

MICHIGAN TRADESMAN

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EST. 1883

Fortieth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 16, 1922

Number 2030

THE BELL OF THE ANGELS

There has come to my mind a legend, a thing
I had half forgot,
And whether I read it, or dreamed it, ah, well,
it matters not—
It said that in heaven at twilight a great bell
softly swings,
And man may listen and harken to the won-
derful music that rings,
If he puts from his heart's inner chamber all
the passion, pain and strife,
Heartache and weary longing that throb in
the pulses of life—
If he thrusts from his soul all hatred, all
thoughts of wicked things,
He can hear in the holy twilight how the bell
of the angels rings.

And I think there lies in this legend, if we
open our hearts to see,
Somewhat of an inner meaning, my friend,
for you and for me.
Let us look in our hearts and question, Can
pure thoughts enter in
To a soul if it be already the dwelling of
thoughts of sin?
So then let us ponder a little, let us look in
our hearts and see
If the twilight bell of the angels can ring for
us, you and me.

Rose Osborne.

Citizens Long Distance Service



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

20,050 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

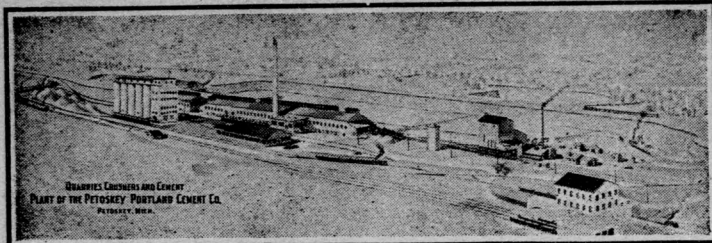
Selling Beauty

A whole nation is reading of the "beauty that comes from within." It has set your customers thinking of the real meaning of the health and vigor they can get from eating FLEISCHMANN'S YEAST.

Follow up this advertising. Show your customers how easy it is to get Yeast from you; how to enjoy its taste; how to keep it fresh. Encourage them to place a standing order.

Make sales easy and you multiply sales.

The Fleischmann Company



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

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.

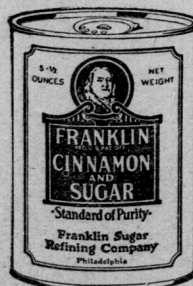


An Idea To Increase Volume

If you will display a case of Franklin "Cinnamon & Sugar" or Franklin "Sugar Honey" or both, with a sign as follows:-

**Splendid for
Baked Apples, Waffles, Hot
Cakes, Fruit, Cereals, etc.:**

Then instruct your clerks to talk about it, you will make sales, not only of Cinnamon and Sugar or Sugar Honey, or both, but:-apples and



other fruit, cereals, flour, butter, eggs, etc., which you will otherwise lose. Order now for Fall delivery as we are always behind on these goods. You make real profit on sugar, if it is Franklin Package Sugar, because of the saving in overweight, waste, labor and the cost of bags and twine.

**The Franklin Sugar Refining Company
PHILADELPHIA**

"A Franklin Cane Sugar for every use"

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



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MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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

Sample copies 10 cents each.

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

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

IMPEACH THE PRESIDENT.

At every great crisis in American history we have had a man who was equal to the occasion and measured up to the situation.

To-day America faces a crisis which is scarcely less than the crisis which precipitated the Civil War. To take the transportation business of the Nation by the throat and by strangling the efforts of the railways to move products, holding the coal mines of the country under the subjection of Boss Lewis and his pals, a situation has been called into being which demands action, both prompt and radical. We have not had that action.

As President of the United States Warren G. Harding has lamentably failed. As the servant of one hundred millions of people he has abdicated his authority, turning it over to the tyrannical labor union trust, leaving the great American people facing starvation and freezing that he may parley and parlevoux with a few labor leaders who are as much traitors as was Benedict Arnold in the sprouting days of the Republic.

Treason should be made odious. Traitorous labor union officials should be made to take a back seat, and the arteries of trade should be at once opened to public traffic, even if the General Government has to draft men to serve on the railways and in the mines.

Winter is not far away. The mines have been idle for nearly half a year. Must the hundred millions submit to be bulldozed, frozen and starved because a few sullen, boss-ridden miners and railway workers choose to so declare? Decidedly not. President Harding has faltered when courage and duty called upon him to declare himself with vigor and speed against a traitorous gang whose dastardly tie-up of industries constitutes plain treason against the Nation.

Warren G. Harding, you should speedily open the mines, man the rail lines and proceed to carry on, else step down and out that a more ca-

pable man may take hold and push.

Impeachment is due President Harding.

He has failed the country in the hour of its dire need. To parley with enemies of the Nation, to even consent to meeting the traitors on any ground whatever, is bald cowardice unworthy the head of a great Nation like ours.

When Fort Sumpter fell there were timid people who feared there was no power in the Federal Government to coerce a state. Abraham Lincoln found that power and coerced the rebellious states into subjection to the Union. The same power exists to-day and our President should have used his power to coerce rebellious subjects into submission to the rightful demands of a great people who refuse to be either frozen or starved to gratify the whims of traitors under the guise of union labor.

Although the hour is late, the President still has the field, and we trust he may use it to the undoing of the outlaw bosses and for the benefit of the whole American people. Unless he does it at once, he should be impeached and removed from office.

DOLLAR WHEAT AGAIN?

The sharp fluctuations in the price of wheat during the past six months have proved puzzling. After selling down below a dollar in Chicago near the beginning of the year, wheat rallied strongly during the spring, and before the end of April its price had risen over 30 cents above the low point. Since then the market has again reacted, and during the current week dollar wheat has almost been realized again in the terminal markets, while the price on the farms has dropped below a dollar. During the last ten days the market has witnessed the unusual sight of wheat prices falling in the face of a heavy export demand. It was, in fact, the big slump in prices which stimulated the large volume of export buying. That prices should approach the record low level for the year while the European crop is steadily deteriorating from lack of rain is also unusual. The advance in prices during the spring was based on the belief in a reduced acreage and a short crop. The rise brought out on the market a surprisingly large volume of wheat held by farmers that had not been included in the visible supply, and it became evident that the statistical position of the commodity was not as strong as the trade had generally supposed.

If you haven't the display fixtures for showing as much of your stock as space permits, get more fixtures. They will pay for themselves as they go along.

NEW STAMPS FOR OLD.

Since the monopoly which Washington and Franklin for long have exercised over the imagination of the Post Office Department and the Bureau of Engraving and Printing is at last to be broken by the issuance of a new series of stamps, the Government should be open to suggestions. First, of course, enthusiasts will put forward names of additional candidates for philatelic fame, and America is rich in worthies who deserve well enough of their country to merit such tribute.

But is putting a statesman's face upon a postage stamp quite fair to the deceased? Some statesmen are not naturally handsome and others dote on whiskers. No small engraved resemblance can do justice to whiskers. That eliminates Benjamin Harrison, Hayes and Garfield, to say nothing of Chester A. Arthur. Even the common or garden mustache is a liability on a postage stamp, although the late King Humbert's moustachios were of such piratical prominence that they made the man a picture. Then we are bound to remember what happens to a postage stamp directly it comes into use. It is promptly cancelled; the rubber stamp has its way with the immortal features of our illustrious dead, and the result is something which thereafter interests nobody but the stamp collector.

Perhaps the handsomest stamps the Government ever has circulated have been those prepared in connection with the World's Fair, the Panama Exposition, and other celebratory events. It would be easy to design a series of stamps setting forth American history in miniature—the landing of Columbus, Washington crossing the Delaware, Lee and Grant at Appomattox, the Battle of Lake Erie, and other historical incidents which lend themselves to decorative treatment. It would be easy to overdo the thing by including Pocahontas in the act of saving Capt. John Smith or the Native Sons of the Golden West chasing the Heathen Chinee across Frisco Sand Lots. Discretion would be necessary.

An alternative scheme includes the reproduction of state seals. Every state has a seal which none of its citizens recognize. Some of them are beautiful, and all possess hidden symbolic meanings which it would be well for us to know. Most of them contain also Latin words and phrases, so that this idea is certain to have the backing of Leagues for Classical Culture the world over.

America's scenic beauties offer another entrancing range of subjects. Niagara Falls, the Grand Canyon of the Colorado, Pike's Peak, Yosemite Falls, the giant Sequoias—these sure-

ly would find favor in the public eye. Care would have to be exercised, however, to keep down the demands of Chambers of Commerce for recognition of their nearby peaks and glens. Adams (Mass.) would lobby for Greylock, Los Angeles for Old Baldy, Kansas City for Cliff Drive. Perhaps the dangers are too great. Better let the sleeping lions of sectionalism sleep on undisturbed.

One alluring suggestion is that the new stamps contain likenesses of America's native wild animals. Any one who has a nickel to his name may observe that the bison is a highly decorative beast. The Bighorn sheep and the Rocky Mountain goat are also creatures of distinction, while moose, elk, and deer have long appealed alike to lithographers and lodges. Chicago might insist on the polecat, which bestowed its name upon the metropolis of the West, but even this is not discouraging. Polecats are beautiful—on paper.

Putting human heads on postage stamps is a custom running back to the days when illiterates confounded the state and the ruler. The ruler's face protected the mails. Now the Government protects them with marines and soldiers, so we might as well make our stamps serve the purpose of art and education.

SCHOOL STARTS SOON.

School months will soon be here bringing with them excellent opportunity for stimulating your sales through the offer of school souvenirs with purchases made by school children. Suitable suggestions of inexpensive articles are penwipers, rulers, pencil sharpeners, sponges, jumping ropes, tops, drinking cups, etc. In addition to stimulating your sales you are building for the future by catering to the children. The school child of to-day is the housewife or wage earner of to-morrow.

As soon as school has started you can inaugurate a variation in your newspaper advertising which will freshen and add interest to it by creating an ad-writing contest among the pupils in your local schools. Mail the pupils an invitation to compete, asking that they confine themselves to the heading and store talk of the advertisement as you will supply the merchandise copy. Advise that for each advertisement accepted (not exceeding 200 words in length), you will print the photograph of the writer in the advertisement with a statement of the authorship and will also present to the writer the cut of their photograph which can be used for printing postcards, letterheads, etc. This will give you a human interest advertisement at the cost of having the cut made and the gift article.

RETAIL ADVERTISING.

How It Can Be Made To Pay a Profit.

Advertising is set aside or ignored in many stores without a merchant seeing what he loses. If he avoided waiting on a customer he would actually see a sale lost: if he neglected buying he would find his shelves empty: if he overlooked his bills he would lose his discounts: but if he didn't advertise he would simply be going along as before and, not knowing what he lost, would not be concerned about it.

Competition is one of the great factors in advertising. It is the growing intensity of competition which is making advertisers out of retail merchants from the cross roads stores up. They see that they are going to have to advertise if they are to continue to exist. Business is going to the advertiser and it is passing the non-advertiser by.

How to make it pay is another matter. Not all advertising methods pay equally well, or are equally good. Circumstances alter cases in advertising as in anything else, but there are certain matters in general which apply to all and form a basis upon which to build. It is obvious that if advertising didn't pay there would be no reason for it and its value depends upon the returns as compared with its cost.

Every store has two things to advertise. Itself as a store, a service institution, and its goods.

The first mentioned is first in importance. Unless it can sell itself as a store it will have a very hard time selling its goods.

Competition is a practical fact, and in the main, there are two kinds of competition, the competition between stores, their reputation for service, square dealing and the like, and the competition of price. Where a merchant has to overcome the competition of both he has a very hard problem because even if he does meet price competition he still has reputation to overcome.

Too few merchants realize the importance of their stores as real service institutions and the great leverage they would have over competition if they had thoroughly sold this idea to their trade. Of course they could not sell their trade anything in which they did not believe themselves. I am urging that they express that belief in words, repeated again and again in their publicity so that eventually they would build up the service idea in the minds of their trade and when once that was done they would have their battle half won. It is surprising how far this goes toward overcoming the effect of price cutting which is the least ingenious and the lowest form of competition. Too frequent destruction of values has one definite result—destroyed public confidence—which exists to-day as an actual menace.

So advertising the store as a service institution pays, but not in direct returns traceable to any one advertisement. We call this kind of advertising institutional advertising. It is the hardest for the merchant to believe in because it is so hard to see definite

results. We see very little of this kind of advertising in retail stores because there is too little courage to undertake it and keep it up.

But institutional advertising need not be a thing by itself. It can and should be part and parcel of every direct advertisement, interwoven with the fabric of the advertisement and expressed in the form of editorials. It gives what we call personality to an advertisement and creates in the mind of the reader a definite feeling toward that institution which has a great bearing upon his business with it. Some merchants say that prices, alone, talk. This is not so. Prices talk plainly, but where there is much buying there is sure to be sentiment, and this is particularly true in the smaller places.

Advertising is nothing more nor less than telling a lot of people about something you have for sale without leaving it for them to discover for themselves.

There are other stores in your town wanting to sell the same merchandise, there are out of town stores advertising, there are mail order houses bombarding the customer, selling the same merchandise—what is one to do, how else can this competition be met except through advertising?

A merchant says he cannot afford to advertise. This is never true. It would be true if advertising were simply a matter of increasing the overhead. But if that were the case there would be no advertising. Advertising is done to reduce overhead expense. To spend even as much as three per cent. on advertising properly does not mean to increase overhead expense, because it increases turnover, and because it also increases the sales efficiency of the store and works it to greater capacity.

There are no rules for making advertising pay. It may be one finds greatest satisfaction in newspaper advertising, another in direct mail advertising, one uses printed circulars and another mimeographed or multi-graphed flyers. The best retail advertisers use practically all these methods suiting the kind to the occasion. Any store can afford some kind of advertising.

There are certain general factors to observe. One is consistency. The policy should be such that the store policy is always clearly shown. Retail advertising should always reflect the policy and kind of store from which it comes.

Persistence is another factor. Many a merchant who half heartedly tries out a little advertising gives it up in disgust thinking it doesn't pay because sufficient returns are not immediate. A store which has never advertised has a certain inertia to overcome and it will take time to do it. Advertising must be persisted in if it is to pay.

Frequency is another very big factor. When a merchant begins to believe in advertising, many think the only time to advertise is when a big sale is held. Thousands of merchants go all through the year without advertising and then call in a sales company which spends on one sale enough to have advertised the store successfully for twelve months and they do

this year after year. They would never have needed the sales company if they had advertised continually throughout the year. These annual sales are a confession of failure. They do far more harm than good.

How to write advertising which pays is simply a matter of observing how it is done by the best stores and doing likewise. It is simply a matter of telling what you know about the goods you want to sell and about your store and telling it often and truthfully.

Truthfulness is the backbone of successful advertising. All have heard the phrase "What you are speaking so loudly I can't hear what you say." Gross exaggerations do not pay. Mis-statements are certain to be found out. The best advertising is that which gives the facts in believable form. It may not bring crowds surging to the store as the sales companies claim, but it makes for a steady, even trend of profitable business and that is certainly the best way to have it. When there is something to splurge over like an anniversary or Clearance Sale that are occasions for special treatment, but just for such occasions.

It has been the general experience that advertising mailed out to the customer even if only mimeographed gives best returns for the least money. Wise advertisers often go fifty fifty between newspapers and direct mail advertising. Your own tests will tell what is best for you.

If you have never believed in advertising and wish to try it decide first that you will advertise for at least one year. That is a short enough time for a test and any less would be unfair. Remember it is the ultimate result which counts and your advertising is for the purpose of building up in your customer's mind a picture of your store and its offerings. And is the sort of thing which the occasional advertisement cannot accomplish.

C. E. Lawrence.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 15—While there was no official announcement made, the majority of the Soo's wholesale and retail meat men met at a picnic at Bay Mills, the beautiful park on the beach. The idea occurred to them that it would be a mighty fine thing to set aside one day each summer which would be known as grocers and butchers' picnic. Sunday was an ideal day and most every car in the city found its way to some beach. Fred Shaw, of the Gamble-Robinson-Shaw Co., was one of the first to arrive at the picnic. He got into his bathing suit, filled his new pipe with Peerless, loaded his ears with matches, and was still on the beach at sunset, stating that Adam had but little on him in the good old summer time.

Jos. Scher, of the local immigration office staff, has purchased the business of Warner & Kelly, dealers in confectionery, soft drinks, and camper's supplies at Alcott Beach near Brimley. Mrs. Alcott is in charge of the store. The store has enjoyed a larger patronage than was expected the opening of the season and the new resort promises to be a very successful one. It is one of the best beaches in the vicinity and is a very popular place with Soo and Brimley people.

"Every family is unanimous on one thing and that is the desire of owning an auto."

With the absorption of the Mitchell fleet by the Bolland & Cornelius, Co., of Buffalo, another old transit company loses its identity and the fine large red banded fleet will be no more. Most of the old Gilchrist boats have been taken over by the Interlake fleet and the Wilson Transit Co. took over two of its largest boats, the H. P. McIntosh and the General Garrettson. In the early days often there were not less than twenty part owners to one ship and when the old Vesselmen's Association met at Detroit or Cleveland in the earlier part of the winter, all the hotels were filled with men who were interested in vessel property of the great lakes. Now all the business is transacted by a handful of men. Times have changed and individual ownerships have ceased to be. Many of the boats which have been taken over by the new corporations have had their names changed and sometimes an old timer recognizes the lines of a boat coming through the locks but can't remember having seen the names.

Thank goodness there has never been a mothers' strike.

Another well-known figure of long standing in marine circles passed away during the past week when Captain George King, 71 years old, died at his home at 404 Kimball street. Mr. King was connected with the Great Lakes Towing Co. for twenty years. His last command was the tug Sabin. He was forced to give that up by the stroke of paralysis which has since been accountable for his failing health. The body of the deceased was shipped to Cleveland early in the week for interment. Captain King maintained his residence in that city during the off season and is survived there by his wife and three daughters.

V. R. Conway, of the Conway & Hall drug store, accompanied by his wife and daughter, Dr. Ruth Conway, left Sunday on a trip to Yellowstone Park.

George Futchick, a Soo boy who was winner of the gold medal for highest grade work during the past year at the Chicago Musical College, will give a recital at the high school auditorium at 8 o'clock Friday, August 18.

Two men who were hired to work in the railroad yards last week as a result of the strike of shopmen and car repairers left their posts rather hurriedly one evening, according to a story which is being told, and the peculiar thing about it all is that they have not been seen since, it is said. The men had been engaged to keep watch around the round house. During the night the switch engine was busy in the yards. There must have been a couple of the dynamite caps, which are used by trainmen as signals, on the tracks. When these exploded the two men are said to have made a quick get away, evidently thinking that some of the strikers were going to make things warm for them. William G. Tapert.

A Difficult Task.

A couple of elderly merchants, in the course of an altercation touching some business matter, so far forgot their dignity as to threaten each other with bodily violence, the first declaring his intention to pull the other's ears.

The threatened one was so indignant that he confided in a third merchant, to whom he repeated the threat, adding:

"If he tries it, he will have his hands full."

And he wondered why his friend smiled.

Show your goods all the while, but change the displays frequently. Show the goods in different ways to attract attention.

NEW ORDER OF THINGS.

Wholesale Grocers Strengthen Their Position By Mergers.

Anyone who follows grocery questions cannot fail to observe that there are rapid changes going on in the wholesale field, and the man who has been bewailing the sad fate of the jobber is beginning to prick up his ears and reach the same conclusion that wiser minds did long ago; that the wholesale grocer is not doomed, but only in for a transition.

The grocer who goes down and out is largely to blame for it himself. Because the function, habits and methods of twenty-five years ago worked well is no evidence that they will now; when city congestion has overtaken country residence; when package goods and branded articles are the rule; when people and retailers buy in small lots rather than boxes and barrels and sacks and jugs. The specialty, the broken package evil, the chain stores, the delicatessen and the cash and carry system are all evidences of the new order of things and the grocer, wholesale or retail, must change to meet the times.

Evidently a great many grocers are awakening to the situation with something more promising than lugubrious repining. They are studying cost accounting, elimination of unnecessary service and expense and turn-over, and just now there appears a striking movement toward removing the much-discussed element of "too many wholesalers."

The consolidation era is evidently

on. No less than four mergers among wholesale grocers were announced last week and there also appears a surprisingly large number of new wholesale houses being started by men who ought to know better if the wholesale grocery business is on its last legs.

All in all, it is evident that things are drifting into correct economic channels and that evolution is evolving intelligently. Men who only a few months ago were "cussing" the chain stores as a form of unfair competition are changing their tune and recognizing the sharp distinctions between the chain store in itself and the evils that give rise to its unfair buying privileges.

The study of chain stores is valuable to every grocer in the country. Chain stores are plainly here to stay—the outcome of evolutionary conditions and different ideas as to what the public wants—and the grocer who holds his own must reckon with them.

It does not in any wise follow that the independent retailer is doomed; least of all if he is sensible enough to take a few leaves from the chain store book of learning; and the study referred to is full of applied knowledge of the customer and his likes and dislikes.

After all, that is evidently what the chain store has done. On that and on one other thing, its growth has been built. That other thing is the fact that men with ample capital have deliberately been planting chain stores, as a part of a consistent plan; not as is the case with ordinary re-

tailers, as the result of unrelated individual fancy and motive. Comparisons too often fall into the error of regarding comparative expansion as the result of a natural economic drift. A study of the practice of chain stores shows up the crux of the whole fundamental difference between chains and independents. The ordinary grocer seeks to carry for the consumer what she wants without overmuch consideration of the overhead. The chain store sells what it prefers to; the things which pay it best; the things which sell with the quickest turn-over. It does not hesitate to say it does not carry this or that. An inventory of a chain store will probably show not over a quarter the articles the average grocer carries.

Before Erickson and Columbus.

Detroit, Aug. 15—I note your strong plea to the effect that Columbus was not the real discoverer of America. I believe in the historical fact that Erickson set foot on American land before Columbus found it, but it was Columbus who brought the continent to be known and developed by civilization. If we have to run backward, the real glory of the discovery would not belong either to Erickson or Columbus, but to the Chinese and Phoenicians who had not only been in America but held a regular commercial exploitation from this territory many years before the Christian era.

James T. Elgin.

If you are accumulating money in your own business it is better to use it in extending the business, rather than to invest in the surplus in some other line of trade beyond your immediate control.

Rough Rider Testimony Regard Theodore.

Kansas City, Aug. 12—An article written by Mark Sullivan in reference to profanity used by the late Col. Theodore Roosevelt has interested me, and I wish to deny that Col. Roosevelt ever used one word of profanity—particularly the word "damn." For it was that very same word used by myself while a member of the Rough Riders in Cuba, in the presence of him and other officers, including Jack Greenway, of Arizona, which caused the Colonel to reprimand me and request me to substitute other words for the ones used by me on this occasion. And I wish further to state that no other man in the regiment was nearer to Col. Roosevelt than I, from the start to the finish of our campaign in Cuba, and if he ever used profanity I failed to hear a word of it. And I guess that you will not deny but that is the ideal spot in this world to invent profanity if you never used it before.

I wish that I was able to give Mr. Sullivan the present address of Jack Greenway, that once great college athlete, who boxed, wrestled, and played many different games with Col. Roosevelt. For that is another occasion where profanity is used, if used at all, and I am sure that his statement would be the same as mine.

George H. Sands,

Formerly Sergeant Troop D. Rough Riders.

Deadly Overdose.

"What experience did you have with the roach poison I sold you last week?"

"Not so good, not so good. All the roaches did well on it, and I think are looking better, except one. He liked it so well he made a durned pig of himself and foundered. I'm afraid I'm going to lose him."



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

Barney says—

It is very noticeable that the most of the merchants who are going through our warehouse these days appear to be fair minded, thinking men and most all successful, but

By Golly—most of those loud talking, wise fellows who talk so much about being smart buyers seem to have gone out of business.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

MOVEMENT OF MERCHANTS.

Waldron—Kahle & Corser are succeeded in general trade by G. N. Corser.

Parchallville—Paul Murphy's store building and general store were destroyed by fire Sunday.

Plainwell—William Fris is closing out his stock of bazaar goods and will retire from retail trade.

Houghton—Boris Kremen has closed out his stock of clothing, men's furnishings and shoes and retired from trade.

Detroit—Abraham Futterman, Stratford Boot Shop, is reported to be offering to compromise with his creditors at 25 per cent.

Adrian—W. O. Albig, of the W. O. Albig department store, has been elected President of the merchants bureau, of the Chamber of Commerce.

Petoskey—Henry Boehm has sold his interest in the McCabe-Boehm Hardware Co. to George W. McCabe, who will continue the business under his own name.

Cement City—The cement factory, which employs 125 men, has been closed down owing to a shortage of fuel. It is not known when the factory will re-open.

Ludington—Axel Johnson, Jr., and wife have engaged in the furniture and rug business at 410-412 South James street, under the style of the Johnson Furniture Co.

Sparta—E. W. Randall, formerly manager of the grocery store of A. A. Johnson & Co., has resigned his position and purchased the grocery stock of Harry Dufont, taking immediate possession.

Kalamazoo—S. H. Sterner has sold his grocery stock, located at 2017 Portage street to Wagner Bros., who will continue the business in connection with their meat market at 2015 Portage street.

Sheridan—The Sheridan Lumber & Supply Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$2,862 in cash and \$17,138 in property.

