
Are  
**Electric Signs**

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

**THE POWER CO.**  
Bell M 797 Citizens 4261





### Thinks the Lincoln Highway a Colossal Blunder.

Sooner or later every organization that amounts to anything has to be "investigated." This is because no one in history ever acquired prominence and power without abusing it. It matters little whether an organization be religious, political, social, scientific or what-not, the minute its influence reaches a certain strength, the plotters and schemers within turn the thing into their own selfish uses.

So far as I know, the various automobile clubs, more or less amalgamated into a National body, are the only folks to escape official investigation. Usually I favor the idea of letting people alone, believing that abuses cure themselves more quickly than when "reformers" butt in, but in the case of the auto clubs, I think the newspapers can find some good copy if they turn their sleuths loose in these quarters.

In a cross-country trip by auto I have found that the so-called Bureaus of Information are uniformly Bureaus of Misinformation. I cannot recall one instance in all my enquiries where we were sent over the better roads by these bureaus. Without exception, the routes recommended were just the reverse of good. Perhaps a sweeping condemnation like this appears reckless and unfounded, but it is 100 per cent. true.

The auto clubs have degenerated into political cliques. Those in power see to it that the tourists are sent away over roads passing through towns and cities in which the plotters have some personal interest. Sometimes the tourist is sent miles out of his way, and again he is directed over routes that are dangerous and unfit for travel. In various states huge sums have been appropriated to improve the roads, and all cities, towns and hamlets are vitally interested in having the improved roads pass their way. Politicians apply the proper pressure to the proper bosses in the proper auto clubs, and the latter do the routing of the innocent tourists as they apply for information. Good roads increase values and divert the travel of folks who are fleeced by the hotels and supply houses along the route. It is just about the finest form of highway robbery that any road agent ever pulled off and got away with.

In one large city we talked with a prominent business executive. The roads roundabout were atrocious, and incidentally dangerous. When asked why nothing was being done to improve them, he said the state had appropriated, as I recall, sixty million dollars for road betterment several

months before, but that nothing would be done until the politicians had grabbed off their forty millions of it, leaving twenty millions to be divided among the favored contractors.

In this city we were urged to leave for our next destination in a roundabout way, being assured this was by far the better route. This route took in three or four cities that were not down on some proposed through highway. The object, of course, was to divert as much travel as possible to these cities, and make an effort to have the through route changed.

Fortunately we had met some tourists who had come over the recommended route, they having been misdirected from the other end, and they told us of the horrors of the trip. So we went the other way and got through all right. In many other instances we had precisely the same experience.

I am inclined to think that the original idea of one great transcontinental automobile route, to be called the Lincoln Highway, was a colossal blunder. Such a thoroughfare could touch but a fraction of the country's cities, and every city not scheduled on the route set up a cry of "bloody murder." Naturally each wanted the traffic, travel and trade to flow into its environments. The result has been that there are now so many routes recommended by the various clubs that the tourist has to keep books to keep any sort of idea where he is at. First, there is the Lincoln Highway. Then there are the Santa Fe, the U. P., the Old Trails, the Oregon Trail, the Pacific, the Pikes Peak Ocean to Ocean, the Victory Highway, and I might say the Defeat Highway. Anyhow, on most of the highways we met defeats and had to fall back on the mule.

Many jealousies are being aroused between the different clubs, because each is plugging a game that injures the others. For instance, the auto club in one large city was sending tourists over a route that left out another city of considerable consequence. The merchants of the latter city bought most of their goods of the former city's wholesalers, and so they gave notice that if the practice of routing tourists around the other way was continued for so long as twenty-four hours more, they would buy not so much as a nickel's worth of goods in the bigger city thereafter. And so the practice was suspended through the threatened boycott. Still we are told that this is an era of co-operation and brotherly love; that the age of competition is gone. Dear reader, this is not true. This is an age of bunk and hypocrisy. In my crude way I believe competition is the finest

### CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

## GOODRICH BOATS

### TO CHICAGO

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

### FROM CHICAGO

Daily 7:45 P. M. Chicago Time  
Day Boat Every Saturday, Leaves Chicago 10:30 A. M.

**FARE \$3.95**

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

Route Your Freight Shipments

### THE GOODRICH WAY

"Operating Steamships Every Day in the Year," and

### Grand Haven, Muskegon Electric Ry.

OVER NIGHT SERVICE.

City Ticket Office  
127 Pearl St., N. W.  
With Consolidated Railroad Ticket Offices  
Citz. Phone 64509, Bell Phone M. 554.  
W. S. NIXON,  
City Passenger Agent.

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

### Add Ten Pay Checks

To your pay roll by enrolling for

### SUMMER SCHOOL

*McLachlan 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?

3 Short Blocks from Union Depot and Business Center

### HOTEL BROWNING

MOST MODERN AND NEWEST IN GRAND RAPIDS

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

### OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD K. SWETT, Mgr.

Muskegon

I-I

Michigan

### ELK LAKE INN

WILLIAMSBURG, MICH.

The charm of the wilds with the comforts of the city and the fisherman's Eldorado. Local reference. Write L. C. Larsen for booklet.

### PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

### HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of ST. JOSEPH AND BENTON HARBOR Remodeled, refurnished and redecorated throughout.

Cafe and Cafeteria in connection where the best of food is obtained at moderate prices. Rooms with running water \$1.50, with private toilet \$1.75 and \$2.00, with private bath \$2.50 and \$3.00. J. T. TOWNSEND, Manager.

### Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

### Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

### HANNAFORDS NEW CAFETERIA

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

For The Past 10 Years

Prop. of Cody Hotel Cafeteria

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION





thing there is to keep this world on an even keel.

My advice to tourists is to avoid the auto clubs. I have found their information and maps as unreliable as a small blowout patch over a large blowout hole. If you want reliable information, go to the garages and ask tourists who have just come in over the roads you want to go on. They know, and I have yet to get the wrong "steer" from a single one. Don't put much faith in garage men's recommendations. Most of them are in the misinformation ring. Ask the man who has just come in, and then take his advice.

Bert Moses.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, July 25—Folks say that Joe Parker's cafe, in Ann Arbor, is a bang-up place to eat. Joe's place was always popular, especially in the old days before—well, you know. It was a custom of many students from the University to visit Joe on Saturday evenings, sitting long at his tables and sipping brew from big steins. And as they sipped each would carve his initials on the table top. From time to time new tops were substituted for those on which the surface was entirely gone and the work of carving went merrily on. From a privilege it soon became a custom and almost an obligation like that of a hotel register. Several of the old table tops are still in existence, mementos of a near forgotten past. On their scarred surfaces are names of those who have risen to fame and fortune. Some there are who but live in memory; gone but not forgotten. Not only to Mr. Parker, but to thousands of men now in middle age these old table tops are sacred.

The Park-American Hotel, at Kalamazoo, supplies each tourist guest with a road map of Michigan, the latest edition, and large enough to be of real service.

The manager of the Arlington Hotel at Coldwater, is on his annual vacation. About the first thing to happen on his return will be to order the removal of several pieces of offensive advertising which were posted on the walls of the washroom during his absence.

The greatest day of the year for Shelby has come and gone and the world still moves on. Thursday, July 20, the business men on the West side of Main street played their annual base ball game with the merchants on the East side. Each year the interest grows more and more intense in this fight for the baseball supremacy of Shelby and this year it was the chief topic of conversation for weeks in advance.

Foreseeing trouble and possible rioting between the rival factions, the police department had scattered officers throughout the crowd, and all four of the town physicians were on the grounds, prepared to give first aid treatment to the wounded.

Every business man in Shelby closed up everything, except his mouth promptly at 3 p. m. and proceeded to the ball grounds and it is said that not a man, woman or child remained in town, with one notable exception. Claude Peiper, the genial proprietor of the Shelby House, who umpired last year's game and barely escaped with his life on that occasion, decided this year that discretion was the better part of valor, and locked himself in a room at the hotel, but bravely sent his wife out to report the game to him. The umpire this year was Glen Rowley and, although several substitute umpires were held in readiness in case the crowd should take a notion to kill him, which they came near doing at one time, he held his ground during the entire game, due probably to the fact that the crowd was aware that Glen carried an automatic pistol in

each of his hip pockets. The features of the game were the marvelous pitching of Tony Fields, the mail carrier, and the pilfering of bases by the nimble little Muir Dickie. The former kept his opponents in a dizzy whirl of uncertainty, with his famous saliva twisters. Dickie's favorite trick in running bases was to duck between the basemen's legs when they endeavored to stop him. No official report of the score was obtainable, owing to the fact that the scorekeeper was overcome with exhaustion after recording the errors up to the fifth inning, but it was estimated to be about 16 to 11 in favor of the West side.

All who have seen these games in past years say this year's game ranks high in the annals of baseball in Shelby. As a matter of fact, one can hardly imagine the others being any ranker.

Large sums of money are said to have changed hands on the results of the game. One of the largest winners was Ernie Welton, of the Hume Grocery Co., of Muskegon, who was said to have left town with nine pennies and two safety pins to the good.

The gate receipts amounted to \$95, which will be used in the purchase of four machine guns for next year's game, one to be planted in each corner of the ball grounds.

The directors and officials of all the banks in Oceana county, to the number of twenty-five, held their annual banquet at the Shelby House, Shelby, Thursday night, July 20. After partaking of the bounteous repast served by Claude Peifer, proprietor of the hotel, there was a general discussion of the business conditions in Oceana county. All present seemed to be of the opinion that this will be an exceptionally good year for this part of the State, owing to the large fruit crop.

There is a druggist at Douglas who treats every customer as though he were an intruder. Tourists who see his sign and stop for a moment to purchase some needed article are bowled out rudely and coarsely. "What do you want?" The enquiry is accompanied by a glare which frequently results in the prospective customer walking out of the store without another word. Located, as he is, on M 11 (West Michigan Pike), where a thousand automobiles pass his door every day, and with no drug store to the South nearer than South Haven, he could build up a remarkable summer trade if he took the trouble to cultivate the finer side of life and approach his customers in a courteous manner.

George W. Haskell (Worden Grocer Company) attended a moving picture show the last time he was in Grand Rapids. During the progress of the entertainment he noted that a lady came in and sat beside him. When the show was over and he had reached the street he put his hand in his pocket and discovered that his spectacles and a package of chewing tobacco were missing. He undertook to establish the identity of the lady, but failed to do so.

William F. Griffith, the youthful pill peddler of Howell, has invented a tablet which develops a remarkable alcoholic content after it has seasoned for eight years. The only unfortunate thing about the invention is the length of time it takes the germ to germinate.

Grand Rapids Grocers and Meat Dealers' Association members are going to celebrate Thursday, Aug. 10, as an independent picnic day. Each one will choose his own picnic grounds and entertain himself and family in the way which appeals to him. The idea was suggested by Herman Hansen. As it is difficult to get all the members together for an outing, this innovation was adopted. Stores and meat markets of members will remain closed all day, instead of afternoons only, as is the case each Thursday during the summer months. As few grocers will appear on the city whole-

sale market, light demand is expected that day.

#### The Ship and Its Story.

Lansing, July 25—Has any reader of the Public's Forum ever noticed a big freighter enter port, steam majestically up the harbor and dock at a lumber mill?

It was my good fortune to witness this spectacle on a recent visit to Portland, Oregon, and to sense the bigness of the huge vessel as her graceful lines and mighty bulk stood high out of the water when she began to receive cargo?

It was my good fortune also day by day to pass the mighty ship in a small craft at short range where I could see the process of loading and see the huge thing sink lower and lower into the water as lumber by the millions of feet was piled on.

At length the giant freighter began to receive her deck load, and by and by the last stick of timber was put in place and all made secure. The great bulk whose shapely mass loomed so high out of the water was now mostly immersed, and I was awed with the thought of the vast burden that she was bearing. She seemed like a thing of life, a gigantic human carrier, straining her strength to the utmost to bear burdens for the welfare of man.

Presently a tug steamed up the harbor, attached a line to the great mass of ship and cargo and, together, they slowly and carefully threaded their way through the bridges, past other shipping and slowly disappeared down the majestic Columbia River.

The thought irresistibly came to me, here is a big transaction and a significant one. Back of that ship's cargo are workers in the woods, workers that bring logs to the mill, workers on the docks, workers who feed the families of the long list of workers in the industry, all together making pay rolls, employment and prosperity.

And as the black smoke rolled out of the stacks of the great vessel disappearing the distance, the conviction was pressed in upon me how American lumber goes into houses and buildings all over the world, and that, after all, nations may be far apart politically and geographically, but they are closely bound together by commerce and the needs of man.

Our country couldn't be isolated if it tried to be. Returned Traveler.

#### Nation's Substitute For Booze.

Grand Rapids, July 25—I've been studying statistics lately. And what do you think I've found out? Just this, that one of the remarkable results of prohibition has been the growth of the candy business since the enactment of the Eighteenth Amendment. There was invested in this business in 1914 the sum of \$170,845,500. There is now invested \$550,000,000, a tremendous jump in values. Perhaps it is this demand that keeps candy prices so high, in the face of the great drop of sugar.

There is no nation in the world that consumes so great a quantity of those sweets as do the people of the United States. With a population now estimated at 115,000,000 it means that over four dollars' worth of candy is made annually for every man, woman and child in the country.

The theorists hold that this growing consumption is owing to a craving for some sort of a substitute for alcoholic beverages. This presents a problem for the physiologist and psychologist to work out. The fact is seemingly that the water wagon has become a confectionery wagon and that hundreds of thousands of unwilling riders find some solace in bonbons and chocolate creams, who, in the pre-prohibition days, may not even have known the taste of these delectables.

Volstead Victim.

#### Canners Association Alarmed at Strike Outlook.

The National Canners' Association is growing alarmed at the long continuance of the two great strikes and has issued a warning to its members and allied associations to rush forward everything vital to the canning season, in the hope of averting a bad falldown when the harvest is in full swing. Any lack of supplies at that time would cause tremendous loss of raw material and seriously reduce the supply of canned goods next winter. In part, the circular said:

"We have reliable information this morning which shows the gravity of the railroad situation. It is much worse than realized, and canners and supply men are earnestly urged to rush all shipments of every kind within the next two or three weeks. In each instance it is absolutely necessary to urge the loading of freight cars to their full capacity and supplies of every kind needed for the canning season should be shipped now, even if the consignees are compelled to store them until needed.

"It is possible, both strikes may be settled any day and it is earnestly hoped they will. However, if the railroad strike is not settled, there is going to be a most serious congestion of freight traffic, which may last several months."

#### Shopmen's Sabotage Intolerable.

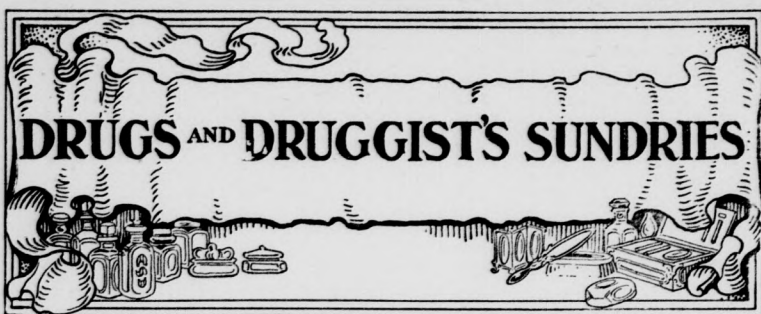
Grand Rapids, July 25—Do railroad shopmen believe that they can win their strike by wrecking or attempting to wreck trains? One flier in New England was derailed and attacks were made on two others in that region. The piling of debris in front of a train carrying 600 excursionists was more vicious than the Herrin massacre of coal miners. The miners had at least committed the indiscretion of helping to break a strike. If any of the 600 excursionists had been killed, they would be victimized for no sin except that of paying railroad fares and traveling on trains.

Whether peace and normalcy are restored to-morrow or whether the strike continues for months, it is hoped that the authorities are unremitting in their efforts to capture and to punish the perpetrators of these outrages. These acts are crimes whether or not successful in their apparent object of dealing death to crews and passengers. This Nation cannot afford to countenance sabotage. The majesty of the law must be maintained. Lex.

#### T. P. A. Picnic Next Sunday.

Grand Rapids, July 25—Arrangements have been completed for the seventh annual picnic of Post A, T. P. A., which will be held at Finnis Lake Sunday, July 30. All members and their families are requested to come early, as the games will start at 10:30 a. m. The route will be marked out West Bridge street and also West Leonard. Frank E. Heath, of Heath & Williams, is general chairman; Gerald Ford, of the Grand Rapids Wood Finishing Co., is chairman of the Sports Committee; Jack Laramy, of the Michigan Lithograph Co., is chairman of the Refreshment Committee; Howard Sloomaker is chairman of the Entertainment Committee; C. I. Williams, of Heath & Williams is chairman of the Transportation Committee; George Fritz, of the B. F. Goodrich Co., is chairman on Arrangements and will see the route is properly marked. Don't forget to bring a good lunch.





#### 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.  
August Meeting—Marquette, Aug. 22 and 23.  
November Meeting—Grand Rapids, Nov. 21, 22 and 23.

#### Many Successful in Both Classes.

At the examination held by the Michigan Board of Pharmacy at Detroit on June 20 to 22, the following candidates were successful:

##### Registered Pharmacists.

Leander H. Belanger, River Rouge.  
Geo. J. Benninghaus, Detroit.  
A. I. Brandenburg, Grand Rapids.  
Walter B. Brown, Detroit.  
Lynn D. Burch, Detroit.  
Neil T. Chamberlin, Ann Arbor.  
A. M. Commenator, Detroit.  
Warner Cornell, Bad Axe.  
James H. Coyne, Detroit.  
Mrs. E. M. Cummings, Stanton.  
Troy C. Daniels, Whitmore Lake.  
Russell N. Dawson, Detroit.  
Fred'k E. Fischer, Ann Arbor.  
Jos. G. Feinberg, Detroit.  
Wallace R. Furber, Detroit.  
Louis N. Gibbons, Ann Arbor.  
W. Hollingshead, Detroit.  
Robert K. Hoover, Detroit.  
Chas. E. Julian, Detroit.  
Max W. Johnson, Detroit.  
George M. Kipp, Detroit.  
R. A. Kumbula, Detroit.  
Oscar W. Larsen, Muskegon.  
Robt. W. Leacock, Detroit.  
Raymond Morris, Ann Arbor.  
Walter Mattson, Wakefield.  
Harry E. L'Hote, Detroit.  
Howard H. Reed, Danville, Ill.  
E. E. Sundquist, Holt.  
S. W. Stratton, Detroit.  
Hugh B. Sloan, Carson City.  
Arthur F. Taylor, Port Huron.  
Clara F. VanVoorhees, Coloma.  
Alex. J. VonKoss, Detroit.  
Oscar Vargas, Detroit.  
W. E. Van Norman, Pontiac.  
Randolph Wisdom, Detroit.  
Victor O. Wilson, Flint.

##### Registered Assistant Pharmacist.

Caroun Amourian, Highland Park.  
Louis N. Bernbaum, Detroit.  
Max Bernbaum, Detroit.  
Howard J. Bolton, Detroit.  
Abraham Baars, Jr., Fremont.  
V. L. S. Bechtold, Bellaire.  
Lamont O. Bliss, Deerfield.  
Albert Boesky, Detroit.

W. R. Bohnhoff, Saginaw.  
Rufus E. Boughton, Jackson.  
W. M. Christensen, Detroit.  
Max A. Costa, Vulcan.  
I. F. Dauderman, Detroit.  
Edward K. Field, Detroit.  
S. A. Formanick, Detroit.  
Dudley L. Foster, Big Rapids.  
Alice Hoover, Whitmore Lake.  
Sarah E. Kaplan, Ann Arbor.  
Morris Karbal, Detroit.  
H. H. Kollenberg, Detroit.  
Ralph Kopp, Petoskey.  
Dorothy Kozloski, Detroit.  
Frances M. Lutes, Richmond.  
Norman McKinnon, Jr., Detroit.  
John H. Maicki, Detroit.  
Carlton B. Maino, Jackson.  
Cecil D. Moore, Adrian.  
Ollie R. Meyers, Adrian.  
Kenneth E. Perry, Port Huron.  
Elmer Chas. Paetow, Detroit.  
R. Norris Putnam, Detroit.  
Lyle F. Runciman, Chelsea.  
Morris Ruskin, Detroit.  
Chas. J. Sochalski, Detroit.  
Harry Schneider, Detroit.  
Theo. F. Thorsberg, Ann Arbor.  
Kyung Pau Tsong, Ann Arbor.  
Lillian G. Watson, Detroit.  
Henry C. Wellard, Detroit.

Charles S. Koon, Sec'y.

#### License For Handling Narcotics Only.

Brethren, July 20—Please advise me whether or not I must take out a license to handle patent medicines, cough syrups, epsom salts, aspirin, quinine, etc? M. E. Jayne.

Replying to your request in a general way, you are not obliged to take out a license for the sale of patent medicines unless your stock consists of such articles as cough syrup, liniments and soothing syrup, which contain a small amount of narcotic content used in their preparation. In such a case, you should apply to the Internal Revenue Collector for a special narcotic license, which costs \$1 per year.

#### Next Pharmacy Examinations.

Muskegon, July 25—The Michigan Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Northern Normal School, at Marquette, on Tuesday and Wednesday, Aug. 22 and 23, commencing at 9 o'clock a. m. Information and application blanks furnished by the Secretary.

The November examination will be held in Grand Rapids Nov. 21, 22 and 23.  
Charles S. Koon, Sec'y.

You say it takes too much time to be polite with customers, especially in rush hours? Did you ever stop to think that you are being paid to be polite and that it costs your employer money every time you fail—rush hours or not?

#### Sale of Cameras In Summer.

The camera is a good seller all the year 'round but special efforts should be made to boost sales during the vacation months. "Go after business when money is easy"—that is a good maxim. Money is always easy at Christmas time. People fairly storm the stores and are ready to spend money freely. The vacation season is another time marked by liberal buying. The man who is going away expects to spend several hundred dollars, perhaps several thousand; he wants his trip to be complete and will not hesitate to buy what seems likely to add to the trip. A great many automobiles go across the continent, others cover several nearby states, go to the Great Lakes or to New England, still others are constantly making runs out of town. There are so many arguments why a car should carry a camera that it is not necessary to repeat them here. The camera should be featured among vacation goods, both in the windows and within the store, and may also be given a special display from time to time as a vacation leader.

Hunting with the camera is spoken of now and then but probably this has never been played up properly. Tell the people about it. The man who goes into the far North woods can sometimes get remarkable pictures, bear cubs at play, deer at a pool, foxes in the open, and so on. The suburban dweller can get delightful pictures of bird life almost within the city limits. Those who go to our Western natural parks have unusual facilities. Many species of wild game will come right into camp. The animals know that they will not be molested and are not timid. To be without a camera is to lose a lot of fun. The bears in Yellowstone Park, for instance, are very playful, will nose about for tinned dainties, climb trees, and cut up a great many antics. They seem to be natural comedians. The camera hunter can get as many snapshots as he likes. This phase of photography should be described more fully. There are many sales to be made.

Those who fish for tuna off the California coast sometimes make remarkable catches, and the same applies to tarpon fishing in Florida waters. There is plenty of fishing in

mountain lakes and at our various seaside resorts. Salt water fishing yields unusual specimens, the giant ray, the skate, the flounder, the drumfish, the shark, and many other varieties which astonish those who have fished only in inland waters. Now the fisherman knows the value of having a photograph of his catch. There is no use in coming back and telling about his catch. His best friend will give him the laugh. But the camera will turn the laugh the other way.

Then there are many scenic wonders, cascades, rock formations, natural bridges, wooded islets, mountain brooks, beautiful birch trees, all the delightful pictures of the woods and fields. Put something of this kind in your placards. The man in the woods knows then that he wants a camera, but the thing to do is to make him think of it before he leaves the city. It is not a bad plan to show some actual photographs with your camera window trim, a string of big fish, a nook in the woods, a deer drinking, anything that will make the prospective vacationist visualize the scene. Summer, the outdoor season, should be a good time for selling cameras. Show the goods but use some selling arguments. There are plenty of them which fit the season. The thing to do is to place these arguments before the public, on placards and in your general literature. Hunting with the camera is a delightful sport and should be especially featured.—National Druggist.

#### Speeding Up Sales.

We heard the other day about a druggist in Orange, New Jersey, who never places a full carton of small packaged merchandise on his counter. He always takes out at least one package and lays it aside because, he says, people are loath to be the first to purchase a new product or to take the first package from a full carton. He says this idea speeds up selling quite a bit.

#### Try.

You cannot fell trees without chips. You cannot achieve without slips. Unless you try you'll wonder why. Good Fortune seems to pass you by. Success is not for folks who quail. For most is given to those who fail. And then with courage twice as great. Take issue once again with Fate. 'Tis better far to risk a fall. Than never to have tried at all.  
Kenton Cooper.

THE NEW NATIONAL CONFECTIONERS SLOGAN IS,



Remember Everybody Likes CANDY

MAKE USE OF THIS SLOGAN IN YOUR STORE AND ON YOUR WINDOWS

ALSO REMEMBER EVERYBODY LIKES GOOD CANDY.

Putnam's

Paris

LOWNEY'S

ARE IN THIS CLASS.

Putnam Factory,

Grand Rapids, Michigan



### The School of Hard Knocks.

There are two kinds of salesmen—skyrocket and hard coal.

The skyrocket meets with success the very first day. Luck favors him at the very beginning, so he sells on the strength of enthusiasm alone, piling up orders day after day until, bingo! He has gone up as far as he can, so turns about and comes down as pebble and useless as a burnt-out rocket.

Because he sold on the strength of enthusiasm alone, he learned nothing to fall back on when enthusiasm cooled. His sales talk then became a mere jumble of words, because he had never learned to think out new plans of attack, new ways of presenting the same points.

The skyrocket salesman soon becomes an order-taker or drops from the game. He seldom comes back.