Chelsea—Mr. Norris has sold his ice cream parlor and confectionery stock to Walter Hummel and Clarence Bahnmiller, who have taken possession and will continue the business under the style of the Sylvan Cafe.

Negaunee—The Negaunee Store Co. has been incorporated to deal in general merchandise, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$3,000 in cash and \$2,000 in property.

Detroit—The Perfection Sales Co. has been incorporated to conduct a wholesale or retail drug business, etc., with an authorized capital stock of \$40,000, \$23,000 of which has been subscribed and \$22,000 paid in in cash.

Lawton—The Commonwealth Mortgage & Loan building, which is to be completed before Nov. 1, will be started the coming week. The Masons are endeavoring to arrange for the use of the upper floor as a hall.

Detroit—Work on the alterations of the front of Berke's Boot Shop, 1442 Washington boulevard, is progressing rapidly. When finished the new front will be unique, in that it

will be the only one of its kind in the city.

Marquette—Mrs. William A. French, proprietor of the Brunswick hotel, has had it remodeled, redecorated and refurnished and will open it to the public Aug. 20, all traces of the recent fire in the hotel, having been removed.

Moscow—M. M. Walworth has sold his stock of general merchandise and grain and fuel business to O. J. Fowle, who will consolidate it with his grocery business. Mr. Walworth will remove to Detroit and reside with his daughter.

Dowagiac—Merwin & Bonnell have sold their grocery stock to Plee & Smith. Mr. Plee was formerly engaged in the grocery and clothing business at Baroda under the style of O. V. Plee. Mrs. Smith, his partner and sister, resides in St. Joseph.

Port Huron—The Aikman Bakery Co. has merged its wholesale and retail bakery business into a stock company under the same style with an authorized capital stock of \$100,000 common and \$1,000 preferred, \$75,000 of which has been subscribed and paid in in cash.

Manufacturing Matters.

Three Rivers—The Sheffield Car Co. has decreased its capital stock from \$400,000 to \$10,000.

Pontiac—The Reliable Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and paid in in cash.

Albion—The Albion flour mill, recently taken over by Frank Peters and completely renovated and furnished with new machinery, will start grinding within the next few days.

Alpena—The Derry Metal Products Co., 112 Peak Place, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Protecto Radiator Mantle Co., with business offices at 510 Free Press building, has been incorporated with an authorized capital stock of \$1,050, all of which has been subscribed and \$275 paid in in cash.

Grand Rapids—S. I. Howard, who has been located in the East for a couple of years, has returned to Grand Rapids and engaged in the manufacture of fried cakes at 7 South Ionia avenue under the style of the Potato Kruller Co.

Detroit—The Conn Perry Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash. The business is conducted at 4646 Lawton avenue.

Detroit—The Sho-Rite-Sign System, 5439 Field avenue, has been incorporated to manufacture and sell advertising specialties, supplies and accessories, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Acorn Leather & Belting Co. has been organized and is now conducting a sales office and

factory at 5760 Twelfth street. This firm makes a specialty of re-manufacturing commercial belting, and is also sales agent for the "Run True" line of new leather belting.

Detroit—Eugene J. Hatman & Co., 156 West Jefferson avenue, has merged its cloak, suit and waist manufacturing business into a stock company under the style of the Hartman-Sims Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Brandau Shoe Co., manufacturer, has increased its line of women's McKays by adding a line of Havana brown kid in both oxford and high cut patterns. The company is also conducting a jobbing department embracing men's dress welts, work shoes and slippers.

East Jordan—Houghton & Kowalski have engaged in the grocery business. The senior partner, Judd E. Houghton, has been a cigar manufacturer and a traveling salesman for nearly forty years. He understands the grocery business thoroughly and will, undoubtedly, achieve success for himself and partner in his new undertaking.

Bad Axe—The Ruggles Truck Co. will build a one-story brick and steel factory building at this place for the manufacture of Ruggles truck bodies. Work on the new building will be started at once, and is to be completed by Sept. 1. It will be 80x100 feet in dimensions and will take the place of the wooden building, which will be moved to the south side of the factory lot. A power house 30 feet square will also be built.

Review of the Produce Market.

Apples—Sweet Boughs, Transparent, Duchess and Astrachan, command 75c per bu. The crop is so heavy that thousands of bushels will never be picked.

Bananas—6½c per lb.

Beets—40c per doz. for home grown.

Blackberries—\$2.25 for 16 qt. crate.

Butter—The consumptive demand for butter is only fair. The market is barely steady. The make of butter continues to be liberal and the average quality, owing to the good weather conditions, has been better than usual. Stocks in storage are considerably in excess of what they were a year ago. The outlook is for a slight decline during the coming week. Local jobbers hold extra at 34c and fancy at 33c—in 63 lb. tubs; fancy in 30 lb. tubs, 35c; prints, 35c. They pay 17c for packing stock.

Cabbage—75c per bu.

Cantaloupes—Michigan Osage are sold as follows:

14 x 14	3.25
12 x 12	2.75
10 x 10	2.25
Hoodoo	2.25

Gem, baskets

Carrots—30c per doz. bunches.

Cauliflower—\$2.50 per dozen heads.

Celery—35c per bunch; extra jump, 50c.

Cocoanuts—\$7.50 per sack of 100.

Cucumbers—Home grown, 65c per doz.; per bushel, \$1.50.

Eggs—The consumptive demand is much lighter than usual for this season

of the year and the production is larger. Owing to the favorable weather conditions the quality of eggs is running much better than usual. The market is very quiet at prices ranging about 10c per dozen lower than they were a year ago and about the same as they were last week. These extreme prices on eggs should increase the consumption to a considerable extent and we look for better business in the next few weeks. Local jobbers pay 18@20c for candled, cases included.

Green Corn—25c per doz.

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

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

Honey Dew Melons—\$2.50 per crate of 6 to 8.

Lemons—Sunkist are held as follows:

300 size, per box	7.50
360 size, per box	7.50
270 size, per box	7.50
240 size, per box	7.00

Choice are held as follows:

300 size, per box	7.00
360 size, per box	7.00

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

Onions—Illinois, \$3.25 per 100 lb. sack; Louisville, \$3 per 100 lb. sack; Spanish, \$2.25 per crate.

Oranges—Fancy Sunkist Valencias are now held as follows:

100	12.00
126	12.00
150, 176 and 200	12.00
216	12.00
252	10.00
288	8.50
324	5.50

Choice, 50c per box less.

Parsley—60c per doz. bunches.

Peaches—Elbertas from Indiana are now in market on the basis of \$2.75 per bu. Home grown Early Michigan, \$1.75@2 per bu.

Pears—\$1.50 per bu. for Early Sugar or Clapp's Favorite.

Peppers—Home grown, \$2 per bu.

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

Plums—Burbanks and Bradshaws, \$1.25 per bu.

Potatoes—Home grown, \$2.50 per bbl.

Poultry—Local buyers pay as follows for live:

Light fowls	17c
Heavy fowls	20c
Broilers, 2½ lb. and up	23c
Broilers, 2 lb. and under	16c
Cox and Stags	10c

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

Sweet Potatoes—Virginia command \$2 per hamper.

Tomatoes—\$1 per ½ bu.

Turnips—30c per doz. bunches.

Watermelons—40@60c apiece for fine stock from Indiana.

Wax Beans—\$1.25 per bu. for home grown.

Whortleberries—\$2.50@2.75 per 16 qt. crate.

The customer who kicks about the price of a good article, if induced to pay it, is likely to live to forget the price and consider the quality of what he has bought.

Essential Features of the Grocery Staples.

Sugar—The market during the past week experienced another resting spell with its accompanying reactionary trend to raw sugars. Refiners displayed an indifferent attitude inasmuch as the trade was pausing in making further purchases of refined sugar. While the reactionary trend to raws was caused practically entirely by offerings from second hands, sentiment in the market was somewhat unsettled but with no indication of lack of confidence in the market's stability nor feeling that underlying factors were not most sound. Such periods of inactivity with a slightly sagging trend have been experienced numerous times during the last six months or since the market started its recovery from the extreme depression of last year. The market, however, proved itself very susceptible to renewed buying on the part of the trade and when refiners again entered the raw market for supplies prices readily responded, emphasizing the strength of underlying conditions. The present period is generally viewed as another pausing spell and while no such advance as has been experienced during the past few months is expected, the majority of the trade are confident of the market's stability and ability to recover. At the beginning of this week stocks of sugars held by importers in licensed warehouses were reported at 60,000 tons and inasmuch as during the last few days fully 17,000 tons of such sugars had been purchased by refiners, importers still held only about 43,000 tons. About two months ago there were fully 90,000 tons of raw sugar held by importers in licensed warehouses. Local jobbers hold granulated at 7½c.

Tea—The market has been fairly active during the week. Buyers are coming more confidently into the market and seem to be taking larger lots. The entire list of teas is showing the increase in activity, with Japans probably the leader in the demand. The country trade is reported as relatively better than the city trade. Values are generally firm.

Coffee—The market for all grades of Rio and Santos remains unchanged from last week. The weakness which was reported last week in Brazil has to some extent disappeared and the tone in Brazil and this country is steadier, both in Rio and Santos. The market is still somewhat uncertain and nobody is anticipating his wants very much. Mild grades remain about

Canned Fruits—Developments in the rail strike during the next few days will greatly affect the California fruit pack, for if shippers are not able to ship the customary tonnage of green fruit the surplus will be diverted to the canners and driers, increasing the pack and affecting prices of raw stocks. Canners have covered their requirements with contracts with growers and on these openings prices were based, but if they can get cheaper fruit they can make larger discounts than at present under opening. While the rail situation is critical and because opening prices, even ignoring

the traffic problem, were considered too high for a safe investment, jobbers have bought sparingly and last week were slow to add to their commitments. They are covered to some extent and are waiting for later developments. Spot fruits of all kinds, including pineapples, are scarce and are firm in all grades and offerings. Future apples are offered around \$4 which is considered high and buying is light. Spot apples are quiet.

Canned Vegetables—The consumer regulates the canned food market at present as the extent of his purchases over the retail counter determines the extent of trading from the grocer on up the line. The consumer buys as he needs the foods, and that is the policy of all links in the distributing chain. This is not a heavy consuming period and hence trading is light. Advance buying is light, as the trade is more or less upset by the vacation period as well as by the more important and far-reaching railroad and coal strikes. Both vitally affect the canned food market, although the traffic situation, instead of creating immediate business, has retarded it; neither has it increased future buying. The coal strike, while vital to the canner, does not alarm the trade to any extent. Tomatoes are crowded to the front this week by the increased reports of an unfavorable yield of late stock in all of the tri-States. The early alarming stories about short yields were considered more or less propaganda, but now more significance is given the statements of conservative canners, who not only confirm the rumors of a disappointing yield but back up their belief that the low point of prices for 1922 late tomatoes has passed by withdrawing their offerings or advancing their prices. Corn packing has begun in some sections and reports of yield, as in Maine, for instance, are not encouraging, as the ears are not up to average size, which means a disappointing tonnage. Old pack corn is slowly cleaning up and some price betterment is noted in the Southern belt, where the constant buying for some time because of the low freight rate has cleaned up many canners. Other sections, however, are still selling low. Peas are firm and there is a demand for anything which can be had below the generally quoted prices. In other words, the odds and ends of canners are being picked up, putting the situation more in favor of the canner than of the jobber. Wisconsin leads in point of offerings, as the pack there was relatively better than in other states.

Canned Fish—The expectation now is that the pack of Alaska salmon will be light compared with the general average of the last five years, and that this will be especially noticeable in regard to chums, the lowest edible grade. The best grade, so far as quantity is concerned, will be reds. The trade appear to think that new pink Alaska salmon will open on the coast at around \$1.10@1.15 and reds around \$2.25 coast. Maine sardines are now firm, with packers feeling very strong in their ideas and inclined to raise prices. The catch has been

light, but is improving somewhat now. California sardines are firm and so are most grades of imported sardines.

Dried Fruits—The dried fruit trade had a surprise last week—it expected prune prices but did not get them; it did not look for new crop raisin quotations but they were announced from headquarters without a leak either. Probably to avoid a premature announcement from an outside source the Sun-Maid Raisin Growers named its range before any one had expected the news. The Sun-Maid and some independents have maintained their prices at full list and are doing business, not a land office booking, but a conservative assortment of orders which indicate more confidence in new crop raisins than was generally expected a few weeks ago, before raisin history was written through the medium of revised prices on old crop, followed by an almost parallel reduction on new goods. What is more, the independents who, previous to the Association's price announcement, booked new crop raisins at ¼c under the Sun-Maid opening have continued to quote that level. One packer, with vineyards of his own, has kept to his ½c reduction, which virtually means new crop for the price or old. No further concessions have been allowed and those independents at the Association level have steadfastly refused to shade their quotations. Old crop sales to the retail trade at the new levels indicate that buyers have come back into the raisin game. They are buying ahead for their early fall trade and evidently think that when the consumer gets the benefit of the reduced values that consumption will increase. The Sun-Maid office announced on Saturday that confirmations and reconfirmations of sales of old crop were coming in for steamer and rail shipments with such a strong call for package Thompsons and bulk, package seeded, bakers' Thompsons and three and four-crown loose muscats that orders cannot be filled, despite the fact that the New York territory has had a larger assortment proportionately than other divisions. About 75 per cent. of the package tonnage went to New York, which meant 2,000 tons of package Thompsons and 2,200 tons of package seeded for that market. Confirmations for new crop, officials announced, were not coming in as fast as the orders which are being taken freely by the trade, with the leaders being package Thompsons and seeded, bulk Sultanas and Thompsons and baker Thompsons. All seeded raisins are wanted. Three-crown loose are going over big. Other dried fruits were featureless last week. Prune values will be more or less irregular until the Association is heard from. Peaches and apricots are considered too high for buying attention.

Cheese—The market is steady, with a light consumptive demand at prices ranging about the same as last week. The make is unusually large, owing to the favorable weather conditions. Stocks in storage are considerably in excess of what they were last year.

The opinion of the trade is that we will have lower prices on cheese in the next few weeks.

Provisions—The consumptive demand for smoked meats is only fair. Stocks are reported to be large and the market is about 1@2c lower on all cuts except bacon, which continues to be in good demand at unchanged prices. Canned meats, barreled pork and dried beef are barely steady, with a light demand at prices ranging about the same as last week.

unchanged, with a fair demand.

Salt Fish—The supply of new Norwegian and Irish mackerel is increasing right along and the supply is now ample for the demand. There is also a better assortment of sizes. Buyers are taking the new fish to some extent, but not in any large way. Prices are steady and about unchanged on last week's basis.

Departure of Old Resident.

Boyer City, Aug. 15—Another of the old standbys of Boyer City will leave us shortly. George A. Houghton, who has conducted a livery and dray business at the same place, Ray and Park streets, for nineteen years, has sold out and will leave town shortly. During that time George has been an important factor in every progressive enterprise in the city and county and it is a common slogan here to say, "Let George do it," because George could always be depended on to do it. He has been the deputy sheriff for the East end of the county for many years and a "pillow" of the Presbyterian church for the past ten years—a pillow is something to rest on.

We understand that Mr. Houghton has his eye on Southern Alaska and he hopes to be able to sleep at night and lay off on Sundays and holidays for the remainder of his life. The departure of Mr. Houghton leaves but five of the men who were on "the street" when the writer became a resident of the town.

Mrs. Mary Buckwheat has leased and refitted the old Pine Lake House, on River and North Lake streets, for a hotel and boarding house. The Pine Lake House is one of the old landmarks of Boyer City and is the type of the old sawmill boarding house that was common in the lumber towns of Michigan forty years ago. Mrs. Buckwheat has been in the business for many years and her place will be a very desirable one for the class that makes up the bulk of our floating population. Such a hostelry is an asset to any town. Maxy.

Detroit—The Heat & Cold Co., Inc., 1445 Broadway avenue, has been incorporated to deal in refrigerating and heating appliances and apparatus at wholesale and retail, with an authorized capital stock of \$10,000, of which amount \$5,300 has been subscribed and \$2,250 paid in cash.

Albion—The Fidelity Stores Co., of Chicago, conducting a chain of grocery stores in this and other states, will open a similar store on North Superior street as soon as the store building can be remodeled and painted blue to conform to the color scheme adopted by the company.

Detroit—The Detroit Grocers Exposition Co., with business offices at 202 Empire building, has been incorporated to conduct expositions of food products, household appliances, etc., with an authorized capital stock of \$5,000, \$1,800 of which has been subscribed and paid in cash.

GOT WHAT THEY GAVE.

Lelands Meet Same Treatment They Accorded Others.

El Cajon, Calif., Aug. 10—I enjoy reading Pipp's Weekly immensely. He certainly goes after Ford with a sharp stick. I have often wondered who this writer was and how he came to have so much information relative to Henry that seemed to be either inside knowledge or prejudiced rumors. He reveals his identity in this story of the greatest grab. I'm wondering what he did that lost him his job as Ford's propagandist. He has Henry's measure as to his ability in the self advertising field. He throws some light on the success which has accompanied all Ford's methods of presenting his side of all controversies.

He may be right. If he is, I, too, have been deceived in Ford's apparent sincerity. But not more so than I think Pipp has been deceived in the sincerity of the Lelands. All that he accuses Henry of I have experienced with the Lelands. From my point of view, the Lelands have been handed back by Ford every humiliating indignity they inflicted on others. It must be a bitter pill to swallow, but our greatest Teacher taught us that we reap whatever we sow. The harvest of the Lelands' sowing has certainly been a bountiful one for them.

The Lelands say they have been pestered with Ford spies. I wonder if it ever reminded them of the time when they had sixty-five or more spies in the Cadillac concern to spot any man who said a word against the Leland management. Or when they set a drunken reprobate on my trail to ascertain if I was loyal to them, regardless of the interests of the company as a whole. Then they accepted as truth a false report from that jail bird, right in face of a statement of two witnesses who were present when I was interviewed, to the contrary. I forced them to admit that the spy was drunk when he came to my office and asked for a private conference, which I denied him on the grounds that I transacted all my business in my office in the presence of my confidential helpers, and if he had anything to confer with me about that was not proper for them to hear, he had better take it to a "higher up."

Before I had finished with him I advised him to go home—if he had one—and sober up, as he was in no fit condition to talk business. That night I went to both the Lelands and told them what I thought of that kind of methods. In the conference room, which I entered before they did, I found the drunken spy's report. I read it and asked them for an explanation and all I could get out of them was that they had been told I was not loyal to them personally. This in the face of the fact that I had been instrumental in getting them into the concern as factory managers, for I had great confidence in H. M. Leland and wanted him as an associate in the Cadillac. To add insult to injury, he proposed that I go before the board of directors and denounce Metzger, my best friend and associate, as unfit to fill his position, on account of his personal habits, principally too much social drinking (though he never drank to excess). As I had more influence with the board than any one else, they would, no doubt, decline to renew their contract with Metzger and I would become his successor through their influence.

Right here let me say I did not catch on to the scheme. It was just this: Their contract was with the board, so was mine and so was Metzger's—not a good principle. They had told me the board had appointed them general manager and assistant general manager, whereas they had been made factory managers, while I was assistant sales manager and Metzger general sales manager and

director. All three of the contracts were made with the board, with the idea that none of us was subject to the control of the other.

It was the unprincipled policy of the Lelands to get those contracts under their jurisdiction, fire Metzger and install me in his place, and they thought I could be bribed into the plan and took an ill advised way to get me into their power. Of course, I would not stay there, even if I could, and my contract was just as good as theirs, and I was in right, while they were in bad with the directors. So I insisted that they dismiss me, which they finally did, if I would waive my contract rights, the idea being that this would relieve them from being accused of making it so untenable that I voluntarily got out, without going before the board. Here I made my mistake. I left with no explanation. The Lelands told their own story to the directors. I was blamed by Mr. Murphy and Mr. Black and my lifelong friend, Billy Metzger, for "deserting the ship when most needed." I should have fought them to a standstill, but another job was too easy to get at that time. Had I been a stockholder and a director the outcome would have been different.

Both Mr. Black and Mr. Murphy told me later that, had I stuck, they would never have sold out to General Motors. Black blamed his associates for not letting me into the concern on the same basis as Metzger at the time I advocated buying out the Leland & Faulkner Co. This, he claimed, would have put me on the board and the Lelands could not have pulled off the deception they practiced on me.

So you see I have good reasons to believe the Lelands are guilty of just what they accuse Ford of. In time murder will come out.

I had to smile at Alvan Macauley's comment on my "pungent pen." Macauley is all right, he is one of the best in the industry, and Harry Joy made no mistake when they offered him \$50,000 a year to guide the destinies of the Packard. But, as he says, we do not have to agree always. Olds has the right idea. He knows that 10 per cent. is about all that can be expected and it is wise to hold the capitalization well within a figure that will permit it.

I have a great deal of faith in Ransom Olds, H. H. Franklin, Charley Nash and the Dodge outfit. There are some others, but I'm not personally acquainted with them.

J. Elmer Pratt.

I think I can add a word to Mr. Pratt's interesting contribution to early automobile history by stating that there is an apparently well founded report current in Detroit that when Henry Ford fired the Lelands from the management of the Lincoln Motor Co., he handed them his personal check for \$1,000,000 as a condition of their withholding any criticism of him because of his failing to keep his agreement with them. It will be noted that both the Lelands have kept faith with Ford, because neither has uttered a word of unfavorable comment since the partnership relation between them and Ford was summarily dissolved. Of course, Ford could well afford to make a payment of this kind, because in the purchase of the Lincoln plant he received approximately \$30,000,000 worth of property for about \$8,000,000. The action is in keeping with Ford's entire career, in that he assumed, as he always has, that every man has his price and that any agreement can be violated at his sweet will by a money payment, the amount to be determined by himself.

E. A. Stowe.

The Volstead Act Best Law Ever Enacted.

Grandville, Aug. 15—The Volstead act has been provocative of much comment and criticism on the part of the general public, but on the whole it has proved a happy relief from the reign of drunkenness which so long prevailed in the purlieus of our cities and among the wayside towns of the various states of the Federal Union.

A success?

Not by any means, says one, while another sees the exact contrary. Well, in a measure they are both right. As a complete and faultless vindication of the righteousness of prohibition we cannot fully endorse Volsteadism. As an entering wedge in a great reform, as a nationwide improvement over the old saloon licenses system it is a great success in that it has undeniably abolished the open-saloon, has taken from the paths of innocent youth the great temptation which always existed under the old system.

We as a Nation are on the right road, and to fall back now, to compromise one hair's breadth with the evils of alcoholism would be to place a debasing influence on young America, to turn back the clock of progress and make a sad mess of the grandest, most wholesome and deserving reform of the ages. Of course, we expect no turning back. Bootlegging and illicit manufacture and sale of ardent spirits (rank poison) still is in evidence, but there are thousands of happy homes to-day which were under the ban of the rum god a few short months ago.

To call that a failure which even the most pessimistic rum guzzler will admit has curtailed the drinking habits of our people at least 90 per cent. is, of course, pure nonsense. No law on the statute book is fully enforced, not even the law against homicide. Then why should we expect perfection on the part of this prohibition law?

I have personally observed a marked change in the social and financial condition of many good people since the State of Michigan went dry. So have you, gentle reader, no matter what your predilections may be with regard to the rum traffic. This change is all to the good. Had Germany been a prohibition nation a dozen years ago there would have been no Kaiser's war. Men in their sober senses would never have embarked on such a career of bestiality and crime as was inaugurated by Kaiser Wilhelm and his aids in 1914.

Had we been saved that war, how much better off the world would be to-day. A nation of nearly seventy millions, drunken with beer and light wines, was capable of anything, and it was this intoxication which blinded the eyes of sensible men to the enormity of the sin they were committing in putting the world to the sword to gratify the ambition of a few besotted leaders.

Europe still holds to the old gods of intemperance, hence there is sure to be more wars in the near future, while the United States, under the healthful stimulus of sobriety, will be even more powerful than ever before.

Something less than seventy years ago a prohibition law was enacted by the Legislature of Michigan which became a hissing and a byword throughout the land. It was customary to refer to this law as the "Maine Liquor Law." It seems that the new State was not in a condition to assimilate temperance ideas at that time.

The license law enacted some years later, because of the utter failure of that enactment, marked a slight advance in temperance legislation in this State. This last was, however, a failure because of the disregard of its demands on the liquor dealers themselves. Had the men of the saloons abided faithfully by the license law there would be no prohibition enactment here to-day.

As they had flouted the Maine law,

so at a later day they defied the license system. Every effort to enforce the law was trodden upon, defiling the good name of the State until men who believed in license became incensed and aided the most rabid prohibitionists in a complete repeal of all grants for selling intoxicants. So to-day we have the Volstead act, now a Nationwide prohibitory law, which, however, followed by some months the temperance enactment in Michigan.

During the ascendancy of the Maine liquor law in this State there was no attempt, after the first few years, to enforce prohibition. Western Michigan was a lumbering country and men of the woods imagined liquor was necessary for the upbuilding of the country. You could not drive logs on the river, they contended, without whisky. Nor could the new farmers cut their grass and grain without the whisky jug as a part of the outfit.

The few instances in which an enforcement was undertaken served to endanger the lives of honest men and to ostracise the anti-saloonist from good society.

From Muskegon to Newaygo, a distance of thirty miles along the Muskegon river, there were no less than six places where liquor was sold. It was almost as bad along the State road from Grand Rapids North, and the reign of free whisky held sway for many years. In an effort to do away with the numerous saloons, a party was formed taking the name of Prohibition. While this party was a well meaning organization, it made but little headway against the saloons because of its bitter antagonism to all other parties.