But with the hard-to-start, hard coal salesman it's different. He meets with such poor luck in the very beginning—failure and turndowns on every hand. He has learned his sales talk so that he can snore it on his way down to work, has studied every manner of approach that he can possibly think of, has persisted day after day without as much as a nibble.

The fact that other salesmen continue to pull 'em in, only serves to sic him on. He thinks of more arguments, of more ways of selling, and makes up his mind to get a sale before he'll quit.

One day he comes into the office with a single order—not a very large one, but the grandest little old order that ever happened. The next day, and the day after, his luck continues, and from then on his business steadily improves. Those two weeks of hard knocks have sounded his resourcefulness to the depths only to

strike his determination to make good. That taught him the very wholesome belief that selling is not easy, so he gave it thought.

He is literally shocked into success. Every setback, every rebuff, every failure to make a sale, burned so deeply into his mind that he can never forget it. Each made him dig in the harder. He is trained for any situation that may arise, prepared to think out and try any approach required, for he has been taught in the most competent school of all—the school of hard knocks.

Many a small pup, has whipped a big dog simply because it wouldn't consider defeat, while many a big dog has turned about yelping from a small poodle because it hadn't learned what it could do. S. A. Chandler.

### The Sassafras Mint.

The lady who always spends her summers in the most inaccessible and unspoiled rural nooks of which she can learn was narrating her latest experience to a friend.

"I spent August," she said, "in a village called the Head of Sassafras, down in Maryland. The postoffice there was the general store. The morning after my arrival I went to the general store for my mail.

"A little girl preceded me with an egg in her hand.

"Gimme an egg's worth of tea, please," I heard her say to the postmaster-storekeeper; 'and ma says ye might weigh out an egg's worth of sugar, too, for the black hen's a-clucking an' I'll be up again in a minute.'"

### The Perverse Stamp.

He applied the stamp to an envelope; But still it refused to stick. Though he patted, coaxed and persuaded it—

With many a sturdy lick. At last, from his nerveless fingers, To the floor it chanced to fall; And it stuck so fast to the carpet— That it wouldn't come loose at all!

# Popular Fiction

## Light Reading for Hot Days

With the first days of summer, the retail druggist finds the demand for popular copy-right 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,

## Grosset & 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

## Wholesale Drug Price Current

Prices quoted are nominal, based on market the day of issue.

| Acids               |                 | Almonds, Sweet,       |               | Tinctures                 |               |
|---------------------|-----------------|-----------------------|---------------|---------------------------|---------------|
| Boric (Powd.)       | 17 1/2 @ 25     | Imitation             | 60 @ 1 00     | Aconite                   | @ 1 80        |
| Boric (Xtal)        | 17 1/2 @ 25     | Amber, crude          | 2 00 @ 2 25   | Aloes                     | @ 1 45        |
| Carbolic            | 33 @ 33         | Amber, rectified      | 2 25 @ 2 50   | Arnica                    | @ 1 10        |
| Citric              | 60 @ 65         | Anise                 | 1 25 @ 1 50   | Asafoetida                | @ 2 40        |
| Muriatic            | 3 1/2 @ 8       | Bergamont             | 8 00 @ 8 25   | Belladonna                | @ 1 35        |
| Nitric              | 9 @ 15          | Cajuput               | 1 50 @ 1 75   | Benzoin                   | @ 2 10        |
| Oxalic              | 20 @ 30         | Cassia                | 2 50 @ 2 75   | Benzoin Comp'd            | @ 2 65        |
| Sulphuric           | 3 1/2 @ 8       | Castor                | 1 40 @ 1 70   | Buchu                     | @ 2 55        |
| Tartaric            | 40 @ 50         | Cedar Leaf            | 1 50 @ 1 75   | Cantharides               | @ 2 85        |
| Ammonia             |                 | Citronella            | 90 @ 1 20     | Capsicum                  | @ 2 20        |
| Water, 26 deg.      | 10 @ 13         | Cloves                | 3 25 @ 3 50   | Catechu                   | @ 1 75        |
| Water, 18 deg.      | 8 1/2 @ 12      | Cocunut               | 25 @ 35       | Cinchona                  | @ 1 10        |
| Water, 14 deg.      | 6 1/2 @ 12      | Cod Liver             | 1 30 @ 1 40   | Colchicum                 | @ 1 80        |
| Carbonate           | 22 @ 26         | Croton                | 2 25 @ 2 50   | Cubebs                    | @ 1 00        |
| Chloride (Gran)     | 10 @ 20         | Cotton Seed           | 1 25 @ 1 35   | Digitaria                 | @ 1 80        |
| Balsams             |                 | Cubebs                | 9 50 @ 9 75   | Gentian                   | @ 1 35        |
| Copaiba             | 60 @ 1 00       | Elgeron               | 4 00 @ 4 25   | Ginger, D. S.             | @ 1 80        |
| Fir (Canada)        | 2 50 @ 2 75     | Eucalyptus            | 75 @ 1 00     | Gualac                    | @ 2 20        |
| Fir (Oregon)        | 60 @ 80         | Hemlock, pure         | 1 50 @ 1 75   | Gualac, Ammon.            | @ 2 00        |
| Peru                | 3 25 @ 3 60     | Juniper Berries       | 3 00 @ 3 25   | Iodine                    | @ 95          |
| Tolu                | 1 00 @ 1 20     | Juniper Wood          | 1 50 @ 1 75   | Iodine, Colorless         | @ 1 50        |
| Barks               |                 | Lard, extra           | 1 25 @ 1 45   | Iron, clo.                | @ 1 35        |
| Cassia (ordinary)   | 25 @ 30         | Lard, No. 1           | 1 10 @ 1 20   | Kino                      | @ 1 40        |
| Cassia (Salmon)     | 50 @ 60         | Lavendar Flow         | 5 00 @ 5 25   | Myrrh                     | @ 2 50        |
| Sassafras (pw. 55c) | 60 @ 60         | Lavendar Gar'n        | 1 75 @ 2 00   | Nux Vomica                | @ 1 55        |
| Soap Cut (powd.)    | 15 @ 20         | Lemon                 | 1 75 @ 2 00   | Opium                     | @ 3 50        |
| 30c                 | 15 @ 20         | Linseed Boiled bbl    | @ 96          | Opium, Camp.              | @ 85          |
| Berries             |                 | Linseed bld less      | 1 03 @ 1 11   | Opium, Deodorz'd          | @ 3 50        |
| Cubeb               | 1 75 @ 1 85     | Linseed, raw, bbl.    | @ 94          | Rhubarb                   | @ 1 70        |
| Fish                | 25 @ 30         | Linseed, ra. less     | 1 01 @ 1 09   | Paints                    |               |
| Juniper             | 7 @ 15          | Mustard, artifi. oz.  | @ 50          | Lead, red dry             | 12 1/2 @ 13   |
| Pricky Ash          | @ 20            | Neatsfoot             | 1 15 @ 1 30   | Lead, white dry           | 12 1/2 @ 13   |
| Extracts            |                 | Olive, pure           | 3 75 @ 4 50   | Lead, white oil           | 12 1/2 @ 13   |
| Licorice            | 60 @ 65         | Olive, Malaga,        | 2 75 @ 3 00   | Ochre, yellow bbl.        | @ 2           |
| Licorice powd.      | 70 @ 80         | yellow                | 2 75 @ 3 00   | Ochre, yellow less        | 2 1/2 @ 6     |
| Flowers             |                 | green                 | 2 75 @ 3 00   | Putty                     | @ 5           |
| Arnica              | 25 @ 30         | Orange, Sweet         | 5 00 @ 5 25   | Red Venet'n Am.           | 3 1/2 @ 7     |
| Chamomile (Ger.)    | 50 @ 60         | Origanum, pure        | @ 2 50        | Red Venet'n Eng.          | 4 @ 8         |
| Chamomile Rom       | 75 @ 1 25       | Origanum, com'l       | 1 00 @ 1 20   | Whiting, bbl.             | 5 1/2 @ 4 1/2 |
| Gums                |                 | Pennyroyal            | 2 50 @ 2 75   | L. H. P. Prep.            | 2 60 @ 2 75   |
| Acacia, 1st         | 50 @ 55         | Peppermint            | 3 00 @ 3 25   | Rogers Prep.              | 2 60 @ 2 75   |
| Acacia, 2nd         | 45 @ 50         | Rosemary Flows        | 1 50 @ 1 75   | Miscellaneous             |               |
| Acacia, Sorts       | 20 @ 25         | Sandalwood, E.        | 10 00 @ 10 25 | Acetanalid                | 55 @ 75       |
| Acacia, powdered    | 30 @ 35         | L.                    | 10 00 @ 10 25 | Alum                      | @ 8 @ 12      |
| Aloes (Barb Pow)    | 25 @ 35         | Sassafras, true       | 1 50 @ 1 80   | Alum, powd. and           | @ 9 @ 16      |
| Aloes (Cape Pow)    | 25 @ 35         | Sassafras, art'l      | 1 00 @ 1 25   | Bismuth, Subi-            | @ 2 91 @ 3 08 |
| Aloes (Soc. Pow.)   | 70 @ 75         | Spearment             | 3 75 @ 4 00   | trate                     | 2 91 @ 3 08   |
| Asafoetida          | 65 @ 75         | Sperm                 | 2 40 @ 2 60   | Borax xtal or             | 7 1/2 @ 13    |
| Camphor             | 1 12 @ 1 15     | Tansy                 | 15 00 @ 15 25 | powdered                  | 7 1/2 @ 13    |
| Gualac              | @ 1 10          | Tar, USP              | 50 @ 65       | Cantharides, po           | 1 75 @ 8 00   |
| Gualac, pow'd       | @ 1 25          | Turpentine, bbl.      | @ 1 32        | Calomel                   | 1 29 @ 1 40   |
| Kino                | @ 75            | Turpentine, less      | 1 39 @ 1 47   | Capsicum                  | 50 @ 55       |
| Kino, powdered      | @ 85            | Wintergreen,          | 6 50 @ 7 00   | Carmine                   | 6 00 @ 6 50   |
| Myrrh               | @ 70            | leaf                  | 6 50 @ 7 00   | Cassia Buds               | 25 @ 30       |
| Myrrh, powdered     | @ 75            | Wintergreen, sweet    | 3 25 @ 3 60   | Cloves                    | 50 @ 55       |
| Opium               | 9 00 @ 9 40     | birch                 | 3 25 @ 3 60   | Chalk Prepared            | 14 @ 16       |
| Opium, powd.        | 10 65 @ 11 00   | Wintergreen art       | 80 @ 1 10     | Chloroform                | 45 @ 55       |
| Opium, gran.        | 10 65 @ 11 00   | Wormseed              | 5 00 @ 5 25   | Chloral Hydrate           | 1 35 @ 1 55   |
| Shellac             | 1 00 @ 1 15     | Wormwood              | 17 00 @ 17 25 | Cocaine                   | 9 25 @ 10 25  |
| Shellac Bleached    | 1 05 @ 1 20     | Potassium             |               | Cocoa Butter              | 55 @ 75       |
| Tragacanth, pw.     | 2 25 @ 2 50     | Bicarbonate           | 35 @ 40       | Corks, list, less         | 40 @ 50       |
| Tragacanth          | 2 75 @ 3 25     | Bichromate            | 15 @ 25       | Copperas                  | 4 @ 10        |
| Turpentine          | 25 @ 30         | Bromide               | 35 @ 45       | Copperas, Powd.           | 4 @ 10        |
| Insecticides        |                 | Carbonate             | 30 @ 35       | Corrosive Sublim          | 1 11 @ 1 30   |
| Arsenic             | 10 @ 20         | Chlorate, gran'r      | 23 @ 30       | Cream Tartar              | 37 @ 45       |
| Blue Vitriol, bbl.  | @ 07 1/2        | Chlorate, powd.       | 16 @ 25       | Cuttle bone               | 55 @ 75       |
| Blue Vitriol, less  | 8 @ 15          | or xtal               | 16 @ 25       | Dextrine                  | 4 1/2 @ 15    |
| Bordeaux Mix Dry    | 14 @ 29         | Cyanide               | 35 @ 40       | Dover's Powder            | 3 50 @ 4 00   |
| Hellebore, White    | 20 @ 20         | Iodide                | 4 07 @ 4 13   | Emery, All Nos.           | 10 @ 15       |
| powdered            | 20 @ 20         | Permanganate          | 25 @ 40       | Emery, Powdered           | 8 @ 10        |
| Insect Powder       | 45 @ 75         | Prussiate, yellow     | 45 @ 55       | Epsom Salts, bbls.        | @ 3 1/2       |
| Lead Arsenate Po.   | 29 @ 31         | Prussiate, red        | 65 @ 75       | Epsom Salts, less         | 4 1/2 @ 09    |
| Lime and Sulphur    | 09 1/2 @ 23 1/2 | Sulphate              | 35 @ 40       | Ergot, powdered           | 1 75 @ 2 00   |
| Dry                 | 09 1/2 @ 23 1/2 | Roots                 |               | Flake White               | 15 @ 20       |
| Paris Green         | 30 @ 43         | Alkanet               | @ 40          | Formaldehyde, lb.         | 13 @ 20       |
| Leaves              |                 | Blood, powdered       | 30 @ 40       | Gelatin                   | 1 30 @ 1 50   |
| Buchu               | 1 75 @ 1 90     | Calamus               | 25 @ 30       | Glassware, less 55c.      |               |
| Buchu, powdered     | @ 2 00          | Elecampane, pwd       | 25 @ 30       | Glassware, full case 60c. |               |
| Sage, bulk          | 67 @ 70         | Gentian, powd.        | 20 @ 30       | Glauber Salts, bbl.       | @ 03 1/2      |
| Sage, 1/4 loose     | 72 @ 78         | Ginger, African,      | 23 @ 30       | Glauber Salts, less       | 94 @ 10       |
| Sage, powdered      | 55 @ 60         | powdered              | 23 @ 30       | Glue, Brown               | 21 @ 30       |
| Senna, Alex.        | 75 @ 80         | Ginger, Jamaica       | 52 @ 60       | Glue, Brown Grd           | 12 1/2 @ 20   |
| Senna, Tinn.        | 30 @ 35         | Ginger, Jamaica,      | 52 @ 60       | Glue, White               | 25 @ 35       |
| Senna, Tinn. pow    | 25 @ 35         | powdered              | 42 @ 50       | Glue, White Grd.          | 30 @ 35       |
| Uva Ursi            | 20 @ 25         | Goldenseal, pow.      | 5 50 @ 6 00   | Glycerine                 | 20 @ 30       |
| Oils                |                 | Ipecac, powd.         | @ 3 00        | Hops                      | 65 @ 75       |
| Almonds, Bitter,    |                 | Licorice, powd.       | 40 @ 45       | Iodine                    | 5 78 @ 7 24   |
| true                | 10 50 @ 10 75   | Orris, powdered       | 30 @ 40       | Iodoform                  | 6 75 @ 7 20   |
| Almonds, Bitter,    |                 | Poke, powdered        | 30 @ 35       | Lead Acetate              | 18 @ 25       |
| artificial          | 2 50 @ 2 75     | Rhubarb, powd.        | 1 15 @ 1 25   | Lycopodium                | 1 50 @ 1 75   |
| Almonds, Swete,     |                 | Sarsaparilla, Hond.   | 30 @ 35       | Mace                      | 75 @ 80       |
| true                | 1 00 @ 1 25     | ground                | 1 25 @ 1 40   | Mace, powdered            | 95 @ 1 00     |
| Seeds               |                 | Sarsaparilla Mexican, | @ 70          | Menthol                   | 8 50 @ 9 00   |
| Anise               | 33 @ 35         | ground                | @ 70          | Morphine                  | 7 75 @ 8 30   |
| Anise, powdered     | 38 @ 40         | Squills               | 35 @ 40       | Nux Vomica                | @ 30          |
| Bird, is            | 13 @ 15         | Squills, powdered     | 60 @ 70       | Nux Vomica, pow.          | 23 @ 25       |
| Canary              | 9 @ 15          | Turmeric, powd.       | 15 @ 20       | Pepper black pow.         | 22 @ 25       |
| Caraway, Po.        | 30 @ 25         | Valerian, powd.       | 40 @ 50       | Pepper, white             | 40 @ 45       |
| Cardamon            | 1 50 @ 1 75     | Leaves                |               | Pitch, Burgundy           | 10 @ 15       |
| Celery, powd.       | 45 @ 50         | Buchu                 | 1 75 @ 1 90   | Quassia                   | 12 @ 15       |
| Coriander pow.      | 25 @ 30         | Buchu, powdered       | @ 2 00        | Quinine                   | 72 @ 1 33     |
| Dill                | 10 @ 20         | Sage, bulk            | 67 @ 70       | Rochelle Salts            | 30 @ 40       |
| Fennel              | 18 @ 25         | Sage, 1/4 loose       | 72 @ 78       | Saccharine                | @ 30          |
| Flax                | 08 1/2 @ 13     | Sage, powdered        | 55 @ 60       | Salt Peter                | 11 @ 22       |
| Flax, ground        | 08 1/2 @ 13     | Senna, Alex.          | 75 @ 80       | Selditz Mixture           | 30 @ 40       |
| Foenugreek pow.     | 8 @ 15          | Senna, Tinn.          | 30 @ 35       | Soap, green               | 15 @ 20       |
| Labella, Powd.      | @ 1 50          | Senna, Tinn. pow      | 25 @ 35       | Soap mott castle          | 22 1/2 @ 25   |
| Mustard, yellow     | 10 @ 15         | Uva Ursi              | 20 @ 25       | case                      | @ 13 50       |
| Mustard, black      | 15 @ 20         | Oils                  |               | Soap, white castle        | @ 1 50        |
| Poppy               | 30 @ 40         | Almonds, Bitter,      |               | less, per bar             | @ 1 50        |
| Quince              | @ 2 25          | true                  | 10 50 @ 10 75 | Soda Ash                  | 04 @ 10       |
| Rape                | 15 @ 20         | Almonds, Bitter,      |               | Soda Bicarbonate          | 3 1/2 @ 10    |
| Sabadilla           | 20 @ 30         | artificial            | 2 50 @ 2 75   | Soda, Sal                 | 2 1/2 @ 08    |
| Sunflower           | 10 @ 15         | Almonds, Swete,       |               | Spirits Camphor           | @ 1 55        |
| Worm American       | 30 @ 40         | true                  | 1 00 @ 1 25   | Sulphur, roll             | 04 @ 10       |
| Worm Levant         | @ 3 00          |                       |               | Sulphur, Subl.            | 4 1/2 @ 10    |
|                     |                 |                       |               | Tamarinds                 | 20 @ 25       |
|                     |                 |                       |               | Tartar Emetic             | 70 @ 75       |
|                     |                 |                       |               | Turpentine, Ven.          | 50 @ 55       |
|                     |                 |                       |               | Vanilla Ex. pure          | 1 75 @ 2 25   |
|                     |                 |                       |               | Witch Hazel               | 1 47 @ 2 00   |
|                     |                 |                       |               | Zinc Sulphate             | 04 @ 15       |