The problem (for it was a real problem) was not solved until the liquor question was taken wholly out of politics and temperance men of any and all parties were permitted to take a whack in unison outside party lines at the undeniable evil of the century.

The Volstead act is the best law ever enacted against a giant evil, and its success is, when one takes into consideration the obstacles to be overcome, wonderful in the extreme.

Old Timer.

Corporations Wound Up.

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

Rathbun & Kraft Co., Battle Creek.
Peerless Wire Fence Co., Adrian.
Deford Co., Deford.
Commercial Realty Co., Detroit.
Hyota Cigar Co., Benton Harbor.
Broadway Buick Co., Menominee.
St. Clair Studios, Inc., Detroit.
Rowley Scale & Supply Co., Detroit.
Eaton Packing Co., Eaton Rapids.
N. Nalbandian & Co., Detroit.
T. Frank Ireland Co., Belding.
Baetz Bros. Realty Co., Detroit.
New Home Building Co., Detroit.
Hardie & Ekeblad Co., Holland.
H. E. Hund & Co., Detroit.
Baillie-Hudnutt Realty Co., Big Rapids.
Bautel Furniture Co., Pontiac.
Watt Safety Scaffold Bracket Co., Detroit.
Huron Oil Co., Bad Axe.
Michigan Butter Co., Kalamazoo.
Non-Breakable Battery Cell Co., Ann Arbor.
General Screw Products Co., Detroit.
Mid-Western Realty & Amusement Co., Detroit.
Roaring Brook Association, Lansing.
Holland Salvage Co., Holland.
Fleckenstein Visible Gasometer Co., Grand Rapids.
Thumb Creamery Products Co., Bad Axe.
Detroit Pneumatic Chuck Co., Detroit.
American Cedar & Lumber Co., Alpena.
Doerflinger & Co., Hamtramck.
Bert McKenzie & Son, Newport.
Merritt Hotel Co., Merritt.
Saux Head Copper Mining Co., Ltd., Marquette.
Occidental Candy Co., Muskegon.
Rowma Co., Ypsilanti.
M. R. Manhard & Son, Ltd., Marquette.
A. Hirschberg & Son, Pigeon.
Wiseogel Co., Muskegon.
Hillman Creamery Co., Hillman.
Detroit Novelty Furniture Co., Detroit.
Siewek Bros. Co., Detroit.
Sanitary Baking Co., Detroit.
Blossom - McDermott - Broughton Co., Traverse City.
Zenith Products Co., Spring Lake.
United Furniture Co., Grand Rapids.
Metropolis Towel Supply Co., Detroit.
Williams Optical Co., Grand Rapids.

Personal Experiences on the Return of Goods.

From a Western Michigan dealer: "The question of taking goods back or exchanging them with customers is a knotty one and cannot be governed by any fixed set of rules. As the questions of condition of sale, customs prevailing in the town where the sale is made, how long the goods have been out of your store, whether you have any excuse to offer that would appeal to your customer why you cannot take the article back, and many others too numerous to mention, all enter in."

From an Indiana retailer: "We make it a rule to exchange any goods unsuitable for the work or for which the customer finds he has no use, providing they are, of course, in good condition; we always aim to show a disposition to help the customers. It makes them feel better and does us no harm. We never refund money unless previously agreed upon or the customer has overestimated his needs in buying of us. Then it is done with the same grace as in the exchange of goods."

From a dealer in Southern Michigan: "Our plan is to do just as we agree with our customers—make good every promise. In that way one gets other people advertising. It is, I think, the best advertisement. Above all, be honest with every one; be kind to children—they are the business people of to-morrow. Notice the older folks; they like it if you call them by their names when you meet them. It may be a little slow, but will win in the long run."

From another dealer: "There has for years been a rule in our store to exchange anything we had sold, provided it had not been used, for anything else in the store, for the difference in price either way. We find very often a customer will buy an article to do something with when he will find it will not do it to his satisfaction, and we will exchange for something that will suit the purpose better. I think almost all the stores in our town do this; also think it a good policy to be liberal with customers who are inclined to treat you fair. It is best to be accommodating in any line of business, where you can do so without loss to yourself. Our experience is that we have very few people to try to impose upon us with this kind of proposition. We don't think the people can be educated out of asking for such changes, and very few ask for them, without they are just and correct."

From another dealer: "Many years in trade have convinced our firm that willingness to refund money for anything returned unless it be some article that is cut, like wire cloth or netting, thereby leaving remnants to our injury, is the best policy. If a customer returns goods we at once return him the cash and he will usually spend this and more in appreciation of the willingness to refund rather than force him to take other goods. The public cannot be educated out of trying to get shut of something they do not want."

"Who should pay for defective

goods?" The question was asked by a manufacturer, who proceeded to answer it himself. "The retailer should not be compelled to stand any expense, either of shipping or reshipping, where goods are imperfect or don't stand up to manufacturer's guarantee. A manufacturer's guarantee should relieve the user, retailer or jobber from any expense whatsoever incident to the return or exchange of inferior or imperfect goods, and any manufacturer who expects his customer to share this expense with him is too weak-kneed to last; it being, of course, demonstrated beyond question that the returned goods are inferior or defective in workmanship or quality."

Many firms say: "Money back if not satisfied, or, if not as represented." A merchant in Detroit goes beyond this, and, in fact, hits off a clever little idea when he says: "Money back if not delighted."

Competition As a Stimulus To Business.

A successful merchandiser is alert to the desire of the public for possession. His effort is to create a desire on the part of the public for the thing or things he has to sell, to stimulate competition between owners and users.

Competition between owners and the stimulation of that competition has done more to boost the automobile business than any other one thing, because the automobile permits so many kinds of competition by the owners.

It is usually the most expensive thing, aside from the home itself, that the owner possesses, but a car is seen more often than his home. We frequently judge people by the cars they drive, and it is that competition which gets a man behind the wheel of a new car, when the old one would serve his purpose. He wants to maintain his position in the community.

It has been the competition among automobile makers to see who could give the most for the money, who could devise the greatest number of conveniences and luxuries, which has put the automobile to the front. The constant improvement has stimulated the competition of buyers, and to-day the automobile business is one of the biggest in the country. Less than twenty-five years ago a horseless carriage was a curiosity.

Competition brings goods into the limelight. Advertising helps keep them there, and when skillfully done, creates and intensifies desire. A great many people do not realize it, but advertising has been the cause of more improvements in manufactured articles than almost any other one force, for advertising itself is the kind of competition we call the attention of the public to in merchandising.

Somebody else in the same line does the same thing, and there is a struggle to see who can make the best goods, who can put on little improvements, who can make his article more convenient and more desirable for the consumer, and it is the competition of giving more for the money and lowering prices that increases the number of owners and users and

creates more competition among buyers.

Business building competition is by no means confined to manufacturing and retail business. Competition is just as keen between towns and cities—yes, and between streets in a town. Let a small town pave one or two streets, and see the houses on those streets begin to brighten up.

When one street gets paving, another wants it though both may have opposed it when talk of paving was first started.

Let one man in a sleepy town put in a new store front and eventually you'll find other store owners brushing up their establishments, paying more attention to window display, all for the good of their business.

Good roads have the same effect. If one town improves the roads approaching it, it makes for better business. Surrounding towns will get in line and first thing you know roads in general are improved, with an increase in traffic and better business throughout.

The small towns complain that business goes to the nearby small city. The small city complains that business goes to the nearest larger one and so on.

One thing for any merchant or any store to do is to select his competition. It is just as foolish for a retailer in a small town to attempt to compete with the big store in the city on the high priced business as it would be for Benny Leonard to challenge Jack Dempsey.

A lot of us often think what a fine thing it would be if we had a strange hold on all of the business of our particular line in the country. But every business needs competition, a class of competition that will force it to greater and better efforts.

Real competition is in service—service to the user, not in the business to be secured from him, but in the service to be rendered to him.

W. S. Ashby.

Breeding the Pearl Oyster.

Nearly all of the pearls that go to make up the gorgeous and expensive "ropes" now so much affected by fashionable women and chorus ladies are derived from a bivalve mollusk called the pearl oyster; although, as a matter of fact, it is not a true oyster at all. But never mind about that. There are, as everybody knows, pearl oyster fisheries in the Persian Gulf, in certain Japanese waters and in various other parts of the world.

It is only in the Gulf of California, however, that a successful effort has been made to breed pearl oysters, the plant established for the purpose being located in San Gabriel Cove, Espiritu Santo Island.

There a lagoon is cut off from the waters of the gulf by a massive barrier of masonry, and behind the latter is a long zigzag canal built of concrete. The canal is used for rearing baby pearl oysters, and its entrance is screened by gates of wire net to keep out mollusk-eating fishes, starfishes and other enemies.

During the breeding season heavy framed wire-covered crates containing lattice trays of wood are placed

on the bottom of the lagoon, in order that the free-swimming infant bivalves may attach themselves thereupon and proceed to grow. To make sure that there shall be plenty of such "spat," a number of spawning oysters are put into each crate.

The bottom of the lagoon is cleaned of plant growth and has been paved with stones by divers in armor. When the young oysters are an inch or two in diameter they are brought into the canal, cleaned of any seaweeds their shells may have acquired and placed in shallow wire trays in lattice racks, being thus supported above the bottom and exposed to the tidal flow of the water.

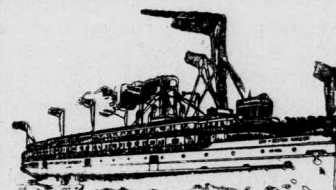
Through the canal the tide flows and ebbs, carrying multitudes of minute plants and animalcules to feed the growing oysters. A thatched covering runs along the whole length of the zig zag of concrete, affording a shelter to protect the bivalves against the heat when the water is low.

After eight or nine months in the canal the oysters are returned to the lagoon in the crates and left there to grow until they are three years old. Smooth inclined planes of concrete along the sloping beach facilitate the manipulation of the crates, which are dragged over the minto and out of the sea.

By this ingenious method the pearl oyster, hitherto a wild animal, has been reduced to a sort of domestication; and fishing for it, under ordinary conditions a hazardous business, is deprived of its dangers. The production of pearls is necessarily more or less accidental, but the shells, so highly valued for buttons and articles of ornament, yield the bulk of the money income derived from the enterprise.

The business of breeding pearl oysters is an industry in itself, although this is not generally known.

Having the ability and tact to cause your customers to be pleased with your goods, your prices, your clerks and yourself, you may justly consider yourself a skillful manager.



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

ARTIFICIAL DEFLATION.

It was perhaps inevitable that the old cry of "artificial deflation" should once more be raised just as the time that the appointment of a "dirt farmers" to the Federal Reserve Board was to be made and the term of the Governor of the Board was near its close. "Artificial deflation" is the slogan of the politician rather than of the farmers themselves. Intelligent farmers understand the relations of supply and demand better than some of their self-constituted political leaders. Nevertheless, there are enough of the other sort to enable the purveyors of political bunk always to muster a substantial following. It has been shown time and again that the deflation of 1920 was a world-wide movement and was not a result of anything that was done in any one country; that it began in Europe and the Far East several months before it reached our shores, and that for about six months after prices began to decline in the United States re-discounting by the Federal Reserve banks continued to increase. None of these facts accord with the premise that deflation was "artificial," but facts were never the politician's strong point.

With the price of wheat drawing close to the dollar line in the Chicago market, in spite of the exhortation of two leading dealers to farmers to hold their grain for higher prices, one naturally begins to wonder what is the matter with the War Finance Corporation and the Emergency Tariff Act, the two devices that were loudly heralded as remedies for the deflation of the prices of farm products. A year ago, when the price of cotton began to move upward, the War Finance Corporation claimed much of the credit that really belonged to the perniciously active boll weevil, the weather man who furnished a drought, and to the concerted activity of the farmers themselves in reducing acreage. The emergency tariff act has had the effect of advancing the price of some few varieties of wheat which are not produced in sufficient quantities in this country to meet the demand for the highest grade flour, but it can have no effect on the grades of which we produce an exportable surplus.

In the European countries in which the currency has badly depreciated many grotesque stories are being told to illustrate the topsy-turvy economic situation. In Austria, for example, prices have been known to decline on political news that seemed bullish and to rise on news that the markets considered bearish. This was because good news foreshadowed some improvement in the value of the paper money, while bad news indicated further activity on the part of the printing press. In Czechoslovakia, where depreciation is less than in most of Central Europe, a sudden improvement in the currency in the middle of July produced a near-panic, which was especially pronounced among those engaged in the export trade. Conservative exporters in Prague, who wish to avoid the risk of currency fluctuations, have adopted the policy

of requiring their buyers to contract to make all payments to them in Swiss gold francs. When the Czech crown appreciates in value in Prague the value of the Swiss franc necessarily declines. In July the crown rose in a very short period about 25 per cent., and the exporter, notably the producer of beet sugar, had to take about 20 per cent. less, in terms of the money of his own country, than he had expected. It is to be noted in this connection that internal prices do not fall with the same rapidity as the external value of currency appreciates, and that consequently the exporters were receiving less in terms of actual purchasing power as a result of the appreciation of their country's currency.

It has been frequently pointed out that the failure of internal prices to adjust themselves immediately to the decline in the exchange rate on a given country gives exporters in that country a temporary advantage over competitors in countries with a better regulated monetary system. Conversely, the appreciation of a country's currency places the exporter temporarily at a disadvantage, as has been shown above in the case of the sugar exporters of Czechoslovakia. This helps to explain some of the resistance to deflation in the countries of Central Europe. To return to the illustration of the Czech exporters. If internal prices had adjusted themselves at once to the gain in the external value of the Czech crown they would have neither gained nor lost by the change. What happened, however, was this: The Swiss franc when the exporters made their sales was worth, say, 10 crowns; but when payment was made to them it was worth only 7½ crowns. Prices meanwhile had probably shown some tendency to soften, but the decline was in no way comparable with that of the Swiss franc. The exporters, therefore, would lose heavily if they converted Swiss money into that of their own country. Under such circumstances appreciation in the value of currency is viewed by some business interests with no little misgivings.

FEWER NEW CAPITAL ISSUES.

The past week has witnessed another decline in the volume of new capital issues placed on the New York market. The total amount offered last week was \$33,000,000. This is the smallest amount in any week during the current year, and compares with \$77,000,000 during the previous week and with the maximum of \$235,000,000 for the week ending April 28. The shrinkage of new offerings has occurred while money has been growing cheaper. It is quite possible that this dwindling stream of new securities has itself contributed to the increasing cheapness of money. The amount of new domestic financing to be done is not unlimited, and recent developments abroad have not been such as to encourage the further offering for the time being of new foreign issues in any considerable volume.

Don't let false pride hinder you from doing honest labor.

ERRONEOUS CALCULATIONS.

The statement that farmers are going to receive a billion dollars more for their 1922 crops than for those of 1921 has gained wide currency. It would be fortunate for the country if this were true, but an examination of the calculations upon which this assertion is based makes one cautious in accepting it. The value of farm crops in 1921 is roughly estimated at six billions and that of this year's prospective yields is placed at seven billions. This result is attained by taking each year's yield of the principal farm products and computing their value by multiplying the quantities by the market prices in August of that year. It will be noted that this will not necessarily show what the producers actually receive in either year. Moreover, of the billion increase indicated by this mathematical process some \$750,000,000 is due to the estimated gain in the yield and value of cotton alone. Now, in August, 1921, cotton prices were at their low level, and a computation of the value of the crop on that basis is too low. Conversely, at the beginning of August this year prices were near their peak for the season, and any computation of the real value of the crop on that basis will give an excessive amount. With this wide margin of error in the commodity which represents about three-fourths of the total increase in values, it is evident that too much reliance should not be placed on the reputed gain of a billion dollars in farmers' incomes in 1922.

The statement that the total value of farm products this year will exceed that of a year ago by such and such an amount is apt to be misleading for still another reason. The prosperity of any producer does not depend on the total amount which he receives for his output but upon his net profits. Even if farmers should receive 15 per cent. more for their products this year, as the above-mentioned calculation indicates, their position obviously would be no better if production costs had increased in like proportion. It is in this matter of production costs that most ground for optimism with regard to the farmers' prosperity is to be found. No one yet knows whether their gross receipts will eventually exceed those of a year ago or not. With wheat close to a dollar a bushel and corn below 60 cents, the grain growers, who constitute the majority of the farming population, may not obtain a larger gross income this year. On the other hand, grain and other crops have been grown more cheaply than in recent years, and transportation costs have been reduced. These things point to better net returns and therefore to more buying power. Indeed, manifestations of greater purchasing power are already in evidence through the increasing business of mail order houses.

SHORT SIGHTED POLICY.

The contemptible action of the Pennsylvania System in handing the Hobart boy who saved a heavily loaded passenger train from destruction the paltry sum of \$10 richly deserves

the censure it is receiving from all sides. Here was an excellent opportunity for the Pennsylvania to have created a most excellent impression on the minds of the public. The boy discovered what any boy is likely to find at any time—a flaw in the track. Because he happened to be a boy of vision, he instantly realized the danger and acted immediately to avert what might have been a catastrophe. If the Pennsylvania had properly rewarded the lad, his act and the reward would have been played up for months in American newspapers and magazines, thus inspiring other boys who might discover similar conditions to be on the alert to avert the consequences. Thus the power of suggestion—one of the most valuable qualities to cultivate in this day and age—was entirely overlooked. The least the Pennsylvania should have done would have been to deposit \$5,000 with some trust company, to be devoted to giving the lad a college education, with the understanding that if he concluded to espouse a railway career, he would be given lucrative employment on the Pennsylvania as soon as his college course was completed. Such an act would have done much to establish the Pennsylvania in public favor and dull the sense of personal loss and injury which Michigan people felt when the Pennsylvania corporation effaced the name G. R. & I. from its rolling stock and replaced it with the name of the alien organization.

THE SMALL STOCKHOLDERS.

There has been a lot of discussion and a certain amount of action in putting into practice the partnership principles between employer and employee. There is one method of the partnership relation, however, which has been developing very fast during the past few years. We refer to the stockholding relationship.

The United States Steel Corporation is a prominent example of this. The American Telephone & Telegraph Company, Proctor & Gamble and many of our largest concerns have encouraged the purchase of stock by employees. This makes for a certain stabilization of business, but it is further developed in a national sense by the ever-widening interest of the small public investor. The Pennsylvania Railroad has, perhaps, led all others in the number of stockholders on its books.

Just as the home owner and the land owner in this country, in the mass, is, perhaps, the greatest factor of strength in the perpetuation of American institutions, so the small stockholder, in the mass, will become increasingly effective in the sane regulation of business by the Government. Sometimes we lose sight of this very important economic tendency.

You can always tell a gentleman by the way he treats those in subordinate positions. The kind word to the salesman in your store makes a far greater impression upon your customers than does the whip of sarcasm and invective. Think it over.

Motor Mileage Books



You business men who have used Railroad Mileage Books know their advantages—Why not provide yourself, your family, your employees with the same convenience, when you or they travel by automobile? You can do so with the coupon books sold by the Standard Oil Company, (Ind.)

Here are some of the advantages:

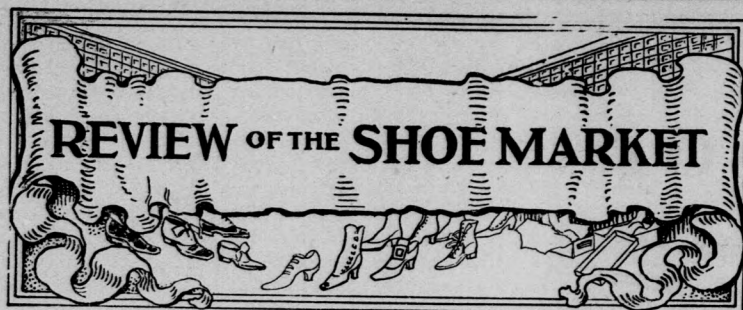
1. Coupons accepted as cash for RED CROWN GASOLINE, POLARINE, or any other S. O. Co. Product.
2. Good at any of our Service Stations anywhere and at many garages.
3. Save time and trouble of making change, keeping records of deliveries, filing invoices, checking statements.
4. Enables you to send any employee to our station and have exact check on every gallon that goes into each auto.
5. For your protection no detached coupons are accepted—numbered book must be presented and coupons detached by our agent.
6. Whenever requested, agent will give receipt showing exact amount of products delivered.
7. If wife or daughter drives a car she can get supplies as needed without the bother of paying cash, or at home can have coupons detached for tank wagon deliveries.
8. Any representative of the S. O. Co. will supply you with a book.
9. \$10.00 book contains cash value 190—5c coupons and 50—1c coupons.
10. \$25.00 book contains cash value 490—5c coupons and 50—1c coupons.

You will be pleased with these coupon books.

At any service station of the

Standard Oil Company
(Indiana)

910 So. Michigan Ave., Chicago
Michigan branches at Detroit, Saginaw, Grand Rapids



Built Up Shoe Business Under Unusual Conditions.

Although William Pidgeon, Jr., of Rochester, N. Y., is known to shoe men from coast to coast, having addressed conventions as far East as Boston and as far West as Denver, few outside of Rochester are aware of the fact that his father, William Pidgeon, Sr., is also a successful Rochester retail shoe merchant, having been in business continuously for twenty-one years at 19 Front street.

Mr. Pidgeon witnessed the introduction of the Goodyear welt machine in Rochester in 1879, Rochester being the first shoe center to put these machines in operation. The firm of Cowles, Curtis & Wheeler was the first to manufacture shoes by the new process.

When seen by a correspondent, following the observance of his anniversary, Mr. Pidgeon, who is versed in the mechanical as well as the selling end of the shoe business, was in the work room at the rear of the store repairing the sole of a stitchdown shoe which a customer had brought in after being told by a cobbler that the shoe could not be repaired. "If a thing can't be done, do it," said Mr. Pidgeon, quoting the slogan which his son and Elmer Beesley used so effectively a year ago when they traveled up and down the Empire State campaigning for members of the state retail shoe dealers' association. Perhaps the phrase explains better than anything else the substantial business success which the elder Pidgeon has made in the shoe business.

The store at 19 Front street is located on Rochester's great market thoroughfare, only a few doors from Main street. Ordinarily a market street wouldn't be regarded as an ideal location for a shoe store, but by applying business methods, and more especially by establishing a reputation for the strictest integrity, Mr. Pidgeon has shown that the thing can be done. Since he came to Front street, Mr. Pidgeon has seen the tides of trade ebb and flow, and has witnessed the passing of most of the elder merchants who names have been associated with the street. He was greatly affected a few months ago when his friend and neighbor in the shoe business, Fred L. Myers, passed away.

While Mr. Pidgeon was being interviewed, a man in clerical garb came into the store to buy a pair of Romeos. "Ordinarily I wouldn't think of coming to Front street," he explained, "and when the man in the shoe store over on Main street where

I first made enquiry for the shoes directed me here, he saw me hesitate. 'That's all right,' he reassured me. 'If Mr. Pidgeon tells you anything, you can rely on it that it's so.' Another little incident that helps to explain how Mr. Pidgeon has succeeded where another might have failed.

That he has succeeded is proved by the fact that his sales this year are running consistently ahead of those of a year ago by \$200 a month or more, a record that not a few main thoroughfare merchants might envy in this year. Although he has adhered rather closely to staple merchandise in the past, Mr. Pidgeon says that the craze for novelties has found its way even into Front street, and he is selling more strictly style shoes than ever before.

Although conditions have changed immeasurably since Mr. Pidgeon came to Front street, he has ever kept abreast of the times and directs his business with the energy and enterprise of youth. A few months ago he installed a handsome new electric sign in front of his store, which attracts attention from the crowds passing up and down Main street and gives the Pidgeon (Sr.) store the advantage of Main street publicity. About the same time his lease expired and the landlord gave him the option of paying a big increase or moving out. After considering the matter carefully with his son, who is associated with him, it was promptly decided to buy the property. This was done and the store is now assured of the advantages of a permanent location on the site where its success and patronage have been built up.

Solves Delivery Problem.

The Keller Co., Muncie, Indiana has been able to reduce its delivery cost to a minimum by co-operating with a nearby department store. This store charges Keller a flat price of \$22 per month for three deliveries each day, whereas maintaining a truck and driver would be at least \$125 per month. This store carries men's and boys' shoes, as well as clothing; the store that sells shoes exclusively might be able to co-operate with a department store, clothing store or individual shop at a lesser cost.

Shoes Free To Every Tenth Buyer.

For every tenth pair of shoes purchased, one pair was given away at the opening recently of the All-American Shoe Co., Charleston, W. Va. This offer, which had been widely advertised, drew thousands to the store and trade was considerably heavier than is the usual custom on opening days.

Radio Souvenir For Children.

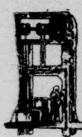
Marott's, Indianapolis, Ind., have a surprise in store for the youngsters. Their practice of giving souvenirs to the children who purchase shoes in that department has long been felt instrumental in coaxing the toy lover inside the store. The only puzzle has been to provide souvenirs that are not too expensive and that are sufficiently interesting to be desirable. Mr. Finely, the display man, has hit upon a simple radio device that predicts success. It is necessary to have only a receiving set and a hundred feet of light copper wire to use in connection with the cards, that are double faced and contain necessary connections inside.

When you get a bargain give one.

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

BRANDAUE SHOE CO., Detroit, 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

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

The "Bertsch" shoes are shoes your customers want. Reasonably priced ---quick sellers---they will give you a larger volume of sales with increased profit, and the unusual value will mark you as the leading shoe merchant in your city.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

SPECIAL—Till Aug. 21 ONLY

Children Turn Shoes—

Regular Dozens with Regular Sizes Only

1102—Vici Kid Button, No Heel, 2 to 5 1/2	\$.65
11020—Vici Kid Button, With Heel, 3 to 5 1/2	.75
1202—Vici Kid Button, With Heel, 6 to 8	.85
1103—Patent Vamp and Fox White, Cloth Top Button, No Heel, 2 to 5 1/2	.65
11030—Patent Vamp and Fox White, Cloth Top Button, With Heel, 3 to 5 1/2	.75
1203—Patent Vamp and Fox White, Cloth Top Button, With Heel, 6 to 8	.85
1104—Patent Vamp and Fox Matt Kid, Top Button, No Heel, 2 to 5 1/2	.65
11040—Patent Vamp and Fox Matt Kid, Top Button, With Heel, 3 to 5 1/2	.75
1204—Patent Vamp and Fox Matt Kid, Top Button, With Heel, 6 to 8	.85

Mr. Merchant have you Children's Turn Shoes at a price that you can meet competition at it's best. We want to give you Real Shoes at Real Prices—Don't wait too long. At above prices our stock won't last.

HIRTH-KRAUSE CO.

GRAND RAPIDS

MICHIGAN

Harding Must Use the Big Stick at Once.

Written for the **Tradesman**.

On the night of the presidential election in November, 1884, when it was evident that Grover Cleveland had defeated James G. Blaine for the highest office in the land, several thousand Democrats gathered in Fountain Square, in Cincinnati, and formed an impromptu parade to celebrate their victory and marched through the streets singing the following lines:

Hurrah for Maria,
Hurrah for the kid!
We voted for Grover
And we're damn glad we did.

On election night in November, 1920, when it was seen that Warren Harding was elected by the largest majority ever given a President, many of us felt like singing "We voted for Warren and we're darn glad we did." Even now a great many citizens still feel the same way about Mr. Harding. Some of them might not sing the above lines quite so loudly and they might make it a little milder by leaving out the word damn, but they still think that, considering the chaotic condition of affairs at Washington, and the unprecedented business conditions in this country as well as all over the world, when Mr. Harding took over the reins of government a year and a half ago, and after making due allowances for the fact that the Reeds, Borahs, LaFollettes and Harrisons in the Senate have hampered him at every turn of the road—that, taking it all in all, he has made a pretty good President up to the last few weeks, which have brought him face to face with the greatest crises between capital and labor this country has ever witnessed.

Mr. Harding is to-day undergoing the acid test of greatness. It is the crucial moment of his career. If he hesitates and falters any longer, he is lost. But if he will stiffen his upper lip and his spinal column at the same time, take down and dust off the Big Stick that T. R. left hanging over the White House door when he walked out for the last time on March 4, 1909, then call together the railway and mine operators, along with the heads of the various unions concerned in both of the big strikes, and when they are all assembled together, without any ifs or ands about it, just speak softly, but keep a firm hold on the Big stick, as Teddy expressed it, and tell both sides where to head in, it is a hundred to one shot the strike will be settled inside of forty-eight hours, and Mr. Harding will go down in history as one of our really great Presidents.

Some of Mr. Harding's enemies are saying that the cause of his dilly dallying in this matter, while the business interests of the entire country are struggling for breath, is due to the fact that he is afraid if he uses the Big Stick he will lose the union labor vote when he runs for his second term in 1924. We hardly believe this has influenced him in the matter, but if it has, it would be well for him to realize that if he allows either the coal or railroad strikes to go on much longer and paralyze busi-

ness completely, as will be the case if the Big 4 Brotherhoods join the railroad strike, he will never get any nearer a second term in the presidential chair than the convention hall. There has never been a time since the death of Roosevelt that the country has been as much in need of a man of his type in the presidential chair as right now and it is the prayer of 95 per cent. of the citizens of our country that Mr. Harding will prove himself to be of that type.

W. S. Shaffer.

Reading of Character.

Training in character analysis is made possible by a game just put on the market. In playing it, two contesting sides are respectively called "character readers" and "face builders," some one not taking part in the game being selected as the subject to be studied. The character readers write upon a slip of paper those characteristics which they think best fit the subject. The face builders then proceed to construct a likeness of the person from a number of cardboard pieces on which different types of features are stamped. These sectional blocks provide a map of the face studied, the blocks representing the three chief facial types, designated as convex, concave and plane, with many intermediate graduations.

When the representation is completed by putting the blocks together, a key number on each block gives a reference to a description of the characteristics revealed by that particular kind of feature. Each characteristic named by the character readers, which agrees with the corresponding characteristics found by the face builders, scores one point for the character readers. Instead of studying a person present, a photograph may be used with equally good results.

Nine Good Rules.

1. Serve every customer as you would want to be served.
2. Study to know your merchandise—its kind, quality, price and location in the stocks.
3. Study to know your store—its character, its clientele, its methods.
4. Study to know your customers—their station in life, their needs, their means, their interests.
5. Study to know your fellow-workers, that you may treat them as you want to be treated.
6. Study to know your store executives, heads of stock, buyers and assistants, floor superintendents and others that you might appreciate their problems and help them help you.
7. Study to know your store's advertising by daily reading, by comparing the same with the goods you sell and thus learn the best presentation in selling.
8. Study to know store windows, yours as well as others, that you may be able to appreciate their value in helping you to sell merchandise.
9. Finally, get a glorified sense of your job, to make it something more than order taking, that you might prepare for bigger things ahead, and thus elevate the standards of the people behind the counters.

Arthur Freeman.

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Regulations Regarding the Purchase of Stocks and Bonds.

Written for the Tradesman.

Your widely read publication has recently published many interesting and instructive articles on Colfax Gibbs, but it would seem that the information furnished, while very readable, has only touched the high spots.

The crooked broker and the oil stock man have been worked over time as a subject of denunciation by the American press, until a more or less ignorant public would naturally infer that if they can avoid these two dangerous pitfalls, it would be reasonably safe in investing its money in almost any old stock that has complied with the statutes made and provided and passed successfully the scrutiny of their State Securities Commission. Right here is where the aforesaid public is very much mistaken and it is the existence of this belief that is the principal reason for the downfall of thousands of savings accounts.

The things complained of in these articles are the results and not the causes of the enormous losses of small investors in this country: and if an honest and earnest attempt is to be made to protect the small investor, we must look further for the proper means of accomplishing this very desirable result. It is often and truly said, "There is a sucker born every minute," and also that "Once a sucker, always a sucker," and it is because there are suckers that the ruling powers of our country should do their best to protect them.

Many state have the so-called "blue sky" laws, framed, of course, with this end in view, but seemingly with little or no results, as investigation will show that securities which have met all legal requirements are no better than the ones that have not. More than 90 per cent. of the millions lost by small investors has been through investing in stocks sold by permission of the State authorities.

It is not the fault of the various commissions, the brokers, or the stock salesmen, but of our laws governing the organization of corporations and the marketing of their securities. Just so long as a corporate body can be framed up in such a way as to get the money of the small investor, without giving him the proper protection against fraud, manipulation and mismanagement, and he can be made to assume all the risks, while the promoter gets his, win, lose or draw, there will be brokers and salesmen to sell their securities, many of them honestly believing in the goods they sell. The writer was for years in this particular line of business, and

has seen the workings of the financing game from every angle and is thoroughly convinced that if a few outstanding features were eliminated, the losses sustained by small investors would be reduced one-half from our present day record, and without injury to the sound business of the country. One prominent method of financing, has been by the selling of the so-called preferred stocks, which in a majority of cases, when analyzed, mean nothing more than a loan, without so much as a promise of repayment. The earnings are limited to the ordinary rate of interest for secured loans, the stock usually has no voting rights and generally provides that it may be retired at the option of the issuing corporation by paying the holder a trifle more than he paid for it; in other words, if it should become very valuable, we take it away from you, but if it fails to make good, you can keep it. The small amount of common stock of no par value, given as an inducement to purchase, is not sufficient to be of any great value to the purchaser.

If stocks are to be preferred as to dividends and sold at a higher price they should carry the right to vote and a voice in the management. The no par value common stocks now being generally issued in the new corporations should also be abolished if the small investor is to have a run for his money, as this stock can, in a majority of states, be taken as promoters stock at any old price or no price, without let or hindrance from state or National authorities. This means control, including salaries and other perquisites, without the investment of the promoter's money and the risk of such investment.

The ease with which these things can be pulled off has created a tremendously large class of professional promoters whose ideas extend no further than the profits from the stock sales, with the result that the country is supporting an army of stock salesmen, larger than our military forces, of no practical value to the community, and few inexperienced investors can withstand their systematic and carefully planned attacks. To maintain this army of salesmen and solicitors a very large percentage of the investor's money is consumed in the promotion, averaging about 33 per cent. and the investor's dollar with which to earn dividends is reduced to 67 cents. The present amount that can lawfully be applied to promotion costs should and could be greatly reduced by proper enforcement of laws that would curtail the amount allowed for promotion costs to a reasonable figure that would be amply sufficient

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for any legitimate and properly organized corporation, and would shut out the professional who cares for promotion profits only.

These suggestions apply more particularly to the corporations which market their securities by means of personal solicitation and in some instances to the larger ones that dispose of their securities through the banks and stock exchanges as well, but the bulk of small investors' losses falls on those who have purchased stocks from the agents of the thousands of corporations which never get far beyond the stock selling stage.

Another abuse of the securities business is the allowing by bankers and prominent business men of the use of their names with which to induce the public to invest in corporations in which they personally have little or nothing at stake and for which they assume no responsibility, although participating in the profits of stock sales. These gentry should be held to a greater responsibility for the proper use of the stockholder's money.

The writer is pleading the cause of the small investor and not that of the promoter and financier, who seem to be amply able to take care of themselves, and will sum up by suggesting the following legislation, which will serve to eliminate a large number of useless corporations which serve no purpose but to absorb the earnings of the small investor, and seldom get further than the stock selling business. These laws would be no detriment to legitimate business in general, but rather the reverse:

1. Corporations should be required to show conclusively that full value has been given for all stocks and securities issued and a reasonable amount of stock paid for with something of real value before allowing the stock to be peddled to small investors.

2. Capitalization should be carefully guarded and kept within hailing distance of assets.

3. The cost of financing or marketing stocks should be strictly limited to a much lower figure than is now permitted and ample power given to the proper authorities to enforce this limitation.

4. All corporations should be required by law to furnish to the Securities Commission or other proper authority a financial statement at frequent intervals while selling their stocks, and for a considerable period thereafter, so that stockholders can know what use is being made of their money.

5. All stocks should carry the right to vote and the stockholder be allowed the privilege of retaining his stocks as purchased, without being subject to retirement, if he so elects.

It must be admitted that these

changes would be revolutionary and strike at the present methods of our corporations, large and small, but unless something of the kind is resorted to, we might as well drop the subject and let the small investor take care of himself. There is nothing in the above suggestions that would interfere with honest and efficient operation of any corporation, nothing impracticable, and while it would probably curtail the number of corporations, it would not prevent the formation of such a body, whenever there was any real demand for it, or a business proposition of sufficient merit to warrant its operation on a basis fair to its stockholders.

This corporation stock and bond business very much resembles the liquor traffic in one respect and that is, that so long as liquor can be furnished there will be plenty of men to sell it. The poorer the liquor, the greater the profit. The same rule applies to the traffic in securities. No amount of policing will prevent the sale of worthless stocks so long as they can be manufactured so cheaply and their marketing is so profitable.

Advice to investors, like advice in general, is thrown away until the time shall come when people will use the same care in purchasing securities they would in the purchase of an automobile or a home. When they cease to listen to the visionary stories of salesmen who know little of the values of the stock they sell and care less, or will not buy because the salesman is a supposed friend or because a neighbor has bought or because the names of prominent men are on the directorate, then and then only can the small investor be trusted to protect his own interests. This time has not arrived and probably never will and in the meantime it should be the duty of the powers that govern our country to furnish all possible protection. The only effective manner of doing this is to prevent, so far as possible, the creation of unfair and unsound stocks, as well as their sale.

There are many stocks and bonds of the older and seasoned corporations which are absolutely sound and are splendid investments and consistent dividend payers, but these, like a race horse, should usually be judged by their past record. New and untried promotions are always more or less hazardous and should usually be avoided by the unsophisticated small investor. If he must speculate, he should purchase his securities in the open market, after the water of promotion has been squeezed out of them and their estimated values fixed by better informed investors. Even with the most stringent laws, the promoter, highly skilled in the technique of separating the small investor from

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his money, often finds means to evade them, and his ways of doing so are many and devious. In our State the law requires that a certain percentage of the stock shall be subscribed for before a corporation can be permitted to transact business or sell securities. This word "subscribed" is the joker and lets down the bars for Mr. Promoter. The stock will usually be subscribed for by more or less responsible parties who are to participate in the promotion and notes given in payment for the same. A charter is granted and the stock salesmen turned loose on an easy public. When sufficient money has been obtained, which usually means that the market is almost exhausted, the books are closed, but the salesman continues his operations, selling now the stock bought with the notes and applying the proceeds to their payment, Mr. Promoter, who has in the mean time obtained control through the "No par value stock" route, or some other equally ingenious method, has the small investors' money, but the corporation has never seen any of his. The remedy for these abuses would seem to be that if all stock was common stock and paid for and if the costs of financing were properly limited by law, promotion profits would not justify the employment of the horde of leeches who fatten off of the ignorance and credulity of the American public.

Let us elevate the quality and standardize the goods and then, when the small investor buys, which he always will, he will at least get something worth while for his money. Certainly the pauperizing of so many worthy people by this army of non-productive promoters and salesmen, protected and lent an air of respectability by our laws, is an object of sufficient importance to warrant the attention of our public men and the press of our country. Fair Play.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 1—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Charles B. Rathbun, Bankrupt No. 2124. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Paris township, Kent county, and is a farmer by occupation. The schedules of the bankrupt list assets in the sum of \$2,693.50, of which \$1,323 is claimed as exempt, and liabilities in the sum of \$17,083.62. From the fact that such a large portion of the assets of the estate are either exempt or of doubtful value, the court has written for funds for the first meeting. On the arrival of such funds the first meeting will be called. A list of the creditors of the bankrupt is as follows:

State and county taxes	\$270.00
The following claims are secured:	
Commercial Savings Bank, Grand Rapids	\$ 400.00
Schantz & Sullivan, Grand Rapids	1,066.00
J. L. Purchase & Son, Grand Rapids	386.00
Farmers & Merchants Bank, Grand Rapids	4,929.32
Labersa Rathbun, Grand Rapids	2,900.00
Mrs. Mortimer Rathbun, G. R.	400.00
P. Van Hoff, Grand Rapids	250.00
Adrian Krynsen, Grand Rapids	150.00
Mr. Roelefs, Grand Rapids	175.00
Walter C. McCarthy, Grand Rapids	160.00
Michigan Trust Co., Assignee, Grand Rapids	4,000.00
Caledonia Farmers Co-op., Caledonia	206.00
Hanaford Cafeteria, Grand Rapids	70.00
Mich. State Farm Bureau, Lansing	10.00
Rickenbacker Motor Co., Detroit	150.00
Mich. Finance Co., Grand Rapids	190.00
Madison Square Co-operative Oil Co., Grand Rapids	75.00
G. R. Co-operative Oil Co., Grand Rapids	65.00
The following creditors are unsecured:	
Frank Escott, Grand Rapids	\$ 20.47
Steel Bros., Grand Rapids	157.00
Rothschaffer Bros., Grand Rapids	65.00
G. R. Lumber Co., Grand Rapids	41.25

Dr. Ferris Smith, Grand Rapids	50.00
Dr. Mauritz, Grand Rapids	15.00
Dr. Hollingsworth, Grand Rapids	14.00
A. Hyde & Son, Grand Rapids	95.00
Labersa Rathbun, Grand Rapids	
Gerritt Vonk, Grand Rapids	79.25
Mills & Healy, Grand Rapids	74.00
Ray Solomon, Grand Rapids	27.80
Hanford Lumber Co., Grand Rapids	92.00
S. Harkema, Grand Rapids	50.00
J. Norman, Crosby Station	73.00
William Clark, Jr., Grand Rapids	50.00
Dr. Dickson, Grand Rapids	173.50
Henry Frailick, Grand Rapids	165.00
Helen E. Rathbun, Paris township	342.00
Lightening Rod Ins. Co., Flint	47.00

Aug. 1. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John Abbott, Bankrupt No. 2125. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids and has conducted a confectionery at such city. The schedules of the bankrupt list assets in the sum of \$1,463.50, of which \$500 is claimed as exempt to the bankrupt, and liabilities in the sum of \$1,703.86. The court has written for funds for the conduct of the first meeting. When such have been furnished, the first meeting will be called. A list of the creditors of the bankrupt is as follows:

Clara Koontz, Grand Rapids	\$ 10.00
Charles Henry, Eaton Rapids	450.00
G. R. Electric Piano Co., Grand Rapids	290.00
Specialty Candy Co., Grand Rapids	15.00
M. Plowaty & Co., Grand Rapids	87.75
General Cigar Co., Grand Rapids	5.00
A. L. Joyce, Grand Rapids	21.00
Colonial Candy Co., Grand Rapids	19.50
Perfection Candy Co., Grand Rapids	40.97
Lewellyn Bean Co., Grand Rapids	14.88
X Cigar Co., Grand Rapids	6.40
Ellis Bros., Grand Rapids	33.00
Worden Grocer Co., Grand Rapids	11.65
Kent Storage Co., Grand Rapids	11.60
Frank Produce Co., Grand Rapids	
Columbia Candy Co., Grand Rapids	28.00
Walker Candy Co., Muskegon	18.75
Mike Nassif, Grand Rapids	33.00
Quality Candy Co., Grand Rapids	41.00
M. L. Sturgis Cigar Co., Grand Rapids	3.50
Holland Cigar Co., Grand Rapids	10.50
Woodhouse Co., Grand Rapids	30.00
M. Ferris, Grand Rapids	30.00
Geo. Freels, Grand Rapids	8.00
C. W. Mills Paper Co., Grand Rapids	7.00
Kuppenheimer Cigar Co., Grand Rapids	28.73
Churchill Fruit Syrup Co., G. R.	13.75
McCarthy Candy Co., Grand Rapids	2.00
Monroe Cigar Co., Grand Rapids	11.75
Peterson Beverage Co., Grand Rapids	17.00
Bestman, De Vries & Vanderbilt, Grand Rapids	9.18
Burghoff Products Co., Grand Rapids	20.00
National Biscuit Co., Grand Rapids	4.64
C. Avery & Co., Grand Rapids	14.50
M. J. Dark & Sons, Grand Rapids	5.00
Mueller Houseman Co., Grand Rapids	17.49
Chaffee Bros., Grand Rapids	8.00
Slager Bros., Grand Rapids	11.50
Grand Scully, Grand Rapids	75.00
D. Baker, Grand Rapids	40.00
G. R. Fixture Co., Grand Rapids	14.00
Wexford Ice Cream Co., Grand Rapids	28.75
Rose Pipe Co., Allegan	8.00
Wood Cigar Co., Grand Rapids	5.85
Kent State Bank, Grand Rapids	66.15
Moon Lake Ice Co., Grand Rapids	

Aug. 2. On this day were received

the schedules, order of reference and adjudication in bankruptcy in the matter of Abe L. Hyman and Julius Hyman, Bankrupts No. 2127. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupts are residents of the city of Grand Rapids and have conducted a produce market at that place. The schedules list assets in the sum of \$821.75, of which \$250 is claimed as exempt to the bankrupt, and liabilities in the sum of \$5,331.03. From the fact that the assets of the bankrupts are either exempt or of doubtful value, the court has written for funds for the first meeting. On the arrival of these, the first meeting of creditors will be called. A list of the creditors of the bankrupts is as follows:

Vinkemulder Co., Grand Rapids	\$333.00
Michigan State Tel. Co., Battle Creek	29.50
Mich. Railroad Co., Battle Creek	55.00

Crystal Oil & Paint Co., Cleveland	21.61
J. L. Kraft & Bros. Co., Chicago	11.43
Stoerk-Biron Co., Chicago	126.80
West Side Produce Co., Grand Rapids	182.51
George Hyman, Grand Rapids	115.99
Ellis & Bashara Co., Grand Rapids	339.00
Abe Scheffman Co., Grand Rapids	36.02
A. Lawrence, Grand Rapids	122.24
M. J. Dark & Sons, Grand Rapids	1,715.80
Archambault & Co., Chicago	2,242.08

Aug. 2. On this day were received the order of reference and adjudication in the matter of Edward J. Carroll, Bankrupt No. 2112. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of the village of Manton. The case is involuntary, therefore the schedules have not been filed. The schedules have been ordered. Upon the filing of the same a list of the creditors will be available. The date of first meeting will be set when the schedules are filed.

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Put Stress Where the Loss Is.

It is the contention of some of the ablest thinkers in the field of fire resistive construction that when provision has been made for compulsory use of fire resistive roofing on dwelling houses, the area within which compulsion concerning dwelling house construction is desirable, has been covered. It is their belief that once the danger of the conflagration due to the inflammable roof is eliminated, there is not much justification for going further in compelling use of specific building materials for dwellings. With the conflagration eliminated, almost any modern fire department will prevent spread of dwelling house fires and usually limit radically the amount of loss in a single risk. Natural restrictions already in force relative to dwelling house construction make further specific regulations of doubtful expediency, particularly considering that there is such a great field where specific regulations and more adequate attention is needed.

Eliminate dwelling house loss due to roof exposures in municipalities and those due directly to inflammable roofs and the dwelling house loss will be cut down to a very small percentage of the total. The great percentage of the fire loss occurs in a few fires in the great mercantile and manufacturing establishments. It is in these places that more compulsory regulations and stricter enforcement of existing regulations is needed, according to those who make the comment about dwelling house restrictions outlined above. They say, for instance, that as a fire department cannot send a stream effectively higher than eight stories nor an effective stream horizontally more than a limited number of feet, the private property owner should be compelled to take adequate steps for preventing fires and the spread of fires in locations where these limits are exceeded. Their argument not only has a sound basis in common sense but also in fire statistics which indicate clearly that a small percentage of the fires in concentrated value districts cause a large percentage of the loss.

Fire Drills For Compliance or Safety.

Is the spirit of state laws requiring periodical fire drills in school buildings carried out when the pupils are previously notified that the drill is to

take place? A case came to our attention recently where notice of the fire drill was posted on the school bulletin board so that everybody would be ready for the signal. Can the practice of leaving a building under these circumstances be correctly termed a fire drill?

Some fire officials in conducting fire drills have duplicated at least the smoke which might come from an actual fire in order to give reality to a fire drill. It may be questioned whether such a practice is a wise one for should any casualties result because of panic following the made fire, a terrible responsibility would rest upon those who planned it. The school officials, however, who post notices of the fire drill several hours in advance of its call are certainly erring equally in another direction.

The success of a fire drill will probably depend largely on whether those who direct it are conducting the drill to comply with the law or to ensure safety of themselves and the pupils.

Better Be Safe Than Sorry.

Ten good guides to be observed in the granting and handling of credits are as follows:

1. Know your customer before extending credit.
2. The time to find out about a customer is before his name goes on your books.
3. Insist upon references and investigate them before extending any credit to strangers.
4. When the prospective customer hesitates to give references—you hesitate in extending credit.
5. Have the courage to say "NO."
6. Explain that it is necessary to have prompt payments of accounts in order that you may be prompt in paying yours.
7. Do not let your customers decide when they want to pay their bills; that is your job.
8. Remember that the possible loss of a few customers who will not pay promptly is really an asset to your firm's business.
9. Trade reports on a party are good, but not always dependable. Learn something about his character and general reputation. In other words—learn the moral hazard.
10. Boost your rating bureau and co-operate with it in every way possible to make the service more efficient.

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BETTER CARE FEWER FIRES LOWER COST

Grand Rapids Merchants Mutual Fire Insurance Company**Economical Management**

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Assets.		Liabilities.	
Cash, Bonds & Mortgages	\$261,267.87	Reserve for Losses and	
Uncollected Premiums and		Unearned Premiums	\$52,788.67
Interest	7,432.58	Surplus Over Liabilities	215,911.70

FACTS TO BE CONSIDERED.

THIS COMPANY HAS HAD THIRTY-TWO YEARS OF SUCCESSFUL UNDERWRITING EXPERIENCE.
 THIS COMPANY HAS THE LARGEST SURPLUS IN PROPORTION TO INSURANCE CARRIED OF ANY COMPANY IN THE STATE.
 THIS COMPANY HAS RETURNED NEARLY TWICE AS MUCH IN DIVIDENDS SINCE ORGANIZATION AS IT HAS PAID IN LOSSES.
 THIS COMPANY HAS RETURNED A DIVIDEND OF NOT LESS THAN 50% FOR THE PAST 27 YEARS.
 THIS COMPANY WRITES ON APPROVED MERCANTILE, DWELLING AND CHURCH RISKS.