# 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   |  |
|------------------|------|------------|--|
| Hemp Line        | Lamb | Allspice   |  |
| Cotton Lines     | Corn | Veal       |  |
| Red Kidney Beans |      | Hogs       |  |
| Cream of Tartar  |      | Some Flour |  |
| Cloves           |      | Wheat      |  |
| Ginger           |      | Oats       |  |
| Mustard          |      | Hay        |  |
| Pepper           |      |            |  |

| AMMONIA                   |      |
|---------------------------|------|
| Arctic Brand              |      |
| 16 oz., 2 doz. in carton. | 1.75 |
| I X L, 3 doz., 12 oz.     | 3.75 |
| Parsons, 3 doz. small     | 5.00 |
| Parsons, 2 doz. med.      | 4.35 |
| Parsons, 2 doz., lge.     | 6.70 |



|                        |       |
|------------------------|-------|
| 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 1/2   |
| 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 1/2   |
| K. C., 15c doz.        | 1.37 1/2 |
| K. C., 20c doz.        | 1.80     |
| K. C., 25c doz.        | 2.30     |
| K. C., 50c doz.        | 4.40     |
| K. C., 80c doz.        | 6.85     |
| K. C., 10 lb. doz.     | 13.50    |
| 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.    | 5.20     |
| Royal, 5 lb.           | 21.20    |
| Rumford, 10c, doz.     | 95       |
| Rumford, 8 oz., doz.   | 1.85     |
| Rumford, 12 oz., doz.  | 2.40     |
| Rumford, 5 lb.         | 12.50    |
| Ryzon, 4 oz., doz.     | 1.35     |
| Ryzon, 8 oz., doz.     | 2.25     |
| Ryzon, 16 oz., doz.    | 4.05     |
| Ryzon, 5 lb.           | 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    | 5.45 |
| Quaker Puffed Wheat   | 4.30 |
| Quaker Brfst Biscuit  | 1.90 |
| Ralston Purina        | 4.00 |
| Ralston Branios       | 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. | 5.50 |
| Fancy Parlor, 23 lb.   | 8.50 |
| 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   |
| Plumber, 40 lbs.        | 12.8   |
| Paraffine, 6s           | 14 1/2 |
| Paraffine, 12s          | 14 1/2 |
| 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  |
| Apricots, No. 2          | 2.25  |
| Apricots, No. 2 1/2      | 2.50  |
| Apricots, No. 10         | 9.00  |
| Blueberries, No. 2       | 2.50  |
| Blueberries, No. 10      | 15.00 |
| Cherries, No. 2          | 3.00  |
| Cherries, No. 2 1/2      | 4.00  |
| 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       | 2.60  |
| Peaches, 2 1/2 Cal.      | 3.00  |
| Pineapple, 1, slic.      | 1.60  |
| Pineapple, No. 2, slic.  | 2.90  |
| Pineapple, 2, Brk slic.  | 2.25  |
| Pineapple, 2 1/2, sliced | 3.90  |
| Pineapple, No. 2, crus.  | 2.25  |
| Pineap., 10, cru.        | 7.00  |
| 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, blk.  | 3.25  |
| Rhubarb, No. 10          | 5.25  |

| CANNED FISH.            |        |
|-------------------------|--------|
| Clam Ch'der, 10 1/2 oz. | 1.35   |
| Clam Ch., No. 3         | 3.00   |
| Clams, Steamed, No. 1   | 1.75   |
| Clams, Minced, No. 1    | 1.50   |
| Finnan Haddie, 10 oz.   | 3.30   |
| Clam Bouillon, 7 oz.    | 2.50   |
| Chicken Haddie, No. 1   | 1.75   |
| Fish Flakes, small      | 1.35   |
| Cod Fish Cake, 10 oz.   | 1.85   |
| Cove Oysters, 5 oz.     | 1.45   |
| Lobsters, No. 1/2, Star | 4.50   |
| Lobster, No. 1/4, Star  | 2.75   |
| Shrimp, No. 1, wet      | 1.75   |
| Shrimp, No. 1, dry      | 1.75   |
| Sardines, 1/4 Oil, k.   | 25 1/2 |
| Sardines, 1/4, Smoked   | 7.00   |
| Sardines, 3/4, Mus.     | 3.85   |
| Salmon, Warrens, 1/2    | 2.75   |
| Salmon, Warrens, 1 lb   | 4.00   |
| Salmon, Red Alaska      | 2.85   |
| Salmon, Med. Alaska     | 2.00   |
| Salmon, Pink Alaska     | 1.45   |
| Sardines, 1/4, ea.      | 10 1/2 |
| Sardines, 1/4, ea.      | 25     |
| Sardines, Cal.          | 1.75   |
| Tuna, 1/2, Albocore     | 90     |
| Tuna, 1/2, Nekco        | 1.65   |
| Tuna, 1/2, Regent       | 2.25   |

| CANNED MEAT.              |      |
|---------------------------|------|
| Bacon, Med. Beechnut      | 2.70 |
| Bacon, Lge. Beechnut      | 4.60 |
| Bacon, Large, Erie        | 2.25 |
| Beef, No. 1, Corned       | 2.70 |
| Beef, No. 1, Roast        | 2.70 |
| Beef, No. 1/2, Rose Sli.  | 1.75 |
| Beef, No. 1/2, Qua. sli.  | 2.25 |
| Beef, No. 1, Qua. sli.    | 2.35 |
| Beef, No. 1, B'nut sli.   | 5.70 |
| Beef, No. 1/2, B'nut sli. | 3.15 |
| Beefsteak & Onions, 1/2   | 3.35 |
| Chili Con Ca., 1/2        | 1.35 |
| Deviled Ham, 1/2          | 2.20 |
| Deviled Ham, 1/2          | 3.60 |
| Hamburg Steak &           |      |
| Onions, No. 1             | 3.15 |
| Potted Beef, 4 oz.        | 1.45 |
| Potted Meat, 1/2 Libby    | 50   |
| Potted Meat, 1/2 Libby    | 90   |
| Potted Meat, 1/2 Rose     | 80   |
| Potted Ham, Gen.          | 2.15 |
| Vienna Saus., No. 1       | 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. sli.   | 1.60  |
| Lunch Tongue, No. 1     | 1.50  |
| Lunch Tongue, No. 1/2   | 3.55  |
| Deviled Ham, 1/2        | 3.00  |
| Vienna Sausage, sm.     | 1.90  |
| Vienna Sausage, Lge.    | 2.90  |
| Sliced Beef, small      | 1.35  |
| Boneless Pigs Feet, pt. | 3.15  |
| Boneless Pigs Feet, qt. | 5.40  |
| Sandwich Spread, 1/2    | 2.00  |