DIVIDENDS 50%

If you want to cut your insurance costs in half, write
I. W. FRIMODIG, Gen'l. Mgr., C. N. BRISTOL, State Agent,
 CALUMET, MICH. 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.

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 Stores 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.

WESTERN SWITZERLAND.

Graphic Descriptions by Michigan's Most Useful Citizen.

Paris, France, July 27—We really had no idea of visiting Switzerland when we caught the spirit of this outing, but our inability to get our passports vised for England before leaving the States rendered it necessary to visit France first and this change of plan gave the suggestion of a brief trip to the play ground of Europe. We could at the most devote a week to this diversion; so, to get the largest returns from this sortie we gave a good deal of thought and with the aid of Cook's agency we determined upon the following route and carried it out to the letter:

Leaving Paris we went directly to Geneva via Dijon, which consumed a day and gave us the keenest pleasure. For a time we passed along the line of the Paris city limits, revealing to us that it is a walled city and the fact that all who go in or out pass under the view of a government inspector and the city is thus enabled to enforce a system of taxation which brings large revenue. The privilege of coming into this city from the outside is paid for and the stipend is used to maintain the expense of city management. Our market gardeners tributary to Grand Rapids objected to paying a license to sell their produce on our streets and the huckster ordinance, if I remember correctly, exempted them from the fee. Immediately upon leaving the city's enclosing wall we passed into an area of intensive gardening, in which was practiced every art to stimulate production to the utmost limit and no element of possible fertility was wasted. Water was freely used in various ways and the crops were a revelation to us. Glass and sheeting were employed in protecting and stimulating early stages of growth. We next passed into the zone of broad agriculture and forestry and mind you those two are linked closely together. The land not fitted to grow farm crops was planted to woods and this was notably true of the reliefs of land which were covered with forest growth. This was given the same detailed care furnished the field crops. Not an animal was allowed to use the woods for pasture and thus reduce the forest possibilities. Harvesting of grains was in process and we saw the sickle, cradle and American harvester all working. The yield is evidently large and everybody works. It was noticeable, however, that all field work ceased from 12 o'clock to 2.

For about four hours we passed through this rich farm area. After reaching Dijon and from thence to Geneva the country was uneven and soil results not so rich, but the beauty of the views was greatly augmented and we were constantly ejaculating over some new landscape delight as we climbed over the Juva Mountains into Switzerland. Geneva strikes one as a finished city, so perfect in its details that new things need not be undertaken and the one problem is of maintenance according to a high standard.

I can only mention a few points that awakened our admiration. First of all is the memorial to the great religious leaders, Calvin, Knox, et al. It is the distinguishing attraction of a beautiful past and is featured as a wall exhibit with a water frontage and the legends are most impressive. One leaves it with the feeling he has been treading on hallowed ground.

Mount Blanc, in the Southern horizon, with its permanent mantle of snow and ice, awakens a feeling of awe and its sitting is superb. Just below the city is the confluence of the two branches of the Rhone, one coming directly from the glaciers, freighted with mineral water and looking like the milk of lime; the other, the outlet of Lake Geneva into which it flows from another glacial area sim-

ilarly weighted with minerals but the lake is a complete settling basin and the water flows from the outlet a pure blue. For miles after the two streams come together the line of demarkation is maintained and is a marvellous exhibit. Geneva is a clean city and one would fain linger there for an indefinite period.

The trip to Montreux is a choice between train and steamer. We chose the latter and made no mistake, for it was a day of warmth and sunshine and the views from the deck were delectable. Again we were lost in wonder over the patch work of farms on the faces of the inclines and now the grape became the leading crop and its method of growth quite distinct from our practice. The individual vines are planted not more than two or three feet apart and the fruit is all at the base of the canes, the system of pruning being the same as practiced in California, intensified. There are plenty of orchards of various kinds of fruits well laden with a promising harvest.

Montreux is a city of fine hotels and as we neared it they gave it the distinguishing feature. It is near the head of the lake, nestled between the water and the Elyant Mountain facade. A view of the seven snow peaks—the Dent du Midi—as seen from the cities at the head of the lake, had been retained in my memory for thirty years and as they sprang into sight after a glorious afternoon, rich in the after glow of the sunset, I could not refrain from a noisy expression of delight.

A trip through the gardens to Villeneuve and a hasty visit to the castle of Chillon. A glance at Hotel Byron, which once domiciled three soaked bicyclists who used every available kind of fuel, including candles and closet shelves, to augment the blaze in drying their clothing.

The ride by rail to Interlaken was made a joy by sunshine and billowy clouds that fitted into the landscape. We passed through numberless tunnels, reaching our hotel at dusk.

The three half days spent here were the acme of our trip, for we were in the presence of one of the most impressive panoramic scenes of the Republic with the Jungfrau supported by its famous sister peaks as the unparalleled feature. A trip up the cog-road to the very heart of the famous peak and from thence through the Grindelwald took a day and was full of revelations of grandeur and beauty. From our hotel where this is written I note with joy and approval the planting done by the most distinguished of Swiss foresters 130 years ago on a mountain of rock called Kleiner Rügen, which now makes a most impressive foreground to the ice clad mountains. All the varieties of forest trees of Switzerland were employed in covering this barren mountain of rock and now constitute one of the most attractive forests of the realm. The last half day at Interlaken was filled with shop, garden, park and forest visitations. The one long street of the city is embroidered with displays of the most artistic things deftly arranged to attract the attention of tourists and deplete their pocket books. Rows of English walnut trees, two or more feet in diameter and well filled with nuts, add greatly to the beauty of the street.

The ride to Bern through the best farming section of Switzerland revealed to us the results of the showery conditions. The grain was matted down and harvesting delayed and the gathering process will be rendered very difficult. Fine orchards and vineyards and gardens were to be seen all along the route and while the crops are not equal to those of the parts of France we transversed, they were excellent and the tillage very perfect. The meadows were the most unsightly because of the prevalence of yarrow, wild carrot and other weeds, but the fields of alfalfa were perfect.

Bern is an ideal capitol city and the politics of the Republic centers here and the University area is imposing. We traversed with a carriage the whole city. The most wonderful feature to us was the great forest perfectly handled within walking distance of the main thoroughfare. As an asset its value is inestimable. The Zoo and the bear pit, the historic clock and its processional at certain hours, the women washing at the fountains located at street corners, the striking memorial park to the Postal Union, the Botanic gardens, all gave us great pleasure and we witnessed a great street demonstration that drew immense gatherings of the populace. And the evening following until past midnight was devoted to public speaking and singing on the streets by our hotel. Every appointment and all the service at the Hotel Suisse were all we could desire.

The ride back to Paris via Neufschâtel and Dijon was long and tiresome, but the bright sunshine, incomparable scenery, rich crops, fat herds and flocks gave great interest to a long day of railway travel and completed a six day outing of unalloyed joy. We are again at Hotel Louvois in Paris and will plan the next venture.

Two or three items I desire to mention as significant, the floral beauty of the railway rights of way is a triumph of nature's method of obliterating blemishes and beautifying waste places. This condition reaches its crest in Switzerland. Railway travel is made more endurable by the use of electric power so generally and the elimination of all jerkiness in the handling of trains. Universal courtesy softens the friction produced by our limitations in language. One of the delights is the frequent meetings with American travelers with whom we scrape acquaintance. We get the European edition of the New York Herald and Chicago Tribune daily and scan the columns for news concerning the railroad and mining strikes.

Charles W. Garfield.

Should We Cancel the Allied Debt?

Kalamazoo, Aug. 15—The recent editorial comments of many of our newspapers upon Lord Balfour's note to France appear to me to miss the important point.

Did we go into the great war as international bankers to loan money and collect interest or as fighters to defeat Germany? In this struggle we trained our young men, manufactured arms and supplies for ourselves and for our Allies to enable them to assist us more efficiently in our common undertaking. In so far as we advanced money to our Allies, they spent it here to equip their man power and enable them to bridge the gap until our men were available. Every Allied soldier equipped with our supplies saved one of our own men from the front-line trench.

Who will say that these advances to our Allies were not a better investment for victory than construction of a wooden merchant marine, for instance? Why should these advances not be written off as all other war expenses? Our reaction to Lord Balfour's note should not be resentment at the suggestion of cancellation but shame that we have not already announced our willingness to do so.

Our position in this case appears so clear to me that it does not need the support of the many economic reasons for cancellation which have

been advanced and are conclusive of themselves. The facts are that we must and should charge off the advances to our Allies as war expenses. In doing so, to be sure, we should endeavor to obtain the maximum of benefit to the beneficiaries, such as exacting pledges as to demilitarization, equalization of budgets, joint cancellation of other advances, and possibly reduction of reparations. These advantages are, of course, the legitimate subject of discussion and conferences, but the fact of the cancellation cannot much longer be denied if the European situation is to be saved from a long period of deep depression.

P. F. Brundage.

Relativity.

Toledo, Aug. 8—Perhaps the most relative thing in the world is happiness. The thought is as old as human society, for no doubt the first cave man who brought home a saddle of slaughtered aurochs to his mate delighted her wonderfully; but later, when hunting was prime and Stone Ax was able to "kick in" with an aurochs carcass regularly every two weeks, the wife began to whimper that she was tired of aurochs and couldn't be man enough to get a sauer-toothed tiger for Thanksgiving dinner?

The poor child's rag doll gives as much delight as the rich child's poupee de Paris; the moonshiner's shot o' "white lightning" puts as much pep and prunes into him as the millionaire's contraband Martini into his richer nature in these days of Volsteadism.

Furthermore, it is very hard for an outsider to comprehend what the sum of pleasure is that any one else receives from any object, scene or circumstance.

I have thought of this, an old truth ever new, on reading about the death of a woman who for fifty-one years had been inmate of an English workhouse, which is what we in America once called a poorhouse and now more feelingly describe as a retreat for the aged.

Usually there is none too much sympathy lavished on either the dead or the living in such institutions, but in this case some one granted the old woman her last request—namely, that in her grave there should be placed a faded and time-stained picture postcard. There was no hand-written text on the pasteboard; there was no endearing family association, for the card has been sent her by one of the nurses of the institution while on a brief vacation trip, and that was years ago.

But here is the heartrending fact: During all her fifty-one years dwelling in that institution that was the woman's one and only present. That card was the single, solitary, free offering that came to her from the world—the only ray of personal thought that had entered into her dull, drab life. For years the card had been her treasure, the one thing that was wholly and entirely hers. How wonderfully little a thing to give such joy and what an illustration of happiness' relativity!

M. C. Macomber.

A servant of the public, and that means you, whether clerk or proprietor, cannot afford to make class distinctions.

PERKINS, EVERETT & GEISTERT

CITIZ. 4334.

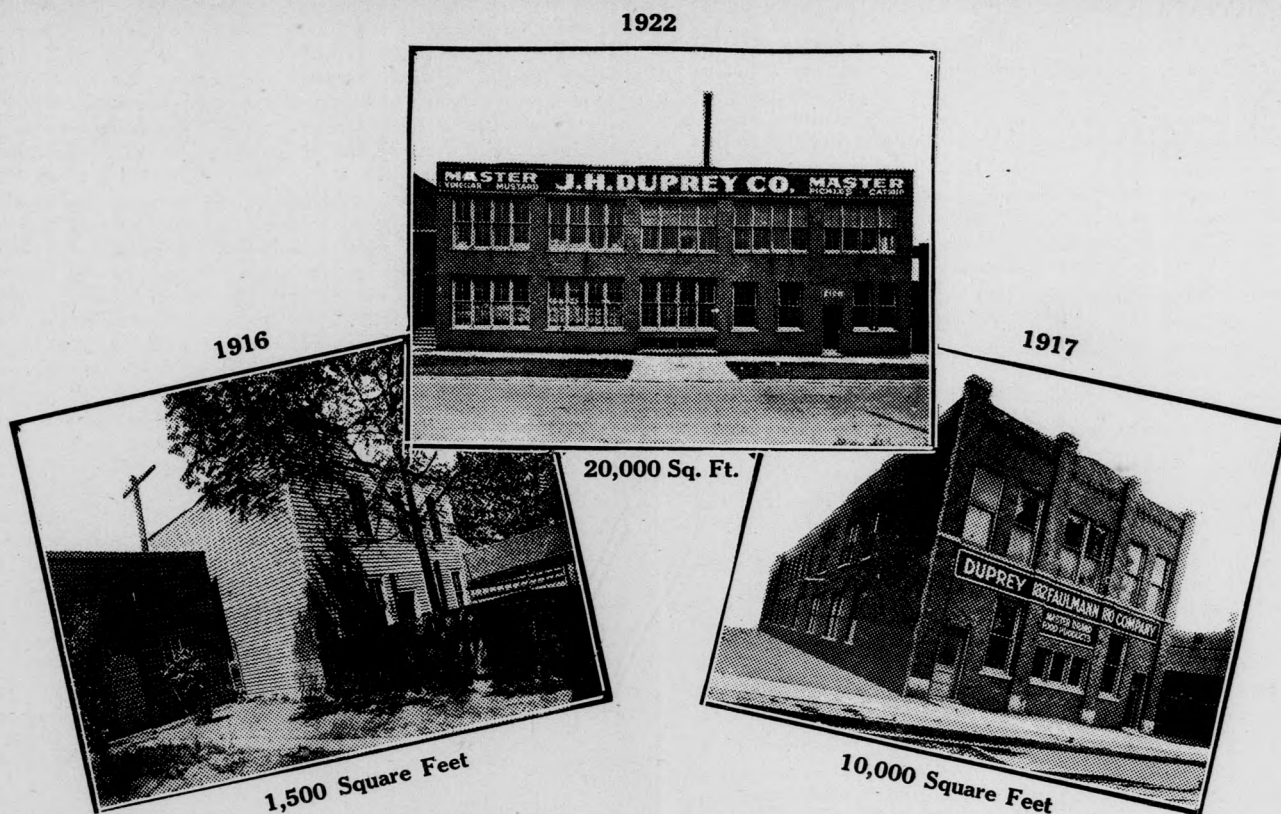
BELL, M. 290.

BONDS

STOCKS

205-219 MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.

Direct wires to every important market east of the Mississippi.
A statistical service unsurpassed.



A Big Business---Built On Quality

Master Label is a symbol of quality, wholesomeness, purity in packing and general goodness.

Six years ago I had an idea Housewives would gladly buy food products that had the homey flavor and are as cleanly prepared as those the housewives put up themselves.

Now the quantity of Master Brand Food products sold is more than ten times greater than in the first year.

The produce is grown especially for us on selected farms. Our employes are taught that cleanliness is important above all else. You can place Master Brand Food Products on your table with the same confidence you give to the food you prepare yourself.

Try Master Brand Food Products, ASK for them by name, KNOW them by the Master Label.

J. H. DUPREY CO., Detroit, Mich.



MASTER
BRAND
FOOD PRODUCTS

MUSTARD
KETCHUP

OLIVES
PICKLES

VINEGAR
RELISHES



WE NEED MEN OF MORAL STAMINA.

Bordering upon disaster, ready for the spark to set off one of the most destructive civil strifes ever born in this Nation, and all due to the fact that we have allowed to thrive, without molestation, a most insidious accumulation of bad blood between brain and brawn, commonly styled Capital and Labor.

We are not going to jump upon the present incumbent of the White House for attempting to play both sides against the middle. We will only mention the fact that a condition has arisen wherein we would cry aloud for men of the moral stamina of a Cleveland and a Roosevelt to define the right of the public in matters involving the common weal.

The test of our loyalty to our Nation is at bar. We have just passed through the fires of one holocaust and have laid our offering for the Peace of the World on the altars of the God of War. We are sick and broken, almost to the point of distraction; our patience is of long suffering, our endurance finds us staggering and bewildered.

All good and loyal men should know that this is no longer a contest of wages, but a contest in which the paid agitator would enkindle in the minds of hectic followers the poison whose limitations rests at naught but the utter destruction of Government.

The placid may scoff at this prophesy. The thinker who allows a throttled press to hand him such information as its censors allow to go untrammelled to its readers may rest in utter abandon and quiescence in a sense of security paralled only in the trueism, "In ignorance there is bliss."

If the right of private property is to be abandoned, it will only be abandoned by the arbitrament of arms and when that time does come, "let the offender beware."

Our patience and forbearance in dealing with self appointed dictators has reached the point where we had better be taking an accounting, for when men seek and crave power greater than that now surrendered to the men at the head of our Government, it is time to show our real colors when our leaders fail.

True American manhood is not aligned with federated unionism through choice, but has been drafted into its misguided ranks through sheer coercion and what they have done and what they are undoing in passively surrendering their God given rights for temporary gain, is exactly what has happened in Russia, and exactly what can happen in the twinkling of an eye to any other Government of the world, when men so far forget the meaning of Liberty, that they become aiders and abettors in the substitution of serfdom.

Should from our hands the power of state be wrested
Should fate decree that in the aliens hand be vested
Power to wield the sceptre, power to drown in passions' flood
All that is dear, all liberties, once bought with blood,
Then and not 'till then will some men understand
What perils now endanger, our home, our native land.
But there are still among us men and Legions, too—thank God,
Who know when moral suasion gives way to iron rod.
Then have the term of Liberty so thoroughly defined
That it shall have one meaning and be never more maligned
Nor misconstrued for License, nor surrender of our power.
For this is yet our Country—thank God you're where you are.
I. G. Kennedy.

Do You Know Your Business?

Pertinent queries about your business are contained in a quiz sheet prepared by the Chamber of Commerce of the U. S. A. Look over the following questions. Check yourself up on these points and see how nearly 100 per cent. you measure.

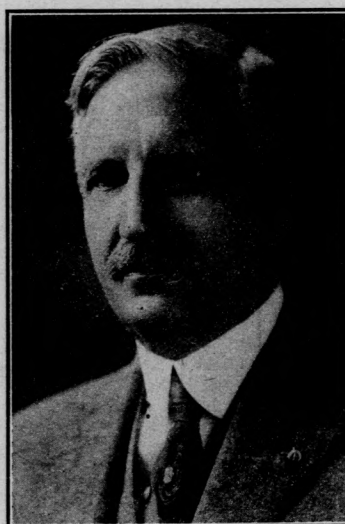
1. Do you keep a "purchase account" that shows total of all goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowances for depreciation and dead stock?
8. Do you make depreciation of fixture and delivery equipment.

9. Do you know what is due you?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. Do you know what it is costing you for allowances for customers?
13. How often do you make up a "Profit and Loss Account?"
14. Into how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge your own salary as an expense?
17. Do you charge rent therefor?
18. Do you charge interest on money invested?
19. Do you know the percentage of expense to sales?
20. If a fire took place, could you from your books give a complete statement of all accounts?

MEN OF MARK.

Dexter G. Look, the Well-Known Lowell Druggist.

In the Tradesman of last week attention was called to the fact that altogether too few business men are sent to the Legislature for the good of the people. Voters of the Second Legislative district of Kent county now have an opportunity to be represented by a business man, Dexter G. Look, the Lowell druggist, having announced his willingness to serve the people of his district at Lansing if they desire to have him do so. It is men of Mr. Look's type which we must utilize to elevate the Legislature to the standard it should have to receive the confidence of the people and function in such a manner as to do the people lasting good.



Dexter G. Look was born on a farm at Farmer's Creek, Lapeer county, March 3, 1863. His antecedents were French on his father's side and English on his mother's side, his father's grandfather having been born in France. He attended country school winters and worked on his father's farm summers until he was 14 years of age, when the family removed to Lowell. Here he attended the high school, graduating on the English course in 1880. He started at once to learn the drug business, working the first year without salary in order to get a start in the business he had always wished to follow. He clerked six years in the drug store of his brother, John Q. Look, at the end of which period he purchased on borrowed capital a half interest in the drug business conducted by J. B. Yeiter. At the end of six years he purchased his partner's interest and since has conducted it alone. He has an interest in another drug store at Alma, known as the Look-Patterson Drug Co. He has always taken an active interest in public affairs and in the progress of Lowell and Kent county. He was a member of the village council sixteen years and six years its President. During these years a municipal lighting plant was installed, many streets were paved and a new city hall was built. He was a member of the school board about fourteen years, five years its President. Besides the two drug

stores above named, he is actively interested as director and Vice-President of the City State Bank of Lowell and Treasurer of the Lowell Specialty Co., the largest manufacturer of hand sprayers in the United States. He served on Kent District No. 2 draft board during the kaiser's war and acted as its Secretary. He has been chairman of the Legislative Committee of the Michigan State Pharmaceutical Association for the past three sessions of the Legislature and has been actively interested in all meritorious measures for the improvement of the public health that have come before the Legislature during these six years. He is an Ex-President of both the Michigan State Rexall Club and the Michigan State Pharmaceutical Association. He is a firm believer in Work and Service. He figures that during his forty-two years in the drug business he has actually put in twelve hours each day for the entire period and if a person needs drugs at 12 o'clock midnight he is entitled to the same service and consideration as he would be at 12 o'clock noon.

Mr. Look is a trustee of the Congregational church of Lowell. He is a member of the Blue Lodge and Chapter (F. & A. M.) at Lowell and the Consistory and Shrine at Grand Rapids. He has held several offices in both of the Lowell organizations. He is also an honored member of the Odd Fellows and the Moose.

It will be noted from the above details connected with the career of Mr. Look that he is first and foremost in every movement for the good of the community or the State in which he lives; the profession which he has pursued; the people he has associated with. He has always been noted for a high standard of honor he has established in connection with every activity of life. Such men reflect credit on themselves, their occupation and the community in which they live.

Forcing the Door of Opportunity.

A reference list of every clerk, even the name of the pet baby, child or "koodle" if properly kept, is most valuable to the salesman. To be able to call a clerk by name, to remember the baby's age, to "kid the kids," to recall pleasant incidents of the previous trips, all give a personal touch that ties friendship, and lands you nearer to the order book. The salesman who does not know how to mix—to make friends—might as well bury his hopes. An indexed memo will do the trick. All that is necessary is to keep it handy; and when a call is made to Mr. Smith's store, under the name of Mr. Smith, "jot it down"—jot the names of the clerks—the kids—everything of personal pleasant nature, so that it can be referred to on the next visit. It will soon be jotted down indelibly on the brain.

The man who slights his work does more than injure the business of the store. He proclaims himself an inferior employe and damages his prospects.

McCRAY

REFRIGERATORS for ALL PURPOSES



for
Grocers

It is the patented system of refrigeration that produces a constant circulation of cold, dry air through every compartment of the McCray refrigerator. That is why the McCray *keeps food longer*, reducing the grocer's spoilage loss to a minimum and keeping his stock fresh and presentable.

The patented McCray system of construction and the best possible insulating materials used in McCray walls, insure thorough refrigeration. Every pound of ice exerts its utmost cooling power.

This is why grocers, in particular, choose the McCray. For more than 30 years McCray refrigerators have been meeting every refrigeration need efficiently and economically. Today in thousands of stores and markets McCray refrigerators, coolers and display case refrigerators are eliminating spoilage waste and increasing profits by their attractive display features.

There are sizes and styles for all purposes, for stores and markets, residences, hotels, hospitals and institutions. Our Service Department will submit plans for specially built equipment, without obligation.

Send For This Free Book. In it your refrigeration problems are discussed and the complete McCray line illustrated and described. No obligation, merely send the coupon now. *Ask about our Easy Payment Plan.*

McCray Refrigerator Co.

2244 Lake St.,

Kendallville, Ind.

Salesrooms in all Principal Cities

Detroit Salesrooms, 36 E. Elizabeth St.

McCray Refrigerator Co., 2244 Lake Street, Kendallville, Ind., Gentlemen: Please send without obligation to me, the book on refrigeration and refrigerators checked below:

- ☐ No. 73, for Grocers and Delicatessen stores
- ☐ No. 53, for Hotels, Restaurants, Hospitals and Institutions
- ☐ No. 64, for Meat Markets
- ☐ No. 96, for Residences
- ☐ No. 75, for Florists

NAME.....

ADDRESS.....

HOW DO YOU FIND BUSINESS?

By Going After It Under High Pressure.

The most powerful thing in the world is an idea.

If that idea is based upon fundamentals and you are successful in communicating it to a sufficient number of people, it becomes a dominant idea and will carry any man or any business irresistibly onward towards success.

The idea itself must not only be based upon fundamentals, but the promotion of that idea must be accomplished by an understanding and an application of fundamental facts.

If the idea is intended to serve only yourself and you count upon its paying dividends only to you as an individual, it will not travel very far.

If, however, that idea is designed to serve self by serving others, it will never stop traveling as long as you adhere to that fundamental.

When we speak of serving others, we define the word "service" as meaning, "satisfying a need, fulfilling a desire, or gratifying a want."

Now whether we are writing advertising or selling merchandise, the first thing we must discover, after we have established the fundamental idea of service, is what want we choose to satisfy.

The great desire of all human beings is for comfort—mental and physical comfort.

To illustrate: A good book brings mental comfort, while appetizing food or well fitting clothes, shoes or hats bring physical comfort.

If you want to bring mental comfort to a man, it is only necessary for you to recall to him the most fascinating story he ever read, the most tuneful song he ever heard or the greatest piece of music by which he was ever thrilled.

If you want to appeal to his physical sense, it is only necessary to call to his mind some very appetizing dish which he has eaten or possibly remind him of the refreshing quality of spring water as it impressed him after a long hike over the road.

The first idea, then, is to determine whether your merchandise satisfies a need, fulfills a desire or gratifies a want.