| Baked Beans.         |      |
|----------------------|------|
| Beechnut, 16 oz.     | 1.35 |
| Campbells            | 1.25 |
| Climatic Gem, 18 oz. | .95  |
| Fremont, No. 2       | 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   |
| Wax Beans, 2s            | 1.35   |
| Wax Beans, No. 10        | 6.00   |
| Green Beans, No. 2       | 1.60   |
| Green Beans, No. 10      | 8.25   |
| Lima Beans, No. 2 Gr.    | 2.00   |
| Lima Beans, 2s, Soaked   | .95    |
| Red Kid., No. 2          | 1.30   |
| Beets, No. 2, wh.        | 1.60   |
| Beets, No. 2, cut        | 1.25   |
| Beets, No. 3, cut        | 1.40   |
| Corn, No. 2, St.         | 1.10   |
| Corn, No. 2, Ex-Stan.    | 1.55   |
| Corn, No. 2, Pan         | 1.60   |
| Corn, No. 2, Fy. glass   | 3.25   |
| Corn, No. 10             | 7.25   |
| Hominy, No. 3            | 1.15   |
| Okra, No. 2, whole       | 1.90   |
| Okra, No. 2, cut         | 1.60   |
| Dehydrated Veg Soup      | .90    |
| Dehydrated Potatoes, 1b  | 45     |
| Mushrooms, Hotels        | 38     |
| Mushrooms, Choice        | 48     |
| Mushrooms, Sur Extra     | 65     |
| Peas, No. 2, E.J.        | 1.25   |
| Peas, No. 2, Sift.       | 1.60   |
| Peas, No. 2, Ex. Sift.   | 1.90   |
| Peas, Ex. Fine, French   | 3.25   |
| Pumpkin, No. 3           | 1.00   |
| Pumpkin, No. 10          | 3.75   |
| Pimentos, 1/2, each      | 15 1/2 |
| Pimentos, 1/2, each      | 27     |
| Sw't Potatoes, No. 2 1/2 | 2.15   |
| Sauerkraut, No. 3        | 1.85   |
| Succotash, No. 21        | 60 1/2 |
| Succotash, No. 2, glass  | 3.45   |
| Spinach, No. 1           | 1.25   |
| Spinach, No. 2           | 1.35   |
| Spinach, No. 3           | 2.15   |
| Spinach, No. 10          | 5.75   |
| Tomatoes, No. 2          | 1.45   |
| Tomatoes, No. 2 1/2      | 1.65   |
| Tomatoes, No. 2, glass   | 2.85   |
| Tomatoes, No. 10         | 7.00   |

| CATSUP.                |      |
|------------------------|------|
| B-nut, Large           | 2.95 |
| B-nut, Small           | 1.80 |
| Fraziera, 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 | 1.80 |

| 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                 | 24     |
| Wisconsin Flats       | 23     |
| Wisconsin Daisy       | 23     |
| Longhorn              | 24     |
| Michigan Full Cream   | 22 1/2 |
| New York full cream   | 26     |
| 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         | 70   |
| Beechnut                | 65   |
| Doublemint              | 65   |
| Juicy Fruit             | 65   |
| Peppermint, Wrigleys    | 65   |
| Sapota Gum              | 1.25 |
| Spearmint, Wrigleys     | 65   |
| Spic-Span's Mxd Flavors | 65   |
| Wrigley's P-K           | 65   |
| Zeno                    | 65   |

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

| COCOA                   |      |
|-------------------------|------|
| Baker's 1/2s            | 40   |
| Baker's 1/4s            | 42   |
| Bunte, 1/2 lb.          | 35   |
| Bunte, 1 lb.            | 32   |
| Droste's Dutch, 1 lb.   | 9.00 |
| Droste's Dutch, 1/2 lb. | 4.75 |
| Droste's Dutch, 1/4 lb. | 2.00 |
| Hersheys, 1/2s          | 33   |
| Hersheys, 1/4s          | 28   |
| Lowney, 1/2s            | 40   |
| Lowney, 1/4s            | 40   |
| Lowney, 1/2 lb. cans    | 31   |
| Van Houten, 1/2s        | 75   |
| Van Houten, 1/4s        | 75   |

| COCOANUT                 |      |
|--------------------------|------|
| 1/2s, 5 lb. case Dunham  | 50   |
| 1/2s, 5 lb. case         | 48   |
| 1/2s & 1/4s, 15 lb. case | 49   |
| Bulk, barrels            | 19   |
| 96 2 oz. pkgs., per case | 8.09 |
| 48 4 oz. pkgs., per case | 7.00 |

| CLOTHES LINE           |      |
|------------------------|------|
| Hemp, 50 ft.           | 1.50 |
| Twisted Cotton, 50 ft. | 1.75 |
| Branded, 50 ft.        | 2.75 |
| Sash Cord              | 3.75 |

| 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             |  |
|-------------------------------|--|
| McLaughlin's XXXX pack-       |  |
| age coffee is sold to retail- |  |
| ers only. Mail all orders     |  |
| direct to W. F. McLaugh-      |  |
| lin & Co., Chicago.           |  |

| Coffee Extracts   |        |
|-------------------|--------|
| N. Y., per 100    | 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, 8 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 |
| 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       | 4.00 |

| CIGARS                   |       |
|--------------------------|-------|
| Worden Grocer Co. Brands |       |
| Harvester Line.          |       |
| Kiddies, 100s            | 37.50 |
| Record Breakers, 50s     | 75.00 |
| Delmonico, 50s           | 75.00 |
| Epicure Panetela, 50     | 75.00 |
| Perfecto, 50s            | 95.00 |



Summertime, 65c Pails 6 50  
Sweet Tip Top, 10c, dz 96  
Velvet, Cut Plug, 10c 96  
Velvet, Cut Plug, tins 1 53  
Velvet, Cut Plug, 8 oz. 6 72  
Velvet, C. Pl., 16 oz. 15 84  
Yum Yum, 10c, doz. 96  
Yum Yum, 70c pails 6 80

**Lorillard's Brands.**  
Beechnut Scrap, doz. 96  
Razz, L. C., 10c, doz. 96  
Buzz, L. C., 35c, doz. 3 30  
Buzz, L. C., 80c, doz. 7 90  
Chips, P. C., 10c, doz. 96  
Honest Scrap, doz. 96  
Open Book Scrap, dz. 96  
Stag, Cut P., 10c, doz. 96  
Union Leader, 10c tin 96  
Union Leader, 50c tin 4 80  
Union Leader, \$1 tin 9 60  
Union Leader, 10c, dz. 96  
Union Leader, 15c, dz. 1 44  
War Path, 35c, doz. 3 35

**Scotten Dillon Co. Brands.**  
Dan Patch, 10c, doz. 96  
Dillon's Mixture, 10c 96  
G. O. F., 35c, doz. 3 00  
G. O. F., 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, Clp., 10c, doz. 96  
Book Shoe Scrap, 10c 96  
Pinkerton, 30c, doz. 2 40  
Pay Car Scrap, 10c, dz 96  
Pinch Hit Scrap, 10c 96  
Red Man Scrap, doz. 96  
Red Horse Scrap, doz. 96

**J. J. Bagley & Co. Brands.**  
Broadleaf, 10c 96  
Buckingham, 10c, doz. 96  
Buckingham, 15c tins 1 44  
Gold Shore, 15c, doz. 1 44  
Hazel Nut, 10c, doz. 96  
Klecko, 25c, doz. 2 40  
Old Colony, Pl. C. 17c 1 53  
Old Crop, 50c, doz. 4 80  
Red Band, Scrap, 10c 96  
Sweet Tips, 15c, doz. 1 44  
Wild Fruit, 10c, doz. 96  
Wild Fruit, 15c, doz. 1 44

**Independent Snuff Co. Brands.**  
New Factory, 10c, doz. 96  
New Factory Pails, dz 7 60

**Schmidt Bros. Brands.**  
Eight Bros., 10c, doz. 96  
Eight Bros., Pails, dz. 8 40

**R. J. Reynolds Tobacco Co. Brands.**  
George Washington, 10c, doz. 96  
Old Rover, 10c, doz. 96  
Our Advertiser, 10c, 96  
Prince Albert, 10c, dz. 96  
Prince Albert, 17c, dz. 1 53  
Prince Albert, 8 oz. 6 72  
Prince Albert, 8 oz. 8 88  
Prince Albert, 16 oz. 12 96  
Stud, Gran. 5c, doz. 4 80  
Whale, 16 oz., doz. 4 80

**Block Bros. Tobacco Co.**  
Mail Pouch, 10c, doz. 96

**Falk Tobacco Co., Brands.**  
American Mixture, 35c 3 30  
Arcadia Mixture, 25c 2 40  
Champagne Sparklets, 30c, doz. 2 70  
Champagne Sparklets, 90c, doz. 8 10  
Personal Mixture, 6 60  
Perique, 25c, per doz. 2 25  
Serene Mixture, 16c dz 1 60  
Serene Mixture, 8 oz. 7 60  
Serene Mixture, 16 oz. 14 70  
Tareyton London Mixture, 50c, doz. 4 00  
Vintage Blend, 25c dz. 2 30  
Vintage Blend, 80 tins 7 50  
Vintage Blend, \$1.55 tins, doz. 14 70

**Superba Tobacco Co. Brands.**  
Sammy Boy Scrap, dz 96  
Cigar Clippings  
Havana Blossom, 10c 96  
Havana Blossom, 40c 3 95  
Knickerbocker, 6 oz. 3 06  
Lieberman, 10c, doz. 96  
W. O. W. 6 oz., doz. 3 00  
Royal Major, 10c, doz. 96  
Royal Major, 6 oz., dz. 3 00  
Royal Major, 14 oz. dz 7 20

**Larus & Bro. Co.'s Brands.**  
Edgeworth Ready Rubbed, 17c Pails 1 62  
Edgeworth Ready Rubbed, 8 oz. tins, doz. 7 00  
Edgeworth Ready Rubbed, 16 oz. tins, dz. 14 50  
Edgeworth Sliced Plug, 10c tins, doz. 1 62  
Edgeworth Sliced Plug, 25c tins, doz. 3 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 Göteborg, 10c, roll 64  
Seal SWE. Rapee, 10c 64  
Seal Norkopping, 10c 64  
Seal Norkopping, 1 lb. 85

**CONFECTIONERY**  
Stick Candy Pails  
Standard 14  
Jumbo Wrapped 16  
Pure Sugar Stick, 600's 4 20  
Big Stick, 20 Lb. Case 17

**Mixed Candy Pails**  
Kindergarten 17  
Leader 14  
X. L. O. 13  
French Creams 16  
Cameo 18  
Grocers 11

**Fancy Chocolates.**  
5 lb. Boxes  
Bittersweets, Ass'td 1 75  
Choc Marshmallow Dp 1 55  
Milk Chocolate A. A. 1 90  
Nibble Sticks 2 00  
Primrose Choc. 1 20  
No. 12 Choc. 1 60  
Chocolate Nut Rolls 1 80

**Gum Drops Pails**  
Anise 17  
Orange Gums 17  
Butterscotch Jellies 18  
Favorite 20  
Superior 18

**Lozenges. Pails**  
A. A. Pep. Lozenges 15  
A. A. Pink Lozenges 15  
A. A. Choc. Lozenges 16  
Motto Hearts 17  
Malted Milk Lozenges 20

**Hard Goods. Pails**  
Lemon Drops 17  
O. F. Horehound Dps 17  
Anise Squares 18  
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 15  
Walnut Fudge 23  
Pineapple Fudge 21  
Italian Bon Bons 15  
National Cream Mints 23  
Silver King M. Mallovs 30

**CRISCO**  
36s, 24s and 12s.  
Less than 5 cases 21  
Five cases 20 1/4  
Ten cases 20  
Twenty-five cases 19 1/4  
6s and 4s.  
Less than 5 cases 20 1/4  
Five cases 19 1/4  
Ten cases 19 1/4  
Twenty-five cases 19

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

**CREAM OF TARTAR**  
6 lb. boxes 33

**DRIED FRUITS**  
Apples  
Evap'd Choice, blk. 30  
Apricots  
Evaporated, Slab 30  
Evaporated, Fancy 36

**Citron**  
10 lb. box 48

**Currants**  
Package, 15 oz. 18 1/2  
Boxes, Bulk, per lb. 18

**Peaches**  
Evap. Fancy, Unpeeled 21

**Peel**  
Lemon, American 26  
Orange, American 27

**Raisins**  
Seeded, bulk 16  
Seeded, 15 oz. pkg. 18  
Sultana Seedless 17  
Seedless, 1 lb. pkg. 21

**California Prunes**  
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 10  
Red Kidney 10

**Farina**  
25 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  
Foulds, 2 doz., 8 oz. 1 80

**Pearl Barley**  
Chester 4 75

**Peas**  
Scotch, lb. 07  
Split, lb. 08 1/2

**Sago**  
East India 07 1/2

**Taploca**  
Pearl, 00 lb. sacks 07 1/2  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant 3 50

## FISHING TACKLE

**Cotton Lines**  
No. 2, 15 feet 1 15  
No. 3, 15 feet 1 60  
No. 4, 15 feet 1 80  
No. 5, 15 feet 1 95  
No. 6, 15 feet 2 10

**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 1-12, 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 25  
3 Ounce 3 25  
4 Ounce 5 00  
8 Ounce 8 50  
7 Dram, Assorted 1 35  
1 1/2 Ounce, Assorted 1 75

## FLOUR AND FEED

**Valley City Milling Co.**  
Lily White, 1/2 Paper sack  
Harvest Queen, 24 1/2  
Light Loaf Spring Wheat, 24 1/2  
Roller Champion 24 1/2  
Snow Flake, 24 1/2  
Graham 25 lb. per cwt  
Golden Granulated Meal, 25 lbs., per cwt., N  
Rowena Pancake Compound, 5 lb. sack  
Buckwheat Compound, 5 lb. sack

**Watson Higgins Milling Co.**  
New Perfection, 1/2s 7 40  
Red Arrow, 1/2s 8 00

**Meal**  
Gr. Grain M. Co.  
Bolted 2 25  
Golden Granulated 2 45

**Wheat**  
No. 1 Red 94  
No. 1 White 92

**Oats**  
Carlots 41  
Less than Carlots 48

**Corn**  
Carlots 74  
Less than Carlots 78

**Hay**  
Carlots 18 00  
Less than Carlots 22 00

**Feed**  
Street Car Feed 30 00  
No. 1 Corn & Oat Pd 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  
Lamb 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 00  
O. B., 15 oz., per doz. 1 80

## JELLY GLASSES

8 oz., per doz. 34

## MATCHES.

Blue Ribbon, 144 box. 7 55  
Searchlight, 144 box. 8 00  
Safe Home, 144 boxes 8 00  
Old Pal, 144 boxes 8 00  
Red Stick, 120 lb bxs 5 50  
Red Stick, 144 bxs 5 25

## Safety Matches.

Red Top, 5 gro. case 5 25  
Roto, per gro. 95

## MINCE MEAT.

None Such, 3 doz. 4 85  
Quaker, 3 doz. case 4 00  
Libby Kegs, Wet, lb. 25

## MOLASSES.

**New Orleans**  
Fancy Open Kettle 60  
Choice 48  
Good 36  
Fair 30

**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 16  
Peanuts, Virginia, raw 08 1/2  
Peanuts, Vir. roasted 10 1/2  
Peanuts, Jumbo raw 09 1/2  
Peanuts, Jumbo, rst 12 1/2  
Pecans, 3 star 22  
Pecans, Jumbo 80  
Walnuts, Grenoble 34  
Walnuts, Sorrento 35

**Salted Peanuts**  
Fancy, No. 1 11 1/2  
Jumbo 21

**Shelled**  
Almonds, 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 12.6  
Red Crown Gasoline 22.3  
Tank Wagon 22.3  
Gas Machine Gasoline 40.2  
V. M. & P. Naptha 26.2  
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



Semdac, 12 pt. cans 2 85  
Semdac, 12 qt. cans 4 35

**PICKLES**  
Medium Sour  
Barrel, 1,200 count 13 00  
Half bbls., 600 count 7 50  
10 gallon kegs 5 50

**Sweet Small**  
30 gallon, 2400 33 00  
15 gallon, 2000 17 50  
10 gallon, 800 12 75

**Dill Pickles.**  
800 Size, 15 gal. 10 00

**PIPES**  
Cob, 3 doz. in bx 1 00@1 20

**PLAYING CARDS**  
Broadway, per doz. 2 40  
No. 90 Steamboat 2 75  
Blue Ribbon 4 25  
Crickett 3 50  
Congress 6 00

**POTASH**  
Babbitt's 2 doz. 2 75

**FRESH MEATS.**  
Beef.  
Top Steers & Heifers 16  
Good Steers & Heifers 15  
Med. Steers & Heifers 14  
Com. Steers & Heifers 11

**Cows.**  
Top 12  
Good 11  
Medium 10  
Common 08

## Veal.

Top 15  
Good 14  
Medium 13

**Lamb.**  
Good 26  
Medium 24  
Poor 20

**Mutton.**  
Good 12  
Medium 11  
Poor 08

Heavy hogs 12  
Medium hogs 15  
Light hogs 15  
Sows and stags 11  
Loins 20  
Butts 18  
Shoulders 16  
Hams 25  
Spareribs 29  
Neck bones 05

## PROVISIONS

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

**Dry Salt Meats**  
S P Bellies 17 00@19 00

**Lard**  
80 lb. tubs advance 1/4  
Pure in tierces 13@13 1/2  
Compound Lard 13@13 1/2  
69 lb. tubs advance 1/2  
50 lb. tubs advance 1/4  
20 lb. pails advance 3/4  
5 lb. pails advance 1/2  
3 lb. pails advance 1

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

**Smoked Meats**  
Hams, 14-16, lb. 26 @32  
Hams, 16-18, lb. 26 @32  
Ham, dried beef sets 38 @39  
California Hams 16 @17  
Picnic Boiled Hams 30 @32  
Boiled Hams 43 @47  
Minced Hams 14 @15  
Bacon 22 @38

**Beef**  
Boneless 23 00@24 00  
Rump, new 23 00@24 00

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

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

**Tripe**  
Kits, 15 lbs. 90  
1/4 bbls., 40 lbs. 1 60  
1/2 bbls., 80 lbs. 3 00

**Casings**  
Hogs, per lb. @42  
Beef, round set 14@26  
Beef, middles, set 25@30  
Sheep, a skin 1 75@2 00

**Uncolored Oleomargarine**  
Solid Dairy 20@23  
Country Rolls 22@24  
Gem Nut 22



| SALT                       |      |
|----------------------------|------|
| Colonial 24 2 lb. ---      | 90   |
| Med. No. 1, Bbls. ---      | 2 70 |
| Med. No. 1, 100 lb. bbl    | 90   |
| Farmer Spec., 70 lb. ---   | 90   |
| Packers Meat, 56 lb. ---   | 56   |
| Packers for ice cream      |      |
| 100 lb., each ---          | 95   |
| Blocks, 50 lb. ---         | 47   |
| Butter Salt, 280 lb bbl. 4 | 50   |
| Baker Salt, 280 lb. bbl. 4 | 25   |
| 100, 5 lb. Table ---       | 6 30 |
| 60, 5 lb. Table ---        | 5 80 |
| 80, 10 lb. Table ---       | 5 65 |
| 28 lb. bags, butter ---    | 50   |



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

#### SHOE BLACKENING.

|                          |      |
|--------------------------|------|
| 2 in 1, Paste, doz. ---  | 1 35 |
| E. Z. Combination, dz. 1 | 35   |
| Dri-Foot, doz. ---       | 2 00 |
| Bixbys, Doz. ---         | 1 35 |
| Shinola, doz. ---        | 85   |

#### STOVE POLISH.

|                          |      |
|--------------------------|------|
| Blackline, per doz. ---  | 1 35 |
| Black Silk Liquid, dz. 1 | 40   |
| Black Silk Paste, doz. 1 | 25   |
| Enamaline Paste, doz. 1  | 35   |
| Enamaline Liquid, dz. 1  | 35   |
| E Z Liquid, per doz. 1   | 40   |
| Radium, per doz. ---     | 1 85 |
| Rising Sun, per doz. 1   | 35   |
| 654 Stove Enamel, dz. 2  | 85   |
| Vulcanol, No. 5, doz. 95 |      |
| Vulcanol, No. 10, doz. 1 | 35   |
| Stovoll, per doz. ---    | 3 00 |

#### SOAP.

|                           |      |
|---------------------------|------|
| Am. Family, 100 box 5     | 75   |
| Export, 120 box ---       | 4 65 |
| Flake White, 100 box 4    | 50   |
| Fels Naptha, 100 box 5    | 60   |
| Grdma White Na. 100s 4    | 85   |
| Rub No More White         |      |
| Naptha, 100 box ---       | 5 00 |
| Swift Classic, 100 box 4  | 90   |
| 20 Mule Borax, 100 bx     | 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 |
| Rinso, 100 oz. ---          | 6 40 |
| Rub No More, 100, 10        |      |
| oz. ---                     | 3 85 |
| Rub No More, 18 Lg. 4       | 25   |
| Spotless Cleanser, 48,      |      |
| 20 oz. ---                  | 3 85 |
| Sani Flush, 1 doz. ---      | 2 25 |
| Sapolio, 3 doz. ---         | 3 15 |
| Soapine, 100, 12 oz. ---    | 6 40 |
| Snowboy, 100, 10 oz. ---    | 4 40 |
| 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 ---      | @32 |
| Nutmegs ---           | @20 |
| Pepper, Black ---     | @29 |
| Pepper, White ---     | @32 |
| Pepper, Cayenne ---   | @42 |
| Paprika, Spanish ---  | @42 |

#### Seasoning

|                         |      |
|-------------------------|------|
| Celery Salt, 15c ---    | 1 35 |
| Chili Powder, 3 oz. --- | 95   |
| Sage, 2 oz. ---         | 90   |
| Onion Salt ---          | 1 35 |
| Garlic ---              | 1 35 |
| Ponely, 3 1/2 oz. ---   | 3 25 |
| Kitchen Bouquet ---     | 3 25 |
| Laurel Leaves ---       | 20   |
| Marjoram, 1 oz. ---     | 90   |
| Savory, 1 oz. ---       | 90   |
| Thyme, 1 oz. ---        | 90   |
| Tumeric, 2 1/2 oz. ---  | 90   |

#### STARCH

| Corn                     |        |
|--------------------------|--------|
| Kingsford, 40 lbs. ---   | 11 1/4 |
| Powdered, bags ---       | 03     |
| Argo, 48 1 lb. pkgs. --- | 3 75   |
| Cream, 48-1 ---          | 4 80   |
| Quaker, 40 1 ---         | 6      |
| Gloss                    |        |
| Argo, 48 1 lb. pkgs. --- | 3 75   |
| Argo, 12 3 lb. pkgs. --- | 2 74   |
| Argo, 8 5 lb. pkgs. ---  | 3 10   |
| Silver Gloss, 48 1s ---  | 11 1/4 |
| Elastic, 64 pkgs. ---    | 5 35   |
| Tiger, 48-1 ---          | 2 85   |
| Tiger, 50 lbs. ---       | 05 1/2 |

#### SYRUPS

| Corn                        |                        |
|-----------------------------|------------------------|
| Blue Karo, No. 1 1/2, 2     | doz. --- 1 94          |
| Blue Karo, No. 5, 1 dz      | 2 70                   |
| Blue Karo, No. 10, 1        | 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 ---          | 10 40                  |
| 24, 2 1/2 lb. cans ---      | 11 40                  |
| 24, 1 1/2 lb. cans ---      | 6 50                   |
| 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 1/2 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. bottles ---      | 5 75                   |
| 12, quart bottles ---       | 4 75                   |

| 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 ---      | 10 40 |
| 24, 2 1/2 lb. cans ---  | 11 40 |
| 24, 1 1/2 lb. cans ---  | 6 50  |
| 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 1/2 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. bottles ---  | 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@36 |
| Congou, Fancy ---  | 42@43 |

| Oolong     |    |
|------------|----|
| Medium --- | 36 |
| Choice --- | 45 |
| Fancy ---  | 50 |

#### TWINE

|                         |    |
|-------------------------|----|
| Cotton 3 ply cone ---   | 40 |
| Cotton, 3 ply balls --- | 40 |
| Wool, 6 ply ---         | 20 |

#### VINEGAR

|                            |    |
|----------------------------|----|
| Cider, 40 Grain ---        | 30 |
| White Wine, 40 grain 17    |    |
| White Wine, 80 grain 22    |    |
| Oakland Vinegar & Pickle   |    |
| Co's Brands ---            | 35 |
| Oakland Apple Cider ---    | 25 |
| 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 25 |
| Marked, drop handle ---   | 75   |
| Market, single handle --- | 90   |
| Market, extra ---         | 1 25 |
| Splint, large ---         | 8 50 |
| Splint, medium ---        | 7 50 |
| Splint, small ---         | 7 00 |

#### Churns

|                           |      |
|---------------------------|------|
| Barrel, 5 gal., each ---  | 2 40 |
| Barrel, 10 gal., each --- | 2 55 |
| 3 to 6 gal., per gal. --- | 16   |

#### Egg Cases

|                         |       |
|-------------------------|-------|
| No. 1, Star Carrier 5   | 00    |
| No. 2, Star Carrier --- | 10 00 |
| No. 1, Star Egg Trays 4 | 50    |
| No. 2, Star Egg Tray 9  | 00    |

#### Mop Sticks

|                          |      |
|--------------------------|------|
| Trojan spring ---        | 2 00 |
| Eclipse patent spring 2  | 00   |
| No. 2, nat. brush hold 2 | 00   |
| Ideal, No. 7 ---         | 1 25 |
| 12 oz. Cot. Mop Heads 1  | 80   |
| 16 oz. Cot. Mop Heads 2  | 40   |

#### Pails

|                             |      |
|-----------------------------|------|
| 10 qt. Galvanized ---       | 2 00 |
| 12 qt. Galvanized d. ---    | 2 20 |
| 14 qt. Galvanized ---       | 2 40 |
| 12 qt. Flaring Gal. Ir. --- | 6 75 |
| 10 qt. Tin Dairy ---        | 4 50 |
| 12 qt. Tin Dairy ---        | 5 00 |