Then it must be pictured as satisfying a mental or a physical want.

Now mental wants are aroused by the desire for relaxation or relief from worry.

A bank account relieves worry. A good book relaxes the mind. Pictures excite the imagination and music soothes the troubled soul.

Physical wants may be gratified by such a commonplace thing as a safety razor, a cake of soap or a comfortable pair of shoes.

Now that we have established the character of the want, we must arouse an appreciation of the merchandise we sell by appealing to the five human senses—sight, feeling, hearing, atmosphere or smell and taste.

Pictures can be sold on sight alone. Shaving soap can be sold on feeling. The Victrola can be sold on an appeal to the sense of hearing. Perfume can be sold on an appeal to the

sense of smell. Coffee or tea can be sold on an appeal to the sense of taste.

But automobiles and many other commodities require an appeal to all five senses.

Therefore, we emphasize mental and physical wants and offer comfort by an appeal to the five senses.

In the application of the appeal to the senses it is necessary to keep in mind that there are five family factors—four individuals and one other factor which must be taken into consideration.

Father thinks in terms of economy.

Mother thinks of the children's opportunity.

Daughter thinks of a happy marriage.

Son thinks of travel, speed, pep, get-up-and-go.

In every family there is likely to be a pet. It may be a Vitrola, a bank account, a new home, a piano, a radio outfit or an automobile.

Since mother and daughter are the most influential factors in every family, it is well to remember in writing advertising or making a sales appeal to the family, that there are four vital factors in the great human story.

These factors are love, money, adventure and religion.

Now that we have the fundamentals of the idea and the fundamentals of the appeal, it is necessary for us to determine how we are going to sell that idea and make the appeal.

First, we must understand that all human beings are very much alike and that confidence is the basis of all satisfactory human relations.

An advertising man is merely a salesman who, instead of calling upon millions of people individually, tries to pay his visit in writing with a correspondence course of salesmanship.

The first and most necessary thing that a man must possess, if he were to make a personal call upon a prospect, is spirit.

That spirit must be characterized by sincerity.

Secondly, he must possess knowledge of his merchandise or the facts upon which his appeal must be based.

These facts about his merchandise should not be presented from his point of view, but from the point of view of the man who is going to be served by it.

Third, he must have the courage to persist in the presentation of that knowledge in a sincere way, but he must be honest in the presentation or else he will find himself encountering sales resistance due to reaction against statements that the service rendered does not substantiate.

When we write an advertisement for an automobile we think of all of these facts, and each paragraph is written with the idea of definitely appealing along these lines.

For instance, when we speak of economy we do not refer to the first cost. We refer to the upkeep cost and the lasting value, or what has come to be known as the second hand value of a motor car.

That appeals to father.

When we speak of appealing to mother, who is interested in the children's opportunity, we think of her

as planning how the children will look in the eyes of other people, what their educational advantages will be and what accomplishments they may demand.

When we think of daughter we think of how she would like to appear to her friends, what social contact she would like to enjoy and what entertaining diversions she would like to provide for her friends.

When we think of the son we think of every healthy boy who has ever lived. He wants to go somewhere. He wants adventure. The rainbow is always enticing him from over the hill and he hopes that just around the next corner he will find some wonderful treasure island where money can be dug from under every tree.

The hardest problem in business is to find men who have the spirit, knowledge, courage and honesty to apply themselves to selling in that way.

Most of them are weak in spirit, superficial in knowledge, lacking in courage and deficient in honesty.

You may have all the money in the world, all the machinery, and your merchandise may be good with an unlimited market, but you must have men who possess those qualifications to properly present it to the public.

It is fortunate for us in the automobile business that we are engaged in a fundamental industry.

The four most necessary things to human life include food, fuel, clothing and shelter. But their general distribution depends upon a fifth—transportation.

Since we are engaged in the business of transportation we feel that we are representing a fundamental industry.

Now it is only necessary for us to keep in mind the fundamentals that I have enumerated and we cannot go far wrong in selling our merchandise.

After we have established these fundamentals firmly in our minds we must possess sufficient energy, sufficient driving force within ourselves to keep constantly working toward the promotion of our idea and the realization of our ideal.

To accomplish this it is only necessary to see a lot of people.

I may well compare the effort to that of the young man who is enthusiastic about golf.

If he has sufficient spirit, sufficient mental control to handle a golf club efficiently, and he calls upon eighteen holes a day, it is only necessary for him to translate that same enthusiasm into his own job and call upon eighteen people each day. In that case he would have to walk about five miles.

If he should be enthusiastic enough to want to cover thirty-six holes a day, and walk ten miles, and he can translate that same enthusiasm into his work, he will sell just twice as much merchandise and make more than twice as much money.

Fortunate is the man who can dramatize his own job, discover in it all the dramatic factors which are so widely diffused in human relations and derive real enjoyment through selling his goods.

If he possesses that capacity he will

soon pass all ordinary salesmen who do not derive such enjoyment from their work.

At first they will say he is lucky. They will say that he is clever. And finally they will discover that he is happy. Then he is greatly to be envied.
Edward F. Jordan.

New Field For American Trade.

Bay City, Aug. 8.—Even the turbaned Arab knows a good thing when he sees it, feels it and "hefts" it, as we say in America. A newspaper report from Aden, which caught my attention recently, says the natives in that remote neck of the desert have gone aluminum mad. They, who from time immemorial have cooked in copper and clay and have broken innumerable camels' backs by heaping on them the weighty kitchen utensils in which Fatima manufactures lobscouse and pilaf for his sheikship, have recognized the quality of lightness possessed by aluminum ware.

Out with the ancestral copper, says the Arab, and in with the white metal that is shipped to the Red Sea sector, chiefly out of India, so that the Mohammedan devotee may be able to "kid" himself into believing that the pot or kettle in which he prepares his foot has never touched the hand of a Giaour.

However—and this tip came from our American representative on the spot—that religious enthusiasm will not stand as an obstacle to a sale, provided the Giaour-stained receptacle is just as good and is sold at a lower price. Therefore, America is urged to "get in the game" and supply with American aluminum utensils the craving of the Orientals for those articles. What they most desire are two-quart tea kettles, light pans, dishes, plates, water cups and lunch carriers.

But now comes another funny twist in the Arabian aluminum business that may cause our prospective aluminum exporters to recalculate their sales prices. Arabs refuse to buy their utensils according to their design or quality. It is all a matter of weight. They will pay so much a pound for aluminum ware, regardless of how the metal is made up. A dishpan weighing a pound is the exact equivalent of a dozen forks and a skillet that together tip the scale at sixteen ounces. There is no use trying to put a little extra style into the percolator with the expectation of jazzing the price. In the Orient "it can't be done."

All along the Red Sea and Persian Gulf coasts and off into Abyssinia the aluminum vogue extends. Germany is wise to the fact and has begun some tentative shipments; but the story as I have read it is that there is a splendid opening there for American enterprise if America will just go after the business and make its prices right.
William L. Smith.

Flint—Herbert L. Wescott, at present connected with Berke's Boot Shop, is planning to open a new shoe store here in the Durant Hotel building. The new shop, which by a strange coincidence, was once occupied by a branch of Berke's boot shop, is being redecorated and altered to meet the requirements of Mr. Wescott. The new store will be known as the Durant Boot Shop, and will cater to all classes of trade, with a special appeal, however, to the higher class clientele. Mr. Wescott expects to open his new store about Sept. 1.

The results of good business methods show only when you stick to those methods. There is no immediate jump as a result of them.

BROADCASTING THE NEWS ABOUT REDUCED PRICES

WE know they are not the only things to consider, and we can honestly say that we never had so many new things to show as this season, but believe it would be interesting for you to know something about our prices which you will notice as soon as you have seen our lines.

Direct Distributors and Representatives

MECCANO OUTFITS: Reduced 10% below 1917 prices.

THE TOY TINKER'S TOYS: Improved and reduced.

THE "HORSMAN" DOLLS—Real Speaking Dolls That can say "Mama."

We show their great line with prices a quarter to a third less than last season.

LIMP AND BOUND CHILDREN'S BOOKS:

Are improved and enlarged, or prices are much lower.

IRON AND FRICTION TOYS:

Reduced in price or items greatly enlarged.

STEEL STEERING SLEDS:

Reduced 30 to 33½ per cent.

WOOD TOYS—Chairs, Tables, Etc.

20 to 30 per cent. less.

AMERICAN JOINTED DOLLS:

Reduced about 33½ to 50 per cent.

GERMAN BISC HEAD, KIDLYNE AND JOINTED DOLLS:

Reduced beyond your expectations.

MOST OF THE GAMES AND PUZZLES:

Enlarged in size or greatly reduced in price.

SILK SHADES—ELECTRIC PORTABLES AND FLOOR LAMPS: Very much reduced in price and line enlarged.

AMERICAN FLYER TRAINS AND TRACKS:

Greatly reduced.

GERMAN TOYS AND DOLLS:

Many thousand dollars worth in stock ordered and in before the late advances.

"TODDLER" LINE OF—Playhorses, Kiddie Kars, Wagons, Etc.:

Reduced and freight prepaid when 100 lbs. shipment is ordered.

FRENCH IVORY TOILET GOODS:

Reduced 25 to 30 per cent.

SMOKER'S GOODS—In Nickel, Brass, Mahogany, Etc.:

Reduced 25 to 30 per cent.

CELLULOID BRUSHES, COMBS, HAND MIRRORS AND ALL TOILET GOODS:

Reduced 25 to 30 per cent.

ELECTRIC BOUDOIR LAMPS, CANDLE STICKS, PORTABLES, Etc.:

Price greatly reduced and line enlarged.

GERMAN CHINA DINNER SETS AND OPEN STOCKS—
—At much lower prices.

GLASSWARE, SILVERWARE, IMPORTED AND DOMESTIC POTTERY:

New prices and new goods.

WHITE AND DECORATED CROCKERY—Agency for "H. Laughlin China Co.":

Reduced 30 per cent. on White and 20 per cent. on most of the Decorated Patterns less than a year ago this time.

It will positively pay you to come in and inspect our line, because years of experience have proved that we show the goods suitable for this market and half your work has been done by our careful selections, thus making your choice so much quicker and easier.

YOU WILL SAVE TIME, MONEY AND LABOR. WE GIVE HOLIDAY DATING.

ORDER EARLY AS NOTHING IS GAINED, BUT MUCH LOST BY DELAY.

We pack and hold orders until wanted.

We Display the Products of a
Thousand Factories



ONE AISLE FROM MANY IN THE TOY DEPARTMENT

Come in and See Them
in Person

H. LEONARD & SONS

WHOLESALE DISTRIBUTORS & MANUFACTURERS' AGENTS

38-44 Fulton St., Cor. Commerce Ave.

Grand Rapids, Michigan



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

Showing the Purchaser How To Use Machinery.

Written for the Tradesman.

At the cost of a little extra trouble, it is very much worth while for the hardware and implement dealer to clearly demonstrate to the purchaser of a new implement or other appliance just how the article does its work.

This applies to any farm implement, as well as to a stove or range, a washing machine or wringer, or any similar article.

A little demonstration and explanation at the time a sale is made will in many instances save the dealer's complaint department a lot of trouble afterward.

Most implement dealers, particularly those in small places, carry the demonstration department and the complaint department of their business under the same hat. Such dealers will appreciate, even more than those in larger communities, the wisdom of thoroughly posting their farmer customers in regard to the operation of farm machinery.

True, in most instances the implement is partially demonstrated while the process of sale is going on. The salesman explains a good many points at the time. But partial demonstration of this sort, with one eye on the customer's mental attitude, is a different thing from the practical demonstration which will help materially to shape the new purchaser into a satisfied customer.

The need of demonstration has grown very materially with the introduction into everyday farming operations of some complicated items of machinery. The early farm implements were comparatively simple, or are so regarded now; but their apparent simplicity to the farmer and the dealer of to-day is due largely to the fact that both are familiar with their workings. The operation of a farm wagon might seem complicated to a South Sea Islander who would naturally be unfamiliar with such "contraptions." Similarly, the gasoline engine, the tractor and other comparative innovations, will appear simple to farmers fifty years hence. In the meantime, the astute dealer will meet the immediate need by carefully coaching his customers.

This is particularly advisable in connection with lines of implements that are just being introduced for the first time. A number of years ago in a comparatively unprogressive community a dealer undertook to introduce gasoline engines for farm purposes. The mental attitude of the community in regard to the innovation will be understood by any implement dealer of experience. "The confounded thing costs too much—they're too complicated—they'll always be getting out of order—they're sure to blow up and kill everybody—there'll be nothing but big bills for repairs right along." That was the rural attitude, as you may have guessed.

Nevertheless, there is always one little niche in the most precipitously hostile cliff, to give the adventurous climber a foothold. The dealer in this instance eventually—by dint largely of testimonials from other places plus his own persistence—managed to place a gas engine with a leading farmer.

Naturally, the eyes of the entire community were on the innovator. And the community was waiting to see what happened.

Things began to happen right away. The engine seemed to be always kicking its feet over the dashboard, so to speak. The farmer unfortunately had a mechanical turn of mind without any practical training, and in the absence of efficient coaching he undertook to fix the pesky thing himself. It didn't blow up; but it cost a lot of money eventually before it could be placed in working order again. More than that, it never seemed to give satisfaction.

The dealer protested that the whole trouble in the first place was perfectly simple.

"Why didn't you tell me something about it?" returned the aggrieved farmer.

In short, the gas engine business received a black eye in that particular community; largely for lack of the thorough coaching that should invariably be given the purchaser of a new and untried piece of machinery.

After a year or two an enterprising competitor, undaunted by the hostility of the community to gas engines in particular, took on a competitive engine which he boldly warranted to give satisfaction. This dealer, when at last he secured his foothold, made it firm and solid. He coached the first purchaser so thoroughly and painstakingly that the commission he secured hardly sufficed to pay for the extra time spent. He personally saw



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.

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GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
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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

to the proper setting up of the engine, and visited the farm several times afterward to find out how it was working and to explain any little difficulties. The engine gave satisfaction right from the start. There was never a whisper of complaint.

After the community had got used to them, gas engines sold right along. The farmers found new uses for them. New makes appeared and gained a foothold. But even to this day there is a pronounced prejudice against that first make of engine; while the second is referred to with unanimity as "the old reliable."

And the first make is one of the best on the market.

The human element enters into all business; and, perhaps, to a greater degree into the implement business than into any other. The dealer who wants to secure a firm foothold in the community cannot be content to rely on the merits of his goods; he must see to it that they give satisfaction and enduring service. He must be prepared to meet complaints, to answer questions, to straighten out little kinks every now and then.

All this takes time; but it's worth money to the dealer to handle machinery with a reputation.

Sources of trouble are many. One of the most frequent in connection with all machinery is the tendency to use too much oil. Another is to use oil irregularly—too much at one time and too little between times. Quite often the dealer meets with the farmer who considers himself a mechanical genius, and is forever taking perfectly good machinery apart to find out how it works.

The dealer, by coaching at the time of sale, and afterward as opportunity offers, can do a great deal to prevent such troubles occurring.

He can do much, also, to ensure better service, and more satisfactory results, apart from the actual workings of the machine.

Thus, in connection with tractors, a point of difficulty in the early days was that they were unprofitable on small farms. This difficulty is gradually being met by the manufacturers, who are producing smaller tractors, reducing very materially the acreage necessary for these machines to be profitably operated.

In the meantime, the farmer, in addition to becoming expert in tractor use, can secure results far more satisfactory by the careful planning of his farm work, so that the tractor can be utilized as much of the time as horses would be. It will probably pay the enterprising dealer, in communities where tractor farming is economically possible, to study this and other phases of the business; in order that he may be in a position to help his farmer customers in mapping out their work with the new machinery.

The dealer who knows his business will not find it difficult to be helpful to his customers; and in being helpful he will be working for greater satisfaction, and will be building a firm foundation for future business.

This all implies that, to give the best service to his customers, the dealer must be thoroughly familiar with the practical working of the implements or appliances he sells.

Victor Lauriston.

Bertillon and Galton.

Detroit, May 8—According to an article printed in the New York Tribune not long ago, the recent death of Jacques Bertillon has given occasion for the revival of the old mistake concerning the "Bertillon system of identification by finger prints." The error is a double one, since Jacques Bertillon was not the inventor of the Bertillon system, nor was Alphonse Bertillon, his younger brother, the inventor of any finger print system of identification.

The Bertillon system was invented some forty years ago for the purpose of identifying criminals. It had nothing to do with finger prints, but was simply a system of measurements of certain parts of the human body, such as the length of the hand, the breadth of the head, the length of the middle finger, the length of the left foot and the length of the cubit or forearm from the elbow to the extremity of the little finger. The height, the color of the eye and the length of the little finger were other dimensions that were added.

The instruments used for making the measurements could calculate a literal hair's breadth, and experience showed that the system was virtually infallible for purposes of identification, because while two men might correspond precisely as regards two or perhaps three of the measurements, there were not two human beings who would correspond in all respects.

The chief objection to the system as regards practical police work lay in the delicacy of the instruments employed and the necessity of having highly trained experts to make the measurements. When less delicate instruments, and less competent measurers were employed, errors occurred, and the Bertillon system is gradually going out of favor. It is being replaced by the far better system which is associated with the name of Francis Galton, a cousin of Charles Darwin, who employed it first in India, where the white employer or bank teller had difficulty in identifying the native who could not read or write and who had a general appearance of similarity.

Sir Frances Galton wrote several books on the subject, and it was due to him that the system has been so generally adopted by the police of the world. He owed nothing to Bertillon whatever, his system being devised upon a different principle, namely, that the lines of the finger tips which do not change from birth to death; that no operation, short of amputation, can alter them, and that there is no possibility whatever of two finger prints being alike. Galton is one of the scientists whose work has not been sufficiently recognized, for he was the inventor of composite photography and a pioneer in the field of eugenics. Indeed, the word "eugenics" is of his coining.

Jay L. Seymour.

Learn More—Earn More!

You want to start into a good position which will lead you steadily up the ladder of success.

FALL TERM SEPTEMBER 5

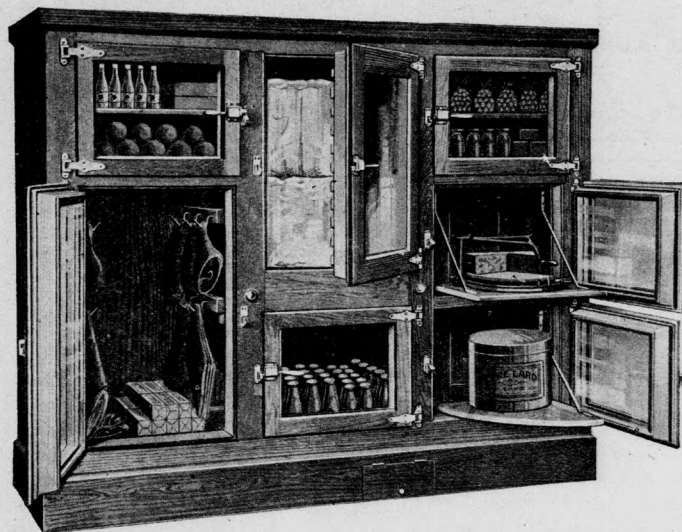


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"Just an Ice Box," won't do



You want dry, sanitary refrigeration, keeping things cold, crisp and fresh. You want the lowest ice bills, because this is a continuous expense. Your refrigerator must have extra thick walls, well insulated, three courses of glass in the doors and tight, heavy hinges and fasteners.

Send for a "Dry-Kold" catalogue and learn about real refrigerators which operate with low ice bills.

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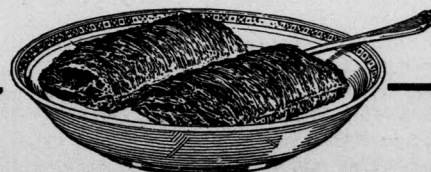
We have spent twenty-five years developing a pure, clean, wholesome, whole wheat food for the American people—a food with the highest nutritive value at the lowest cost.

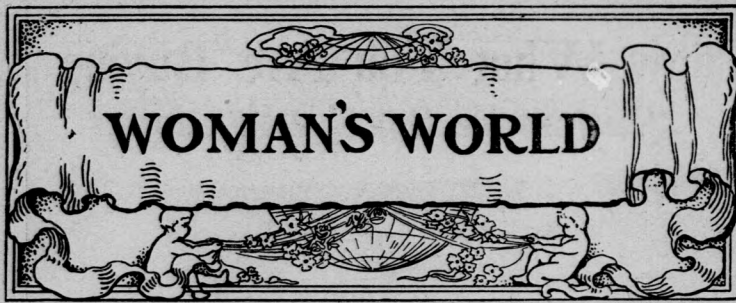
Shredded Wheat

is now recognized as the one universal whole wheat breakfast cereal. We have spent \$10,000,000 to create a consumer-demand for it and to educate the people as to its purity, cleanliness and food value. Your guests are our customers. Let us make them happy and contented through friendly co-operation. Shredded Wheat is a real whole wheat cereal ready-cooked and ready-to-serve.

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





Picnic Enjoyment Depends Altogether On How It's Done.

Propose a picnic, and watch the faces of the party. You can tell a good deal about a person by his attitude towards the proposal. You can tell a good deal about a homemaker from the way in which she manages a picnic and how her family feels about one. A badly managed picnic is indeed a good deal of a mess—especially if you go to the place after it is gone and see the whole landscape littered with the remains of it.

"Bully, mother! And can't we cook something and go in swimming?" That's the boy.

"Ugh! Spiders! And grass stains on your skirt!" That's the sixteen-year-old daughter.

"For the life of me, I can't see why you want to leave a comfortable home and eat out doors, with ants in your food, half-sitting, half-lying on the ground." Some fathers talk like that.

Well, if you manage it rightly, they will all like it; indeed, if you understand the picnic business, everybody will welcome the idea and do his share towards getting ready.

The automobile, flivver, or any other kind, has greatly simplified the process, although you can still have as good a time as of old with a couple of well-packed baskets, going by trolley car or train or excursion boat—far enough from town to find a good place in the shade of trees. It adds tremendously if you can reach a place by the water, where the children can wade and the boys can swim. Don't fail to take a poncho, rubber blanket, big canvas, or perhaps a table cloth, on which to spread the food. You are fortunate if you do have an automobile and can slip in a folding card table and camp chairs, for those who don't want to sit on the ground. One of the nicest picnics in my memory I enjoyed once in a California canyon, when the host had enough compactly folding chairs for the whole party. But there were two cars in which to carry them.

Last spring a college president in New England took my husband and me on a family picnic far up on a mountain side. It was so well managed that I did not wonder the college ran well. On a wire grill over a fire he cooked chops, and bacon in a longhandled frying pan. He had the foresight to take along some hardwood kindlings, which, with what we could pick up of lighter wood, made a bed of fine coals for the broiling. Another time we had beefsteak broiled in the same way. You can buy

these wire camp girls nowadays, very cheaply in the sporting goods departments. Be sure to wait until you have a good bed of coals; don't try to broil in the flame and smoke of a freshly-started fire.

In the hill country where I have my summer home, we often have "cooking picnics," as we call them. Besides the coffee that we take in thermos bottles, and other prepared things, we take bacon and eggs to scramble, and sometimes an armful of green corn, with a big tin or aluminum kettle. Often we take buttered rolls, split them and make sandwiches with freshly cooked bacon between.

Even a comparatively stupid man can scramble eggs, or do any of the other cooking that I have suggested. Cook your bacon first, take it out on a hot plate, leaving a very little of the hot, melted bacon fat in the frying pan. Then pour in your eggs, which have been broken into a bowl with a little milk, pepper, and salt, and stir it as it cooks until it looks rightly scrambled. If you haven't any bowl, you can break the eggs right into the pan as far as possible. Remove from the fire while still soft; eggs harden very quickly.

If you have corn, you can put your kettle on the fire as soon as it is started, being careful to fix it so that it won't tip over as the wood burns and settles down. Have some salt in the water, and, when it is boiling hard, pop in your corn for about ten minutes.

It is great luck to be near enough to the right kind of stream or lake where you can get some fresh fish. The nearer you can come to flopping fish from the hook into the frying pan or on the grill the better they taste. Many people who do not like the deliciousness of it when it is really fresh. And with the wire grill you can broil chicken or ham or make toast and pour over it melted cheese.

Once we picnicked near a field full of wild strawberries. Knowing they were there, we took in a thermos bottle a light pancake batter, and in the frying pan made large pancakes or flapjacks, and served them with sugared berries between. Any kind of berries are good this way.

You can make a hard job of picnicking, by taking messy things, ice cream and bulky stuff that is a nuisance to dispose of. The real thing is to reduce the bulk to a minimum, learn how to make simple sandwiches, and have a compact equipment. Then, too, you must have the "out-of-doors state of mind." That is a thing that cannot be acquired in a minute. I

am taking it for granted that through all your family life you have been training and encouraging it in your little group—including father.

Prudence Bradish.
(Copyrighted, 1922.)

BIDS WANTED

Notice is hereby given that bids will be received by the Drain Commissioner of Oakland County, Michigan, until 2 P. M. Eastern Standard Time, on Wednesday, August 23, A. D. 1922, for the purchase of bonds of the Adams Ave. assessment District in said County and in amount not to exceed the following amount, viz: \$14,000.00 (Fourteen Thousand Dollars).