#### Traps

|                          |      |
|--------------------------|------|
| Mouse, wood, 4 holes --- | 60   |
| Mouse, wood, 6 holes --- | 70   |
| Mouse, tin, 5 holes ---  | 65   |
| Rat, wood ---            | 1 00 |
| Rat, spring ---          | 1 00 |
| Mouse, spring ---        | 30   |

#### Tubs

|                       |      |
|-----------------------|------|
| Large Galvanized ---  | 7 80 |
| Medium Galvanized --- | 6 75 |
| Small Galvanized ---  | 6 00 |

#### Washboards

|                     |      |
|---------------------|------|
| Banner Globe ---    | 5 75 |
| Brass, Single ---   | 6 75 |
| Glass, Single ---   | 7 00 |
| Double Peerless --- | 8 25 |
| Single Peerless --- | 7 50 |
| Northern Queen ---  | 6 25 |
| Universal ---       | 7 50 |

#### Window Cleaners

|            |      |
|------------|------|
| 12 in. --- | 1 65 |
| 14 in. --- | 1 85 |
| 16 in. --- | 2 30 |

#### Wood Bowls

|                   |       |
|-------------------|-------|
| 13 in. Butter --- | 5 00  |
| 15 in. Butter --- | 9 00  |
| 17 in. Butter --- | 13 00 |
| 19 in. Butter --- | 25 00 |

#### WRAPPING PAPER

|                          |        |
|--------------------------|--------|
| Fibre, Manila, white --- | 05 1/2 |
| No. 1 Fibre ---          | 07 1/2 |
| Butchers Manila ---      | 06     |
| Kraft ---                | 09     |

#### YEAST CAKE

|                          |      |
|--------------------------|------|
| Magic, 3 doz. ---        | 2 70 |
| Sunlight, 3 doz. ---     | 2 70 |
| Sunlight, 1 1/2 doz. --- | 1 35 |
| Yeast Foam, 3 doz. ---   | 2 70 |
| Yeast Foam, 1 1/2 doz. 1 | 35   |

#### YEAST-COMPRESSED

|                          |    |
|--------------------------|----|
| Fleischman, per doz. --- | 38 |
|--------------------------|----|

### Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, July 18.—On this day was held the first meeting of creditors in the matter of Rollie E. Shaw, Bankrupt No. 2107. The bankrupt was present in person and by attorney, Chas. H. Lillie. No creditors appeared, either in person or by representation. The bankrupt was sworn and examined and it appeared that there were no assets in the estate, therefore the order confirming exemptions and closing estate was made. No claims were proved and allowed. The first meeting was then adjourned without date. The case has been closed and returned to the District Court.

July 19. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Charles E. Messner, Bankrupt No. 2120. The matter has been referred to Benn N. Corwin, as referee in bankruptcy, and who has been appointed receiver. A custodian has been appointed by the receiver and is in charge of the property. The bankrupt is a resident of the city of Grand Rapids and has conducted a local garage, selling agency and service station. The schedules of the bankrupt list assets in the sum of \$6,384.25, and liabilities in the sum of \$12,195.09. He claims exemptions in the sum of \$500. The first meeting of creditors will be held at the office of the referee July 31. A list of the creditors of the bankrupt is as follows:

|                                    |          |
|------------------------------------|----------|
| The bankrupt is as follows:        |          |
| City of Grand Rapids               | \$ 46.00 |
| Herman Miller, Grand Rapids        | 40.00    |
| Fred Haddow, Grand Rapids          | 40.00    |
| Commercial Finance Corporation,    |          |
| Grand Rapids                       | 2,500.00 |
| Guarantee Bond & Mortgage Co.,     |          |
| Grand Rapids                       | 238.00   |
| G. R. Savings Bank, Grand Rap.     | 850.00   |
| Harry Rose, Grand Rapids           | 116.00   |
| Florence B. Otis, Grand Rapids     | 250.00   |
| N. W. Mutual Ins. Co., Grand R.    | 84.50    |
| Fred Banta, Flint                  | 400.00   |
| Ed. De Vries, Grand Rapids         | 32.00    |
| Howard Cranfield, So. Bend         | 108.89   |
| Banner, Hastings                   | 14.00    |
| Thompson Typewriter Exchange,      |          |
| Grand Rapids                       | 12.00    |
| Vacuum Oil Co., Chicago            | 116.02   |
| C. & S. Spring Co., Kalamazoo      | 114.00   |
| Turbine Muffler Co., Traverse City | 225.00   |
| Standard Oil Co., Grand Rapids     | 90.00    |
| Brown & Sehler Co., Grand Rapids   | 76.53    |
| A. L. Holcomb Co., Grand Rapids    | 68.00    |
| Colonial Oil Co., Grand Rapids     | 59.32    |
| Lacey Co., Grand Rapids            | 22.80    |
| Wolverine Bumper Co., Grand R.     | 117.00   |
| Wolverine Storage Battery Co.,     |          |
| Grand Rapids                       | 11.33    |
| Wright Electric Co., Grand Rapids  | 25.00    |
| Kutsche Hardware Co., Grand R.     | 158.51   |
| Goodrich & Rubber Co.,             |          |
| Grand Rapids                       | 272.05   |
| Kenneth Brown, Grand Rapids        | 25.00    |
| Hayes-Ionia Service Co., Grand R.  | 280.50   |
| Press, Grand Rapids                | 78.50    |
| Herald, Grand Rapids               | 124.71   |
| News, Grand Rapids                 | 50.00    |
| Heth Electric Co., Grand Rapids    | 79.76    |
| G. R. Tire & Rubber Co., Grand R.  | 318.21   |
| American Can Co., Grand Rapids     | 150.00   |
| Acme Welding & Repair Co.,         |          |
| Grand Rapids                       | 35.35    |
| Association of Commerce, Grand R.  | 72.50    |
| Gabriel Snubbers, Grand Rapids     | 25.00    |
| Vigil Pub. Co., Grand Rapids       | 35.00    |
| Steward Products Co., Grand Rap.   | 29.00    |
| Allen & Dorthy, Grand Rapids       | 1.50     |
| Tisch Auto Supply Co., Grand R.    | 103.00   |
| Roscoe Co., Lawrenceburgh, Ind.    | 24.22    |
| J. A. P. Gordon Co., Columbus      | 26.86    |
| C. E. Erickson & Co. Des Moines    | 85.00    |
| Becker Auto Co., Grand Rapids      | 6.28     |
| G. R. Forging Co., Grand Rapids    | 2.15     |
| United Electric Service, Grand R.  | 3.50     |
| Sun Oil Co., Grand Rapids          | 3.95     |
| W. Stelmala, Grand Rapids          | 1.25     |
| Ver Wells & Co., Grand Rapids      | 30.90    |



### Vinegar Producers Expect Higher Prices.

Correspondence from the vinegar producers, according to the Vinegar editor of the "Canner" seems to indicate practical certainty of higher priced vinegar during the coming season, due to the absolute certainty of less than an average crop of apples this fall, and practically none at all in certain sections of the country; coupled with the fact that last season more high-priced vinegar was made than ever before.

As a result, the stocks of vinegar now on hand are getting very low. The prevailing price of vinegar is considered by makers at much too cheap and there seem to be excellent reasons why an advance should occur very soon. It is not generally believed that wholesalers have bought sufficiently to take care of their requirements, and already a stronger feeling is being manifested in the market. Vinegar which up to within the last ten days, has been freely quoted at twenty-three cents mil: is now being sold at twenty-four cents, the lower price being withdrawn, and prospects are good for further advances right away.

Bottled vinegar is to be had at almost any price, from a dollar a dozen at the mill to a dollar a dozen delivered to the wholesale grocer. This season will wind up the activities of several of the bottlers, they preferring to leave the market open and clear for those who need the exercise of bottling and juggling the cases necessary to fill a car and being grateful for the opportunity.

### Discuss Shapes of Hats.

There is considerable talk in the millinery trade at the moment about the acceptance or rejection here of the big cartwheel shapes which the leading French modistes have ordained for Paris. The shapes that are selling now in the new materials of the season are not fall hats, but in-between models that take because of their novelty. Hats with eight-inch brims and small crowns are seen, and these have been made necessary to some extent by the change of the silhouette and costume. Sport hats are passing beyond the recognition of the so-called smart set, and even "the masses" are dropping them.

The more formal costume calls for a brimmed hat, according to millinery trade authorities, and as skirts are fuller and longer width of brim is necessary also. The hats referred to may be large, but in some cases they flare off the face in a cavalierly manner. Their progress with the American millinery trade and consumers will be watched with great interest.

### Hides and Calf Skins Strong and Active.

Country Hides—Very active. No sales reported of heavy steers alone, although some held from 13@15c as to quality; heavy cows or cows and steers together listed 13c asked, with some recent business at that figure, with other lots obtainable at the same prices; tanners ideas 12c; buff weights, 46-60 lbs., quoted 13@13½c paid and up to 14c asked; extreme weights active at 15@15½c and some asking

16c; with 25-50 lbs. extreme selling at from 14@15c as to quality; bulls listed 10@10½c asked, with country Western brands at about the same range.

Calf and Kip—Moderately active and strong. Packer calf listed firm at last sale rate of 23c; first salt city calfskins moderately active at 22c, although all other collectors refuse to consider less than 23c; resalted cities held up to 21c; with mixed lots quoted from 15@20c asked.

Kipskins strong, with first salt quality held at 20c and resalted lots from 14 to around 19c as to quality. Light calf and deacons listed from 90c for ordinary lots up to \$1.40 asked for first salt cities.

Horse Hides—Strong and in good request. Best renderers, of heavy average held up to \$5.50; with dealers talking from \$4.50 up to \$5 for mostly renderer takeoff; with offerings of low quality, light average hides at \$3.50.

### Potato Grading Made Money.

Madison, Wis., July 25—Grading of potatoes resulted in a financial benefit to Wisconsin farmers and dealers of \$200,000, according to State Department of Markets estimates. B. B. Jones, in charge of potato inspection, says that by standardizing the crop, the farmers were able to obtain higher prices than would otherwise have been possible.

Wisconsin potatoes which sold on a par with the Minnesota product before the grading system was established in 1921, brought from five to fifteen cents a hundred more on the Chicago market this year, the department says. An average increase in price of five cents a hundred on the season's shipments is said to mean a saving of approximately \$200,000 to farmers and dealers.

Idaho potatoes in the past sold for from 25@90c more per 100 pounds than Wisconsin stock. Largely because they were graded, the potatoes of this State during 1922 brought approximately the same price as the Idaho.

"The grading and inspection work, which was carried on with about \$14,000 of the Department of Markets appropriation," Mr. Jones said, "has proved to be of great financial benefit to the industry as a whole. Prices received by farmers for their potatoes during the year ranged from 90c@2.50 per 100 pounds, with prices during the greater part of the season ranging from \$1@1.50 per 100 pounds. About 90 per cent. of the State's potatoes were shipped to markets in thirty states of the country."

### Work As a Specific.

If you are poor—work.  
If you are rich—continue to work.  
If you are burdened with seemingly unfair responsibilities—work.

If you are happy—keep right on working. Idleness gives room for doubts and fears.

If disappointments come—work.  
If sorrow overwhelms you, and loved ones seem not true—work.

When faith falters and reason fails—just work.

When dreams are shattered and hope seems dead—work. Work as if your life were in peril. It really is.

No matter what ails you, work.

Work faithfully—work with faith.

Work is the greatest material remedy available.

Work will cure both mental and physical afflictions.

## 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.

I Want A good location for a grocery or general stock, or will buy a stock or stock and building. Wm. N. Sweet, 10548 Mack Ave., Detroit, Mich. 840

Wanted—To buy general store, or grocery and hardware stock in small town in Southern Michigan. Address No. 831, care Tradesman. 831

Forty acres Kalkaska County land to trade for small truck or car. G. A. Johnson, Carlshend, Mich. 832

For Sale—Partly finished building, 24x80, with eight-foot basement. Walls are twenty inches thick, twenty feet high—almost ready for roof and floors. Fine for Movies, dances, etc. No hall in town. Will sell cheap, \$1,000, to anyone wishing to finish it. Floyd Luther, Six Lakes, Mich. 833

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

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 furnishings goods stocks. L. Silberman, 274 East Hancock, Detroit. 566

Bell Main 1088 Citiz. 65842  
Business Expansion Sales  
Advertising Campaigns  
Quitting Business Sales  
**ARROW ADV. SERVICE**  
214 Lindquist Bldg.  
GRAND RAPIDS, MICHIGAN

For Sale—Undertaking and furniture stock, aggregating about \$6,000. Will rent or sell building. Established twenty-one years. Always made money. Address No. 834, care Michigan Tradesman. 834

For Sale—Butter-Kist popcorn and peanut machine. Latest model, combination gas and electric. Never used. Cost \$800. Will sell for \$650, F. O. B. Grand Rapids, or put out on percentage. Address No. 836, care Michigan Tradesman. 836

For Sale—About \$6,000 general merchandise stock and fixtures. Established thirty years, doing a good business. Reason for selling, have other interests to look after. M. I. Sapiro, Berlin, Wisconsin. 844

For Sale—Clean stock of groceries and dry goods in live town in Southern Michigan. Doing cash business. Stock and fixtures will invoice \$5,000. Best of reasons for selling. Address No. 845, care Tradesman. 815

For Sale—Good clean stock of general merchandise in fine resort town in fruit belt. Will sell or rent building. Reason for selling, wish to retire. Address No. 846, care Michigan Tradesman. 846

For Sale—Good general merchandise business, stock, fixtures and building. Take about \$7,000 to handle deal. Address No. 847, care Tradesman. 847

Attention Bakers—For Sale, one oven, Model D. No. 201, Marshall & Middlesby make; one Reed mixer, one and one-half barrel size. For price, address The Cornwell Co., Saginaw, Mich., Mr. Winchell. 848

Good Opening—For general store, Fine new building, Holt, Mich. J. W. Robinson, 526 N. Butler St., Lansing, Mich. 849

For Sale—A very successful men's and ladies' ready-to-wear store, lease and good will included. Best chance for young man. For details inquire at 310 Court St., Saginaw, Mich. 850

For Sale—General stock of merchandise, store building, garage, and house, double lot. In small town. Doing good business. Address No. 851, care Michigan Tradesman. 851

FOR SALE—BLACK HILLS SAW-MILL, 4500 acres timber land. Should cut 10,000,000 feet. On St. Highway, seven miles from railroad (Aladdin), \$65,000. Inquire of JOHN PEARSON ESTATE, Aladdin, Wyoming. 852

For Sale—Grocery stock and fixtures. 5,000 population. Good location, reasonable rent. Have other business. Address 839, care Michigan Tradesman. 839

For Sale—Drug stock and residence in town of 2,000. Address No. 843, care Michigan Tradesman. 843

### 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.

## One Price to All At All Times

When we started selling safes, twenty-five years ago, our competitors in the safe business insisted that we could not succeed, because we declined to follow the traditions of the trade and adopt jockeying methods. By jockeying methods, we refer to the policy pursued by most safe salesmen in having three separate prices on every safe offered for sale—asking price, selling price and minimum price. Instead of adopting such tactics, we determined on a fair price for every safe we offered for sale and noted that price on a tag attached to the safe. No deviation has ever been made from this policy and it has proved to be a winning one, because our customers have come to understand that we are not jockeys and that our ratio of margins are lower than those of any other safe house in the country.

**Grand Rapids Safe Co., Grand Rapids, Mich.**



### Cover Flour Requirements Two Weeks in Advance. Written for the Tradesman.

The increased movement of new wheat is beginning to have its effect. In fact, the market declined 6c on cash wheat and approximately 4c on futures during the past week. This would seem to be a sufficient drop in prices for the time being at least, particularly in view of the fact a settlement of the railroad and coal strikes still appears to be some distance off. As a matter of fact, unless an early adjustment of these strikes is made, business interests of the country are going to suffer materially.

Railroad companies all over the country have been forced to lay off a large number of trains, due not only to the condition of rolling stock becoming impaired, but also because of a lack of fuel supply.

Undoubtedly, Governmental action will be taken to force an adjustment. It certainly should be done, as the interests of the general public are certainly due first consideration.

However, failure to move supplies in sufficient volume to care for requirements is going to result in higher markets where supplies are obtainable only in small volumes.

On the other hand, in the congested centers undoubtedly lower prices will result.

We are still of the opinion the trade should cover their requirements of flour for at least two weeks in advance of their needs and obtain immediate delivery of the goods if possible.

If the strike situation is cleared up soon, there may be some further reaction in the price of wheat and flour along the latter part of August and first half of September.

As a world-wide proposition and over a period of six months however, present prices are fully warranted and would probably show a profit.

As stated above, we have had a reasonable decline in the price of wheat and flour just recently and in reality it would be for the best interests of all concerned if wheat were to firm up. It is bringing less than a dollar to the farmer at the present time and this is too low a price from the standpoint of a reasonable return to the producer; there isn't any question about that.

Taking everything into consideration, it appears wise to cover immediately your requirements for at least two weeks and obtain quick delivery. Furthermore, if there is to be a further decline, we believe it will come the latter part of August and first half of September. It seems almost certain the trade could profit materially by buying in good volume on any breaks from the present basis.

Lloyd E. Smith.

### Grieg Finally in Custody.

Because the Tradesman was the first publication which exposed the swindling tactics of A. J. W. Grieg, who pretended to promote an organization to be known as the Title Guaranty and Casualty Co., it rejoices over the capture of the arrant knave in Canada and his return to Charlevoix county for trial. He was never anything but a cheap swindler of the

ranked sort, yet he secured the approval of the Michigan Securities Commission to ply his swindling tactics on the good people of Michigan, whom he victimized to the extent of more than \$100,000. The Securities Commission could have saved the people this loss and annoyance if it had looked into the career of the crook, as the Tradesman did, and refused to turn him loose under the authority of the State to plunder the people to his heart's content.

The Petoskey Evening News contains the following reference to the situation: "It was Charlevoix county purchasers of the stock who made the first complaint, but much of the collateral was sold by Grieg in Emmet county. S. C. Smith, Petoskey real estate salesman, who was secretary of the concern during part of its early days and who afterward resigned that post and became field salesman, has been absolved by the three audits from having had any questionable part in the organization of the concern and has been given a clean report by the stockholders' committee."

### Moscow's Soapbox Methods.

Marcellus, July 25—Last Sunday was Moscow's day for announcing that Lenin is getting well and that he has declared that Russia's retreat toward capitalism is ended.

It was also the day for an announcement from Litvinov at The Hague that the Bolsheviks have accepted Europe's invitation to restate their case—whatever that may mean.

Looking over the record of the last six months, it is difficult to see that the Bolsheviks ever have made a "retreat" toward capitalism or ever have stated a case from which any sane person can draw any meaning. They have at no time had anything to sell but words; nor have they had anything but words with which to buy the products of other people's industry. They will undoubtedly change their verbal formulae as often as anybody asks in their desperate attempt to wheedle somebody into investing in their soap-box phrases.

Their only idea of capital appears to be represented by the collection plate, and they never have retreated either toward or away from that. From the beginning they have kept themselves glued to it as closely as possible. Their one and only effort is to devise some new form of eloquence which may persuade somebody to put a few real coins on the plate. Marcellus.

### Old Crop Honey Nearly Cleaned Up.

One of the most significant features of the honey situation in practically all large producing areas is the fact that supplies of last year's stock are practically exhausted. Many Northern beekeepers have not sufficient honey on hand to fill the orders that may come in before the new crop is taken off. Some buckwheat honey is available in New York and Pennsylvania, and some dark colored honey suitable only for manufacturing purposes is to be found in the East Central States, but little white honey remains in the clover belt. Only an occasional carload of extracted honey is left in the Intermountain Region but some of last year's comb honey, most of it in a fine state of preservation, will be carried over in that section.

If there was ever a time when you needed to advertise well and liberally, it is now when business is getting a start toward better conditions.

### Michigan Corporation Not Involved in Failure.

M. Piowaty & Sons, of Chicago, have made an assignment to Frank McKay. The assets are \$435,000, of which \$300,000 is said to be freight claims against railroads. The liabilities are \$235,000. It is claimed that the failure of the Chicago house will not effect the Michigan corporation which is now conducted under the management of Ralph Tucker.

Coincident with the failure of the Chicago house it is announced that the United Grocers' Association, of Los Angeles, has failed, with liabilities of \$148,178.38 and assets of \$94,157.73. It is claimed that there is no physical connection between these two houses, albeit Mrs. Fred M. Piowaty is a creditor of the Los Angeles house to the extent of \$13,000. The concern was a corporation and not a growers' organization. It was started two years ago by M. W. Lorch, of Chicago, who held practically all the stock. The concern launched an active campaign to develop a large business in packing and shipping vegetables. Frequently it became an aggressive competitor, underselling other shippers. The original capital of the United Growers' Association was \$25,000. A number of its early deals proved fairly profitable, but later ones brought heavy losses. Finally the concern entered the cantaloupe deal, taking numerous advances from Eastern receivers, and started late shipping. It was beset with labor troubles early in July, which were followed by attachments.

### Promise of Record Egg Supply.

New York has in prospect for the next year the most abundant supply of eggs it has ever had, according to the State Department of Farms and Markets. The cold storage holdings in the whole country are 39,000,000 dozen greater than last year at this time. Holdings in New York City are proportionately greater than last year. The last six months have seen a remarkably heavy production of eggs in all sections of the country. Competition in egg production in the West, South, Middle West and nearby is becoming so great that consumers will be able to get better eggs in the future than ever before. The fresh receipts of eggs are still so plentiful that white eggs of top grade are 15c per dozen lower than a year ago. The old discrimination against the brown egg by the New York public seems to be passing at the same time that the proportionate receipts of white, as compared with brown eggs, has increased. As a result, brown eggs of finest quality are now only 4c per dozen lower wholesale than a year ago. If this situation lasts there will be no reason for continuing the old practice of sending brown eggs to Boston, where they are preferred.

### A Trade Paper For Progressive Merchants.

The Michigan Tradesman, published at Grand Rapids, by E. A. Stowe, needs no introduction to the merchants throughout Michigan who have been in business any number of

years. It is the business guide and monitor of the merchants of the cities and villages of Michigan and has been such for nearly forty years. Its veteran editor, E. A. Stowe, says what he means and means what he says.

He hews to the line and spares none when it comes to exposing fraudulent concerns and the flim flammings methods so often originated to trap the unwary. The best of it is that Stowe fights in the open, his spades are all spades and known by no other name. Many a grave has been dug for him for various schemes and itinerant grafters who have attempted to "gyp" the Michigan merchant and his friends.

We have known Mr. Stowe for twenty-five years and have known of the Tradesman as long, but in recent years have seen only an occasional copy. What prompted these lines was the reading of several recent issues from which we have taken the liberty to clip some interesting matter. Every merchant in Michigan, in whatever business he may be engaged, will profit many times more than the subscription price by a weekly perusal of its columns and the carefully corrected wholesale price list—St. Clair Heights Enterprise.

Detroit—The Kold King Corporation, with business offices at 1401-8 Ford building, has been incorporated to manufacture and sell iceless refrigerating machines, with an authorized capital stock of \$60,000 preferred and 12,000 shares no par value, of which amount \$7,500 and 12,000 shares have been subscribed and paid in.

Detroit—The Detroit Lubricator Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$2,179,500 preferred and 1,089,750 shares at \$1 per share of which amount \$2,179,500 and 25,000 shares has been subscribed. \$147,472.98 paid in in cash and \$2,057,096.15 in property.

Flint—The Arc Radio Corporation has been incorporated to manufacture and sell electrical equipment, electrical parts, radio equipment and radio supplies, with an authorized capital stock of \$150,000, of which amount \$8,200 has been subscribed and \$2,200 paid in in cash.

Kingsville—The Gristmill belonging to Leo Smoke was destroyed by fire of unknown origin Tuesday. The mill was used to store cement and salt. Smoke's G. M. C. truck was also stored there and was destroyed. The loss is said to be \$6,000.

Detroit—The McCormick Drilling Tool Co., with business offices at 655 Equity building, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$5,000 paid in in cash.

Help any man who needs help if you can, but do not lend your money just because you want to be thought a good fellow—not unless you can afford to spare the money.

Character is made by the things you stand for; reputation by the things you fall for.



*Ever see this?*  
*(You certainly have)*



**A**N IMPORTANT CUSTOMER. She buys often and a good deal at a time. She sits by the counter a bit undecided. Along comes the clerk with a

well known brand. Was it good policy to give that important customer something which was sure to satisfy her? We leave it to you.

***"The better it's known, the better it sells"***

It is this important fact that has caused Procter & Gamble to make their name and brands **known** to people all these years. Eighty

million people, living everywhere, get Procter & Gamble advertising all the time.

*The Procter & Gamble Distributing Co.*  
 Cincinnati, Ohio

|                           |           |           |             |             |              |               |               |
|---------------------------|-----------|-----------|-------------|-------------|--------------|---------------|---------------|
| <b>BRANCHES</b>           | Atlanta   | Chicago   | Denver      | Los Angeles | New Orleans  | Pittsburgh    | Seattle       |
| <b>Send Mail Orders</b>   | Baltimore | Cleveland | Detroit     | Memphis     | New York     | St. Louis     | Syracuse      |
| <b>to Nearest Address</b> | Boston    | Dallas    | Kansas City | Minneapolis | Philadelphia | San Francisco | Toronto, Ont. |





# Concerning GASOLINE

**N**O one factor contributes more to your sense of security while motoring than the knowledge that you can obtain a supply of high grade gasoline of dependable uniformity wherever you may be. You can have that sense of security by using Red Crown Gasoline because there is a Standard Oil (Ind.) service station or a Red Crown Garage every few blocks in the city and every few miles in the country.

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

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

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

**STANDARD OIL COMPANY**  
(INDIANA)  
**CHICAGO** **ILLINOIS**

Pageant of Progress Exposition at Chicago's Municipal Pier, July 30 to August 14.