Said bond to be of the denomination of Five Hundred Dollars (\$500) and One Thousand Dollars (\$1,000) each as near as may be payable in lawful money of the United States of America at a place to be agreed upon by the purchaser. Said bonds maturing in ten (10) years from date with interest semi-annually. All bids must be accompanied by a certified check for the sum of Two Hundred Dollars (\$200) payable to the order of the Drain Commissioner of Oakland County to insure performance in case bid is accepted. Bidders must agree to furnish free of charge to the said Drain Commissioner the necessary blank bonds and also pay their own attorneys fee in the supervision of the necessary proceedings.

All bids must state the rate of interest at which the purchaser will take the said bonds. Which will mature in substantially equal installments in from two to ten years. The County Drain Commissioner reserves the right to reject any and all bids. The successful bidder will be required to furnish satisfactory surety for carrying out of his bid. Any further information can be obtained from the undersigned.

Dated at Pontiac, Michigan, this 9th day of August, A. D. 1922.
Cassius J. Crawford,
County Drain Commissioner Oakland County, Pontiac, Michigan.

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

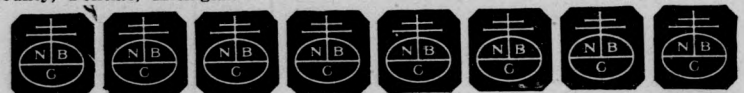
We consider our Service organization second to none in Michigan.

Consider this when you buy your
NEXT CAR.

WE SELL

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



It Pays to Sell Quality

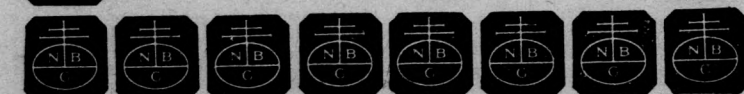
QUALITY through and through, salable through and through, N. B. C. products win and keep customers. Not only do they sell themselves—every sale is the beginning, not the end of a prosperous trade.

Holding a leading place on the Nation's daily bill of fare, this quality line insures you a quick turn-over. No idle stock. Your goods keep moving.

Packed in packages as attractive as the goods are appetizing. The very eye-appeal means appetite-appeal. And every package sold helps you sell many more.

Keep well-stocked—that's the shortest road to biggest sales. And link up with the N. B. C. products advertising—give this line your best display to clinch the buying impulse of customers in your store. 100% quality means 100% sales!

**NATIONAL BISCUIT
COMPANY**



The Herrin Massacre To Be Punished.

Written for the Tradesman.

It is with a renewed faith in mankind that we note the signs of an awakening from the state of lethargy into which the conscience of the authorities of the great State of Illinois seemed to have fallen for a number of weeks after the Herrin massacre.

It looks now as though Attorney General Brundage really means to ferret out the leaders in this, the most damnable crime that ever besmirched the fair name of any state, and it is sincerely to be hoped that he will be able to place the hangman's noose around every guilty leader's neck.

It is evident that the authorities of Williamson county, either through a lack of courage or because they condoned the offense, intend to do nothing to punish the culprits, so it is up to the State authorities to take the matter in hand and deal out swift justice.

In years gone by we read with horror of the Armenian massacre and the massacre of the Jews by the Russians and we wondered what manner of men they could be on the other side of the world, that they could commit such heinous crimes, but these massacres were humane and gentle affairs, compared with the brutal slaughter at Herrin, where dozens of men whose only crime was that they wanted to work that they might live, were tied together and ruthlessly shot down like rats in a trap.

The Russians at least gave the Jews a chance to run for their lives, but even this small chance was denied the victims of the Herrin affair and after they had been shot and beaten to a pulp, when in their dying moments they begged for a drop of water to quench their fevered thirst, they received a kick in the face for their answer, and be it said with shame that the kick was administered by a woman. It is to be hoped for the sake of the good name of Illinois that the political warefare that has been carried on for some time between the Attorney General's office and the Governor of the State, will not be allowed to stand in the way of administering prompt punishment to the brutes who were responsible for the blackest crime of modern times.

W. S. Shaffer.

Good Words Unsolicited.

J. W. Davis & Sons, Mackinac Island: "The writer will not attempt to say how long our firm has been a subscriber to the Tradesman, but am quite sure it is all of twenty-five years or more, and during all of this time we have considered it a great help in our business and would not be without it at any cost. John W. Davis, the founder of our firm, died July 19, 1918. The business was established in 1870."

M. Ruster & Sons, Kalamazoo: "Enclosed find check for \$3 to renew our subscription to the Tradesman. Cannot afford to be without it."

Wm. Mosier, Paw Paw: "Enclosed please find my check for \$3 for renewal. I have not missed a copy for a long time and do not wish to. It is valuable as a protector and help-

ful in merchandising."

Adolph Dosie, Onaway: "I like your paper because of your fearless denunciation of any shady characters or proceedings which come under your observation as preying upon the public. I hope you may round out a full century upon this earth."

H. S. Karcher & Son, Rose City: "It suits us."

J. D. Norris, Sunfield: "It is hard to keep house without it."

M. C. Lathrop, Shepherd: "I enclose check for \$3 to renew my subscription to your valuable paper. I think any man in business stands in his own light who does not take the Tradesman. I have taken your paper about twenty-five years and sure enjoy reading it."

Maxwells Shop, Kalamazoo: "I enclose check to the amount of \$3 for my renewal of the Michigan Tradesman, as we do not care to miss a copy."

J. C. Goss Co., Detroit: "The writer takes great pleasure in saying your publication, the Michigan Tradesman, has always appealed to him as a very attractive paper, and magnetically interesting, especially its high standard of literature. He appreciates also the value of its market and trade reports and is glad of this opportunity of expressing his high regard for your paper and its originator, and that you have lived long enough to see the grand results of your efforts. The fact that this letter is written so long after receipt of your invitation to do so, shows the writer's sincerity, as he could not file it until you had his answer."

Williams Grocery Co., Battle Creek: "When we get located again, we will subscribe for the Tradesman, as we found it a fine trade paper and we admire the frank way you have of expressing your views on current topics. If the world had more of that spirit it would be better."

E. Pritchard, New York: "Enclosed find check for \$3 to cover subscription for the coming year. We certainly enjoy reading the Michigan Tradesman because it is chuck full of interesting news. We like it also because we have heard so much about the character of the editor, Mr. E. A. Stowe, from people who know him personally and we see this character shine forth in all his writings."

Did Roosevelt Cuss?

Detroit, Aug. 15—I am becoming a little troubled as the controversy over Theodore Roosevelt progresses.

Can it be that the great "Teddy," that energetic forceful, dynamic figure, capable of inspiring such an anecdote as the classic one recounted about San Juan, was incapable, on proper and fitting occasion, of pronouncing a resounding and vehement "damn?"

Washington dropped from the forbidding pedestal of being snobbishly circumspect to the realms of regular fellowship when, some time ago, it was definitely established that he could on provocation reprimand in the not uncertain terms of a spirited man.

I expect that before the week is Roosevelt really said to his Rough ended some one will insist that what Riders was: "Give 'em the dickens, boys! Muss 'em up!" Heaven forbid!

E. Rutherford, Jr.

PLAIN TALKS
ABOUT
STREET CAR
SERVICE

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

On Again, Off Again

The street car business is pretty much a daily repetition of the old Finnegan's story of the wreck. As we all remember it, Finnegan was a division superintendent who had been criticized for sending in too long and detailed a report of the derailment of a freight train. The next time a train jumped the track, he wired his superior these few words:

"Off again, On again, Gone again, Finnegan."

When the conductor asks you to "step lively, please," he isn't trying to help himself. It really makes little difference to him whether it takes him a whole day to make his run. He must endeavor to keep on schedule. He is timed, of course, but he is not responsible for unavoidable delays.

But it makes a great difference to those who are in and waiting for the car. When people are slow in getting on or off cars, it is necessary for you to wait all the longer before the car reaches your corner. Prepare to leave the car before it stops. If the car is crowded, make for the door early. Remember, you are not accommodating the street car company. You are saving your own time and that of everyone else in the car.

Do unto others as though you were the others.

Grand Rapids Railway Co.

J. W. Lamarter
Vice President and General Manager.

GRR



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.

Wool, Woolens and Clothing.

Perhaps the only notable news from abroad affecting wool during the past week was concerning the delay in securing the Australian clip because of a strike of the shearers for higher pay. This, however, is not likely to be of much moment. Here there is not very active buying of wool, but there have been considerable withdrawals of it from bond for use in domestic mills or for export. The matter of duties in the new tariff is by no means settled as yet. The fight in the Conference Committee of the two houses of Congress will be on the question of specific or ad valorem duties. It ought to be on whether or not any duty at all should be placed on raw wool. The Carded Woolen Manufacturers' Association is keeping up its fight for ad valorem duties and has been quizzing Senatorial candidates on the subject. It was apparently taken aback a little at the response made by Professor Dallas Lore Sharp, Democratic candidate for Senator from Massachusetts. He naively remarked:

This ad valorem tax favors the carded woolen industry; the specific tax favors the worsted industry; but I am a college professor, and will you answer which of these two duties favors my industry? And which of them favors industry in general?

Questions like this would be apt to upset practically every schedule in the pending tariff measure. Neither the carded woolen makers nor any other woolen manufacturers want a duty on wool, nor does over 90 per cent. of the population of the country. The beneficiaries will comprise not as much as 1 per cent. of the people. But every one knows that wool is to be taxed as part of a log-rolling scheme of the agricultural bloc.

In the goods market the principal occurrence of the week was the closing of the lines of women's fabrics by the American Woolen Company. Openings were had of lines by other organizations, with reports of fair business. Clothing orders are picking up and a good amount of trade is reported from the women's wear manufacturers.

Cotton Crop Talk and Its Effect.

About the only pretext used during the past week in pushing up or down the quotations on cotton was the condition of the weather in one portion or another of the growing districts. The weevil was lost sight of nearly altogether. His only ap-

pearance was in a resolution introduced into the upper house of Congress by Senator Smith of South Carolina. This declared the damage from the bug to be "more extensive and severe than ever before in history"—a piece of rhetoric which had no appreciable effect. Of similar calibre was a letter presented alluding to a fabulous and very nebulous combination of speculators here and in England to beat down the price of cotton. Childish absurdities of this kind do more to cause cotton quotations to drop than anything that the supposititious enemies of the growers could do. A month hence, all will be in a better position to judge of the cotton yield than they are now and, sooner or later, the law of supply and demand will govern, no matter what the speculators may do. The crop uncertainty is affecting the prices and sales of cotton goods. Mill men are hoping for a comparatively large yield. They are finding it difficult to figure on sales in quantity on prices based on cotton above 20 cents per pound. Sales are restricted even at the lower figures of the past week. The strikes in the mills, which have reduced the output by hundreds of millions of yards, are not looked upon as an unmixed calamity. If they had not occurred there would now be a glut of goods. A little better movement is noted in knit goods, due to the approaching fall.

Poke Hats For Children.

Poke models dominate an interesting collection of children's hats that has just been received from Paris. According to the bulletin of the Retail Millinery Association of America the original poke lines are brought out in miniature, as the French dress their children in replicas of "grown-up" chapeaux.

"A green taffeta poke, faced with brown Lyons velvet, has the peak-tipped green silk crown puffed and shirred on cords," the bulletin continues. "A flat turned taffeta chin strap fits under the chin, and a cluster of hand-made silk flowers accentuates the crown tip. A sectional

**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.

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.

Men's Furnishings

No. 21—Men's Blue Chambray Work Shirts, full cut and felled seams. All sizes—14 to 17—Special @ \$7.50 doz.

No. 602—Men's Heavy blue Work Shirts—full cut and well made. All sizes from 14½ to 17. Packed one dozen assorted in a bundle @ \$7.25 doz.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

PLEASE REMEMBER

That we are just receiving large quantities of new Fall Piece Goods and Blankets, particularly Percales, Checked Gingham, White and Colored Outings, Cretonnes, Challies etc. You will need these very soon and we suggest that you allow our salesmen to cover you on your requirements on this merchandise or that you call and see us and pick out what you are going to need in the near future. Some of these lines are and will be quite scarce.

It will give us great pleasure to serve you.

GRAND RAPIDS DRY GOODS CO. WHOLESALE ONLY

Four Special Color Combinations on the Floor in

BURSON
Fashioned Hose

HEATHER MIXTURE.

With and without Clocking.
\$4.50 and \$6.25
Going Strong.



Daniel T. Patton & Company
Grand Rapids, Michigan - 59-63 Market Ave. N.W.
The Men's Furnishing Goods House of Michigan

crown of blue velvet is chosen to augment another poke model, with the same shortened back, and deep, face-shading scoop that Mouton favors this season. The brim is faced on top with tiny cord-edged loops of pink georgette crepe, and the under-facing is of pink velvet.

"Vertical shirrings and pleatings of old rose Lyons velvet alternate with equally wide one-inch bands of plain velvet to make a soft crown and tip for a blue velvet brim that boasts a chin strap to match. Pleated strips of jade green grosgrain alternate with black velvet strips on another crown. Instead of the sectional treatment, however, this crown is high and square, and the tiny one-inch brim of black velvet is faced with green silk. Long ribbons of green grosgrain trail down, with 'perky' bows lying on each side of the tiny sailor brim.

"A soft and crushable little hat is made of rose-colored velvet. It fits the head snugly, cap fashion, while around the forehead is a semi-brim of lightly gathered blue ribbon cut in points over each ear. No back and a head-size ruching of rose ribbon further characterize it."

Diagnosing Customers.

The successful saleswoman, like the successful doctor or other professional man or woman, must be able to "size up" the person who comes to her and give to each the kind of treatment that fits the case. The saleswoman who has a cut and dried method of approach is in the rut that threatens the sluggish and unalert. Students of store salesmanship have worked out some ingenious classifications of customers. Does the one which follows agree with your experience?

1. Nervous Types—The tired, the unreasonable, the interrupting, the talkative, for whom one needs patience, good temper, a quiet manner and assurance.

2. Disagreeable Types—The patronizing, the aggressive, the skeptical, insulting, indifferent and inquisitive sort, for whom one needs dignity, self control, knowledge and calmness.

3. Critical Types—The cautious, the bargain hunters and the silent, for whom one must have belief in one's goods, knowledge of values, care in presentation, a convincing manner and reasons for everything.

4. Dependent Types—The timid, the sensitive, men shopping for women and women shopping for men, absent-minded deaf, old ladies, the undecided, children or people buying gifts, foreigners and the phlegmatic. For these one needs sympathy, helpfulness, ability to give decided opinions and to use the power of mental suggestion.

5. Common-Sense Type—The decided, pleasant, intelligent and considerate customers. And to them the saleswoman owes appreciation and the ability to serve them well and learn from them.

WANTED—A salesman with car to travel southern Michigan for an established house. Sell auto accessories to garages and dealers. Address 100 care Tradesman.

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	57 1/2
Fruit of the Loom	17 1/2	27 in. Unble. Canton	14	Wool Storm Serge	57 1/2
Bravo	13 1/2	100 Flannelette	13 1/2	No. 75, 44 in. Storm	92 1/2
Cabot	14 1/2	1931 Outing Lights	14	Serge	92 1/2
44 in. Indian Hd. S.F.	25	1921 Light Outings	13 1/2	No. 4040, 50 in. Storm	1 10
Big Injun	11 1/2	Scotchdown Shaker	15	Serge	1 10
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	1 50
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 1/2	K S, 36 in. Storm	37 1/2
Unbleached Muslins.		Draperies and Cretonnes.		Serge	
Plaza	08	Hamilton Twill	14 1/2	2215, 50 in. Storm	1 22 1/2
96A 36 in.	11 1/2	Dresden Fy. Drapery	17 1/2	Serge	1 22 1/2
Giant	11 1/2	Tudor Fcy Drapery	19	56 in. All Wool	2 00
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 Tricotine	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
45 in. Pepperell	30	8177 Curtain Net	30	Diaper Cloth.	
45 in. Pepperell	31	8432 Curtain Net	32 1/2	18 in. Seconds	75
36 in. Edwards	25	4039 Marquette	19 1/2	20 in.	1 25
42 in. Indian Head	31 1/2	Dragon Drapery	19 1/2	22 in.	1 35
42 in. Cabot	32 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	30	Notions.	
40 in. Quinebaug	30	No. 40 Blk. Satine	15 1/2	718 Sat Pad Garter	2 00
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	Per M
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	Per Box	
Steifels Drill	16 1/2	Raidant Bloomer Sat.	42 1/2	Steel Pins, S. C. 300	42 1/2
8 oz. Canvas	18 1/2	Windsor Cambric	10	Steel Pins, M. C. 300	45
Armour, ACA Tick,	27 1/2	Parkwood Wash Sat.	57 1/2	Brass Pins, S. C. 300	75
8 oz.	27 1/2	Meritas Oil Cloth.		Brass Pins, M. C. 300	80
Cordis, ACA Tick	25	5-4 White	3.35	Doz.	
Warren Fancy Tick	35	5-4 Mossaics	3.25	Coats Thread	59
Thorndyke Fy. Sat.	37 1/2	5-4 Blue Figure	3.35	Clarks Mile-End Td.	59
Amoskeag, ACA	27 1/2	6-4 White	4.50	J. J. Clarks Thread.	56
Cambrics and Longcloths.		6-4 Fancy	4.25	Gainsborough Halrnets	1 00
Berkley, 60 Cambric	19	6-4 Sanitas	3.35	D. Mesh	1 00
Berkley, 60 Nainsook	19	All oil cloth sold net cash,	no discount.	Gainsborough Halrnets	80
Berkley, 100 Nains'k	25	Flags.		S. Mesh	80
Old Glory, 60 Camb.	18	16x24 in. Spearheads	1 32 1/2	Per Box	
Old Glory, 60 Nain.	18	18x30 in. Spearheads	1 90	R. M. C. Crochet Cot.	75
Diamond Hill, Nain.	16	24x36 in. Spearheads	2 95	B-4 Clarks Crochet C.	90
Diamond Hill, Camb.	16	Each		Silkline Crochet Cotton	90
77 Longcloth	12 1/2	3x5 ft. Rellance Prt.	70	Sansilk Crochet Cot.	55
81 Longcloth	16	4x8 ft. Rellance Prt.	1 25	Dexters' Knitting	1 50
84 Longcloth	17 1/2	5x8 ft. Rellance Prt.	1 90	Cotton, White	1 50
7001 Longcloth	16 1/2	6x9 ft. Rellance Prt.	2 90	Dexters' Knitting	1 75
7002 Longcloth	16 1/2	8x12 ft. Rellance Prt.	4 25	Cotton, Blk., col'd.	1 75
7003 Longcloth	19 1/2	4x6 ft. Defiance Swd.	2 00	Allies' Yarn, bundle.	6 50
7004 Longcloth	24 1/2	5x8 ft. Defiance Swd.	2 75	Pound	
Ginghams.		6x9 ft. Defiance Swd.	3 60	Fleishers Knitted	2 30
Seminol Dress Ginghams, solid colors	15	8x12 ft. Defiance Swd.	5 20	Worsted, skeins	2 30
A. F. C.	17	10x15 ft. Defiance Swd.	8 00	Fleischers Spanish	2 60
Tolle du Nord	18 1/2	6x9 ft. Sterling Wool	7 50	Worsted, balls	2 60
Red Rose	16 1/2	8x12 ft. Sterling Wool	11 50	Fleishers Germantown	3 70
Dan River	16 1/2	Gross		Zephyr, balls	3 70
Everett Classics	15	No. 7 Muslin Flags	7 20	Fleishers Saxony, ba.	3 70
Amoskeag Staples	12 1/2	Sheets and Pillow Cases.		Fleishers Knitted	2 60
Haynes Staples	12 1/2	63x90 Pequot Blea.	13 75	Worsted, balls	2 60
Lowe Chevclots, 32 in.	15	63x99 Pequot Blea.	15 04	Fleishers Scotch & Heather, balls	2 90
Bates, 32 in.	22 1/2	72x90 Pequot Blea.	15 25	Doz.	
Treffan, 32 in.	25	72x90 Pequot Blea.	16 69	Ironweave Handkfs.	90
B. M. C. Seersucker	17 1/2	81x90 Pequot Blea.	16 75	Rit Dye Soap	80
Kalburnie, 32 in.	19	81x90 Standard	13 50	Wolverine Dmesh Cap	80
Jacquelin, 32 in.	32 1/2	42x38 1/2 Utica Cases.	3 75	Net	
Gilbrae, 32 in.	37 1/2	42x36 Pequot Plain	3 96		
32 in. Tissue	42 1/2	45x36 Pequot Plain	4 20	Infants Hosiery.	
Manville Chambray	16 1/2	42x36 Pequot S. S.	4 96	Cashmere, Silk Heel and Toe,	
Red Seal Zephyr	18 1/2	45x36 Pequot S. S.	5 20	60 per cent. Wool	4 12 1/2
Prints and Percalines.		42x36 Meadowbrook	2 50	Infants' Cotton Hose 1x1 Rib	1 00
Columbia, Lights	13 1/2	42x36 Lenox	2 75	Infants' Mercerized 1x1 Rib	2 50
Columbia, Darks	15	42x36 Standard	3 00	Infants' Fibre and Wool Hose	6 50
Am. Prints, Greys	10	Childs' Waists.		Boys', Misses and Ladies' Hosiery.	
Am. Prints, Indigo	10 1/2	"Cub" Knit Waist	2 50	Boys' Bearskin No. 1, 1X1 Rib Hose.	
Manchester 80x80 Lt.	18 1/2	"Bear" Knit Waist	3 75	2.10-8 Rise & fall	07 1/2
Manchester 80x80 Dk.	19 1/2	"R & J" Muslin Waist \$2 25, \$3 50	4 50	Boys' 2x1 Cotton Ribbed Hose	\$2.25 on 8 R. 10c, F. 5c
Scout, 64x60, Lights	12 1/2	Ladies' Knit Summer Vests.		Boys' 3 lbs. on 9, extra clean yarn	2 25
Scout, 64x60, Darks	14 1/2	1x1 Rib Gauze Vest, Bodice Top,		on 8 (R10F5)	2 25
Shirtings	11	V nk., Band top ect. reg. szs. 36-38	2 00	Misses 1x1 Cotton Ribbed Hose	\$1.35 on 7 R. & F. 5c
Hosiery—Men's.		extra sizes 40-42-44	2 25	Misses 360 needle combed hose,	
Men's Cotton Hose, Engineer & Fireman, Black & Brown, doz.	1 40	Mercerized 1x1 and 2x1 rib vests,		bxd. 1 doz. \$2.25 on 7 rise 10 fall	05
Men's 176 Needle Cotton Cut Toe	1 25	Asst. Styles, reg. sizes 36x38	4 50	Ladies' 220 needle combed yarn	2 50
Men's 200 needle full combed yarn	1 85	extra sizes 40-42-44	5 00	hose, seamed back	2 50
Men's 220 needle full merc. hose	2 35	Ladies' Knit Summer Union Suits.		Ladies' 220 needle merc. hose with	
Men's 240 needle fiber silk hose	4 50	12 Cut Double Carded, Asst. Style,		440 needle rib. top fashion seam	5 25
Men's pure silk hose	6 00	reg. size 36-38	4 75	in back	2 25
Nelson's Rockford socks, bdl.	1 30	extra sizes 40-42-44	5 25	Ladies' fleeced hose, hem top	2 25
Nelson's Rockford socks, bdl.	1 45	14 Cut Combed Yarn, Asst. Style,		Ladies' fleeced hose, rib. top	3 00
Nelson's Rockford socks, bdl.	1 55	Regular Sizes 36-38	6 50	Ladies' fleeced hose, rib. top	3 25
Hosiery—Men's.		Extra Sizes, 40-44	7 00	Bathing Suits for Spring Delivery.	
Men's Cotton Hose, Engineer & Fireman, Black & Brown, doz.	1 40	14 Cut Mercerized Lisle, Asst. Styles,		Men's all pure worsted, plain	22 50
Men's 176 Needle Cotton Cut Toe	1 25	Regular Sizes	7 50	Men's all pure worsted with chest	25 00
Men's 200 needle full combed yarn	1 85	Extra Sizes	8 00	stripes	27 00 to 32 00
Men's 220 needle full merc. hose	2 35	Athletic Underwear For Spring.		Ladies' all pure worsted, plain	25 00
Men's 240 needle fiber silk hose	4 50	B.V.D.'s, No. 01, Men's union suits	12 6 1/2	Ladies' all pure worsted striped	27 00 up
Men's pure silk hose	6 00	Seal Pax, No. 10, union suits	10 50	color combinations	27 00 up
Nelson's Rockford socks, bdl.	1 30	Men's 72x80 Nainsooks, may be	9 00	Men's and Boys' Cotton Underwear for Spring.	
Nelson's Rockford socks, bdl.	1 45	had at	7 25 to 9 00	Men's Egypt Balbriggan Shirts	4 50
Nelson's Rockford socks, bdl.	1 55	Men's Soisettes, highly mercerized	13 50	and Drawers	7 25
Hosiery—Men's.		at		Men's Egypt Balbriggan Union	7 50
Men's Cotton Hose, Engineer & Fireman, Black & Brown, doz.	1 40	Men's No. 150 "Hallmark" 72x80		Suits	7 50
Men's 176 Needle Cotton Cut Toe	1 25	Nainsook	9 75	Men's Egypt Ribbed Union Suits	8 00
Men's 200 needle full combed yarn	1 85	Men's 64x60 Nainsooks	6 50	Lawrence Balbriggan Shirts and	
Men's 220 needle full merc. hose	2 35	Men's 84 Square Nainsooks	9 00	Drawers	7 50
Men's 240 needle fiber silk hose	4 50	Men's Fancy Nainsooks	9 00	Men's Cotton Ribbed Union	8 50
Men's pure silk hose	6 00	Wide and Medium Stripes.		Suits, Egypt	8 50
Nelson's Rockford socks, bdl.	1 30	B. V. D. Shirts and Drawers,		Men's Combed Yarn Cotton Union	12 00
Nelson's Rockford socks, bdl.	1 45	Shirts	6 87 1/2	Boys' Balbriggan Union Suits,	4 50
Nelson's Rockford socks, bdl.	1 55	Drawers	7 25	Men's Dress Furnishings.	
Hosiery—Men's.		B. V. D. Athletic Style No. U-101	12 6 1/2	Slidwell collars, linen or soft	1 60
Men's Cotton Hose, Engineer & Fireman, Black & Brown, doz.	1 40	U-D Youth's B. V. D.	8 50	Neckwear 2 10, 3 75, 4 50, 6 00, 7 50	9 00
Men's 176 Needle Cotton Cut Toe	1 25	Boys' "Hanes" No. 756, 72x80,		Flannel night shirts	10 50
Men's 200 needle full combed yarn	1 85	Nainsook Union Suits	7 25	Dress pants	22 50 to 48 00
Men's 220 needle full merc. hose	2 35	Boys' "Hanes" No. 856, 72x80,		Mufflers	12 00 to 19 50
Men's 240 needle fiber silk hose	4 50	Union Suits	6 25	Dress shirts	8 00 to 48 00
Men's pure silk hose	6 00	Boys' 64x60 Union Suits	5 00	Laundered stiff cuff shirts, 80 sq.	16 50
Nelson's Rockford socks, bdl.	1 30	Boys' 72x80 Union Suits	6 25	President and Shirley suspenders	4 50
Nelson's Rockford socks, bdl.	1 45	LSSI—Girls "Sealpax" pin ch'k N'sk.	8 50	Men's "Lining" Collars, per box	34 1/2
Nelson's Rockford socks, bdl.	1 55	LBBI—Boys "Sealpax" pin ch'k N'sk.	8 50	Men's "Challenge" cleanable, doz.	2 75
Hosiery—Men's.		Men's Work Furnishings.		Men's Wash Ties	\$1 35, \$2 00, 2 75
Men's Cotton Hose, Engineer & Fireman, Black & Brown, doz.	1 40	No. 220 overalls or jackets	13 50	Men's Muslin Night Shirt, doz.	9 00
Men's 176 Needle Cotton Cut Toe	1 25	No. 240 overalls or jackets	12 00	Men's Muslin Pajamas, per doz.	16 50
Men's 200 needle full combed yarn	1 85	No. 260 overalls or jackets	10 50	Boys' Furnishings.	
Men's 220 needle full merc. hose	2 35	Stiefel rope stripe, Wabash stripe		Knickerbockers	6 00 to 15 00
Men's 240 needle fiber silk hose	4 50	Club or Spade overall or jacket,		Mackinaws	4 25 to 8 50
Men's pure silk hose	6 00	2 seam, triple stitched	13 50	Overalls, Brownies, etc.	6 50 to 9 00
Nelson's Rockford socks, bdl.	1 30	Coverall khaki, heavy drill	27 00	Youths' Wabash stripe overall	10 25
Nelson's Rockford socks, bdl.	1 45	Cottonade pants	13 50 to 21 00	Coverall	12 00 to 16 50
Nelson's Rockford socks, bdl.	1 55	Black sateen work shirts	9 00	68x72 dress shirts	8 50
Hosiery—Men's.		Nugget blue chambray work shirts	9 00	"Honor Bright" Stifels Wabash	
Men's Cotton Hose, Engineer & Fireman, Black & Brown, doz.	1 40	Golden Rule work shirts	7 50	Stripe Romper, Red Trim	7 50
Men's 176 Needle Cotton Cut Toe	1 25	Piece dyed work shirts	6 75	"Honor Bright" Khaki Romper,	
Men's 200 needle full combed yarn	1 85	Best Quality work shirts	9 00 to 16 50	Red Trim	8 00
Men's 220 needle full merc. hose	2 35	Work suspenders	2 25 to 7 50	"Honor Bright" Plain Blue Romper,	
Men's 240 needle fiber silk hose	4 50	Shirley Police or X Back work Sus.	4 50	Red Trim	7 50
Men's pure silk hose	6 00	Caps and Umbrellas.		Play and Wash Suits	\$11 00 to 24 00
Nelson's Rockford socks, bdl.	1 30	Black sateen shop cap, doz.	1 00	Boys' Suspenders, Fish Back,	
Nelson's Rockford socks, bdl.	1 45	Dress caps, men's, doz.	7 50 to 19 50	Flat Ends	1 42 1/2
Nelson's Rockford socks, bdl.	1 55	Dress caps, boys', doz.	7 25 to 10 25	Youths' Suspenders, 28 in. Cross-	
Hosiery—Men's.		Men's & Ladies' Umbrellas	10 50 to 48 00	backs, Lea. Ends	2 25
Men's Cotton Hose, Engineer & Fireman, Black & Brown, doz.	1 40	Men's "Scotch Tweed" Caps, Silk		Ladies' Furnishings.	
Men's 176 Needle Cotton Cut Toe	1 25	Lined, Plated Backs, One Piece		Middy Blouses, red, green, or navy	4 00
Men's 200 needle full combed yarn	1 85	Tops, Extra Quality	16 50	wool flannel, each	4 50
Men's 220 needle full merc. hose	2 35	Men's, Boys' and Ladies' Straw		Serge middy blouses, each	3 50
Men's 240 needle fiber silk hose	4 50	Hats, "Peanuts"	2 00	Voile waists, doz.	9 00 to 15 00
Men's pure silk hose	6 00	Children's Dresses.		Georgette waists, each	4 00



Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—Dr. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Cold Storage a Vital Factor.

Cold storage has become a factor of vital importance to the producer and consumer alike in the conservation and distribution of perishable products.

In the primary markets cold storage and refrigeration have become economic necessities in precooling or chilling products until sufficient volume has been accumulated for economical shipment. In the movement from primary market to terminal market, transportation and refrigeration are combined for the conservation of perishable commodities in transit, and refrigerator cars become temporary cold-storage plants when they enter oversupplied markets. The fact that perishable commodities are shipped under refrigeration makes it possible either to hold shipments on the tracks until surplus products are absorbed, or to consign to another market in need of such commodities. The meat-packing industry as a result of its organized storage and refrigeration in transit facilities, can supply fresh meat to practically every consuming market. Without refrigeration, slaughter would of necessity be confined to local distribution in the immediate vicinity of production.

There is also another class of temporary cold storage which is an important factor in extending somewhat the comparatively short season during which highly perishable meats of all kinds are available. This is the refrigeration supplied by commission merchants and wholesale receivers for the protection of products during their distribution.

The laws of practically all states recognize the desirability of temporary storage and exempt from marketing requirements of all stock held under refrigeration for thirty days or less.

There is a third class of cold storage that has most greatly affected the consuming habits of the American people—the cold storage which absorbs the surplus of the seasonable crop of semiperishable commodities, and make them available through practically the entire year. The vast metropolitan centers could not exist without refrigeration storage reservoirs of food stocks. In its economic function, cold storage tends to stabilize market prices to the producer by absorbing into reserve stocks the excess production of the peak produc-

ing period at higher prices than would prevail if it were necessary to dispose of the entire crop immediately to the consuming public. It also serves to provide the consumer with a normal supply of seasonally produced commodities during periods of deficient production at lower prices than would prevail if no reserve stock were available. The abnormal conditions of the postwar years have tended to increase cold-storage facilities rapidly, and it now seems that the existing facilities are adequate in capacity and in general well located with reference to distribution. In fact, during the depression there has been a surplus of possibly 50 per cent. of total available cold storage space. There are three general classes of cold storage warehouses—public, private, and combined public and private. The greater percentage of cold storage space is of the first class, or public. Private cold storage is operated exclusively for the storage of products produced or dealt in by the owners. The combined public and private cold storage warehouses make available to public use the surplus space not required by private owners.

The Bureau of Markets of the Department of Agriculture has made extensive surveys of cold storage service in its relation to the conservation of dairy products, poultry, and eggs, fresh meat and fresh meat products, fish, frozen small fish, cheese, condensed milk, packing house products, fresh fruits and vegetables, dried fruits, nuts, cereals, candy, sorghums, etc.

The general service performed by the public cold storage warehouses includes the receiving, handling, and shipping of goods to and from the warehouse, maintaining proper temperatures for the various commodities in storage, inspecting, weighing, repacking, and other special services.

The operators of cold-storage warehouses are a considerable factor in financing perishable products in cold storage. This service they can well render, because of their intimate knowledge and their responsibility for the collateral. However, in many in-

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.

MAKES
 THE

Insist Upon
**Tea Table
 FLOUR**

IDEAL
 BREAD

BLUE
 GRASS

STANDS FOR QUALITY
 IN DAIRY PRODUCTS



Better
 Butter

Better
 Milk

The Repeat Sales makes it profitable for "Grocers" to handle these lines.

KENT STORAGE COMPANY
 GRAND RAPIDS - BATTLE CREEK
 Wholesale Distributors

WHEN you want to change your equipment let us plan your wants. We can do so in both rebuilt and new Store and Office Fixtures.

Grand Rapids Store Fixture Co.

7 Ionia Ave. N. W.

Grand Rapids, Michigan

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

ABE SCHEFMAN & CO.

Wholesale Fruits and Vegetables

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.

PIOWATY METHODS

INSURES

PLEASURE AND PROFIT

TO YOUR

FRUIT AND VEGETABLE DEPT.



M. PIOWATY & SONS, of Michigan

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
 Grand Rapids, Michigan

We are in the market to buy and sell

POTATOES, ONIONS, BEANS, FIELD SEEDS

Any to offer, communicate with us.

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

Moseley Brothers,
 GRAND RAPIDS, MICH.

stances, competitive conditions have created a tendency to make excessive loans to secure business, and this has operated to develop speculation in perishable foods. These loans are based on negotiations of warehouse receipts issued under the so-called warehouse receipts act, which has now become the law of practically all the states. These receipts may also be used as collateral security for loans by banking institutions to owners of the products in cold storage. Uniformly, these laws provide that: A warehouse man shall be liable for any loss or injury to the goods caused by his failure to exercise such care in regard to them as a reasonably careful owner of similar goods would exercise, but he shall not be liable, in the absence of an agreement to the contrary, for any loss or injury to the goods which could not have been avoided by the exercise of such care.

The development of the cold storage industry from a small beginning with ice as a refrigerant, to its present importance with efficient methods of mechanical refrigeration, has been extremely rapid. While they are not general, certain abuses have developed within the cold storage industry that have worked to the disadvantage of both the public and the industry itself.

"Two Eggs a Day Will Clean Up the Lay."

"An apple a day, keeps the doctor away" is the slogan of the apple grower and dealer. The egg distributor has realized the need of some similar couplet to increase egg consumption and to put the market in better shape to move the 10,000,000 cases now in storage and the fresh stocks as they come in from producing points. The Publicity Committee of the New York Mercantile Exchange has coined the slogan, "two eggs per day will clean up the lay—and more too." A placard under the caption "Eggs our Problem" has been issued for general distribution. It is designed to create more interest in eggs as a food. The placard tells its own story as follows: "The Publicity Committee of the New York Mercantile Exchange wishes to give wide publicity to the fact that a country-wide increase of egg consumption must be secured if the increased holdings in all markets and the heavier current production are to be disposed of without serious financial loss. The committee believes the required increase in consumption, amounting approximately to one and one-half eggs per capita per week can be secured by a Nation-wide co-operation of the egg producing and distributing industry. All exchanges, National and state organizations and individual dealers and associations should strive to increase egg consumption by using their influence to create reasonable retail prices to consumers in all parts of the country and bringing out the fact of the superior food value of eggs at current prices in comparison to other food commodities. That it seems reasonable to expect an adequate expansion of consumption, if the public is properly enlightened and reasonable prices maintained is apparent from the fact that the present excess holdings and

prospective increased production can be cleared satisfactorily, if the sales for the six months beginning July 1, 1922, can be made to show the same increase over the same six months of last year as those of last year showed over the year before, approximately 23 per cent. If, as a trade, we can stimulate consumption one egg per week per capita, as compared with last year, we can clean up the surplus. Should production be encouraged or discouraged? This is a serious problem. Either production must cease to expand or we must induce a larger permanent consumption of eggs by the public. We should make room for a larger production by developing a demand in excess of present consumption."

Encourage Consumption of Eggs.

The accumulation of 10,000,000 cases of eggs in the cold storage of the country on August 1, combined with an increase in production this season over last has brought the egg trade to the realization that consumption will have to be increased to ensure a clearance at profitable prices of cold storage stocks and fresh arrivals from now on. The New York Mercantile Exchange has taken steps to this end and has authorized its publicity committee, of which George E. Cutler is chairman, to keep in touch with the daily newspapers so that the consumer can be advised of true market conditions. Suggestion has been made to the publishers of papers which carry quotations on eggs to include a comparison of prices a year ago at this time on the principal selling grades. This will impress the consumer with the relative cheapness of eggs compared to 1921. For instance, Western firsts, a grade most commonly used for a basis are now quoted at 23½@25c, against 34@37c last year, in the wholesale market. The publicity committee intends to devote its activity to storage eggs.

One of the most important factors in retailing goods is cleanliness. To be neat and clean yourself, and keep your stock neat, clean and orderly is a resource that is within the reach of every merchant; and to have your place of business open promptly and in shipshape, and be ready to meet every prospective buyer with a smile, will make a good start towards a day's business.

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



M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

FLOUR

There can be no two opinions regarding the sustaining influence exerted on your trade by a character flour brand. Today the carefully selected brand is a premier investment.

CERESOTA—FANCHON RED STAR

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN



"Yellow Kid" brands are a wholesome and delicious summer fruit that is inexpensive and very healthful.

"A pound of Bananas is better than a pound of meat."

Vinkemulder Company

Grand Rapids, Mich.

THE MENACE OF THE UNIONS.

Will Their Wild Dreams Ever Come True?

Written for the Tradesman.

For more than fifty years it has been the dream of the so-called "down trodden laboring man" that if it could be arranged to have all this class of individuals cease work at the same time, they could bring capital or what they term the leisure class to their own terms.

Never before in the history of unionism has there been so solid a front. Jealousies and petty bickerings between leaders and factions have heretofore broken the ranks before the crucial point was reached, but at this time, with the winter close at hand—the miners all out and the entire force who keep the railroads in repair also out—the situation furnishes an excuse for the remainder of railroad employes to strike sympathetically to help the cause, whether they have a grievance or not. Engineers, firemen, conductors and brakemen are refusing to handle equipment they claim is out of repair or coal mined by non-union mines. Maintenance workers who really get the poorest pay are ready to help out on anything that looks like a winner. In fact, the entire force connected with the railroads have that "cockey" sensation that the roads cannot be run without them, that they have their hide on the fence and the Government buffaloed; and if they make trouble enough the so-called Government will take the roads over, pay the union scale and conduct them under union rules. Of course, this will include seniority rights and the throwing out of all the loyal men who came forward at the call of the labor board or remained in their places when the "outlaws," as the board termed them, left their jobs after being twice warned. No wonder kings have said that the people could never govern themselves.

There are people who would hold up their hands in holy horror at the thought of the stoppage of transportation, but when you consider it from all angles that would be nothing as compared to turning the roads over to the unions at this time. It would be an absolute surrender to bolshevism.

Suppose the roads should cease to function. Gradually all business would cease and we would drift back to primitive methods for a time. There would be just two things to do—find something to eat and keep warm. What more does a savage need? All the rest is frills. There is still wood to cut and coal to dig, and those nearest these centers would turn to that, and if gasoline could be had trucks would haul it where it was needed. Our water systems, lighting plants and hospitals would have to be kept going and there would be no end of volunteers, even to help to run the railroads, and when it comes to this, the individual who would holler "scab" or attempt to interfere with this work would receive short shift. We would then know whether we had a government or a union governing us. Schools could be closed for

a time and the "child labor law" ammended to allow some of the narrow waisted young men and short haired girls to hustle for fuel or something to eat long enough to get a taste of the life their parents led fifty years ago. And when things returned to normal they would have a viewpoint they can never obtain by heresay.

It is surprising, the things we don't have to do. We don't have to build homes, hotels, churches, theaters and business blocks or even roads, bridges, tunnels, etc. These are only the dreams of men with brains and initiative to make them come true. And these are the things that keep the "down trodden laboring man" from starving to death, though he doesn't appear to sense it. Initiative, not labor, makes the wheels go round.

When we use this term "down trodden laboring man" it is the term that this class proudly applies to themselves. It includes all that vast class of individuals without any initiative whatever. They are dependent on others for employment or they could not exist as they do to-day. How many railroad employes, if thrown out of work, could go out and "start something;" that is, do something on their own initiative? Perhaps a few, but the great majority are laying for the old age pension. It is absolutely surprising how few of the average persons with trades, such as machinists, tanners, plumbers, bricklayers, electricians, truckers, etc., could go out and take a contract to do a job and employ another person to help them successfully. Time and again when they try it they fail and eventually return to the boss and the old job at better pay than they could get under their own management. It is this class of individuals who have dreamed of tying the hands of industry.

Disastrous as it may appear at first glance, we will make the assertion that it would be the most fortunate thing that could happen to us all to-day if they would go on and attempt to carry out this dream. There never was a more opportune time and in the end it would resolve itself into the biggest nightmare that some of these men have ever seen. Of course, it would entail hardship on many, but they can't put anything over of this kind without getting their fair share of suffering. If it don't come now, it is bound to come later. All this talk of enacting laws to keep men from striking is mere twaddle. It can't be done. They rant about putting teeth in laws. Who will enforce the teeth when there is no force to-day to stop men from kidnapping, beating and murdering men who want to work for a day's pay? We will never get anywhere until this question is threshed out, once and forever, as to whether we are governed by a duly elected government or the union. Then we can start at the bottom and go on up without this continual interference from this class of people who labor under the delusion that everything belongs to labor.

In a way we have it coming to us. The laboring class is not alone to

Did You Ever Notice It?

Some merchants are lavish in their use of price tags. It is never necessary for their customers to ask the price of an article.

They recognize that displaying prices means additional sales—they know that many sales are lost because the customer will not ask prices and they are **cashing in** on that knowledge.

To display prices on well known merchandise is good business and helps turnover, but the system is doubly effective where you can offer your customers such a product as

K C
Baking Powder
Same price for over 30 years
25 ounces for 25¢

The price is established through advertising and being shown on the package.

Your customers accept it without question.

**You Can Get Your Full Profit—
ALWAYS**

**The government used
millions of pounds.**

**Reduction in freight rates July 1, passed on to
the trade in reduced list prices on K C**

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

blame for the present conditions. We have pampered it, excused it, catered to it and condoned it. Employers have signed up with it and even the government has called it into council and recognized its authority. Therefore, what can we expect? It is now drunk with power.

The writer has always contended that no employer had a moral right to recognize a union to the exclusion of all other workmen and every such individual who placed his name on the dotted line as much as said to all others: "You must join a union, or you cannot work for me." And when you further consider that this includes every daily newspaper in the United States, with the exception of about 200, is it any wonder the unions are "chesty?" Gradually men with no sympathy with the cause whatever have joined to keep the peace and get employment. Eventually this class of union men will prove the saving grace of the whole tangle. When the Government and the employer wake up to the awful menace that confronts us and cease to recognize and contract with unions, then unionism will cease to be so popular and these men will give up their membership.

It is up to you, Mr. Man. Take notice of the little emblem of the typographical union down in the corner of the card the candidate for office hands you. You may think you are a Republican, a Democrat or a Socialist, but you are just a plain union advocate when you vote for that bolshevik.

You fellows with the little home you own or are paying for, don't smile when you read about men being kidnapped, beaten up or murdered. If there is no Government that can protect them, there is none for you and some day your little home will go to the "strong guy" who is able to throw you and your family out by main force.

B. H. Howig.

Inequalities in Price Levels.

A year ago the maladjustment of prices as between various groups of commodities was one of the topics most frequently discussed in connection with the revival of business. Today less is heard about this subject, although the maladjustment still remains. That is to say, the prices of finished products are still out of line with those of raw materials, especially metals and farm products. The last-named groups have receded much more nearly to pre-war levels than have such groups as cloths and clothing and housefurnishing goods. Farm products are higher than they were a year ago, but their advance has been offset by the rise in prices of other commodities. It has already been shown that a given unit of farm products would purchase less of other commodities in June than it would in the preceding March. This means that the progress towards the correction of the inequalities in price levels has been checked, at least for the time being. No one expects prices of different groups of commodities to resume exactly their pre-war relationship, but there seems to be good

reason for assuming that this will be more closely approached than has yet been noted.

Prices in this country were virtually unchanged during July. This is a case, however, where the general average of prices does not tell the whole story. It seems to indicate that the price level is stable, but during the month there was a considerable shifting of values among the different commodity groups. Breadstuffs, meats, and some of the other food products declined, while textiles, clothing, and metals advanced, and the rise in the last-named groups just about offset the decline in the others. The rise in textiles and clothing is a natural consequence of the elimination of the oversupply of wool and cotton. The decline in foodstuffs reflects the large acreage and the excellent outlook for the grain crops. While average prices may be fairly stable, the contrast in the movement of the different commodity groups shows that some producers are being adversely affected while the economic position of others is improving.

Accommodating.

Uncle Joe was visiting his brother's household and seemed particularly interested in Henry, the hopeful.

"And what are you going to be when you grow up, Henry?" he asked genially.

"Well, returned Henry, thoughtfully, "after I have been a minister to please mother and a judge to please father, I am going to be a policeman."

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 and Sunday,
Leaves Chicago 10:30 A. M.

FARE \$3.95

Special Boat Train Leaves Waiting
Room, one block east of Hotel
Pantlind 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
Cor. Pearl & Ottawa
With Consolidated Railroad Ticket
Offices
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W. S. NIXON,
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Electric Railway Station
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One Block East of Hotel Pantlind
L. A. GOODRICH,
Traffic Mgr.

RYZON

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

BAKING POWDER

Order
from your
jobber today.

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

You Make Satisfied Customers when you sell "SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

TAKING INVENTORY

Ask about it
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

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

Signs of the Times Are Electric Signs

Progressive merchants and man-
ufacturers now realize the value
of Electric Advertising.

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

THE POWER CO.

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Grocery Stock For Sale

Nine thousand dollar grocery
stock for sale in live city within
sixty miles of Grand Rapids.
Doing business of \$5,000 per
month. Rent of ground floor
and basement in brick building
only \$40 per month. Rare op-
portunity for good merchant
who can increase the volume of
business by energetic effort.
Address Radix, care Michigan
Tradesman.

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.



Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 15—Louis J. Koster, Western Michigan traveling representative for Edson, Moore & Co., spent his overnight's vacation on an automobile trip through Wisconsin accompanied by his wife and daughter. They followed the West Michigan Pike to LaPorte, whence they headed westward through Northern Illinois, thence going North as far as the Dells. They returned home via Elgin and Aurora. They report a most delightful outing.

E. P. Monroe (Brown, Hall & Co.) is back from his Upper Peninsula trip without a new bear story. As this is the first time such a lapse has ever occurred, Monroe's friends are naturally alarmed over his mental condition.

The Kent Storage Co. has opened a branch warehouse at 403 Shiawassee street, Lansing, under the management of George W. Yanzi, who has been engaged in the produce business at Lansing for the past fifteen years.

F. H. Wilkinson, formerly engaged in general trade at Prairieville, has engaged to travel for the Richardson Garment Co., of Kalamazoo.

Don't use stereotyped phrases in speaking of the merits of your goods. They become stale and customers tire of them. Make use of expressions which mean the same; then your conversation becomes almost as interesting to the customer as the article on which you are talking.

There was a Smart Aleck salesman from (name of town deleted by the censor) who sold a bill of hardware to William Jones, whom he had never met before. On that trip he called him "Mr. Jones." On the next, he called him "Jones." Then "Jonesy," "William," and finally "Bill." On the sixth trip he was not called upon to call him anything at all, as Mr. William Jones had decided to buy of another man.

In selling goods there may be two men equal in ability. One man has tact, the other has not. The latter fails. The man with tact succeeds. Every time we fail to do what we feel we should have accomplished, let us study carefully the cause of failure, go to the root of it and we will generally find that it was more tact that was needed. The tactful man will use all his resources to best advantage and is bound to succeed.

P. Vos & Son, who conduct the wonderful gladioli farm, about a half mile South of the picnic acid plant, on Clyde Park avenue, have purchased the 40 acre Hannaford farm, opposite their present location, and will utilize it in the production of rare gladioli as soon as the land can be brought under cultivation. The Vos family will move across the street because the Hannaford home is larger and more modern than their own and also because the house is surrounded with a beautiful grove. Successive crops of rye, oats and buckwheat will be grown and plowed under on the land recently acquired to adapt it for the purpose for which it will be used.

Two immense signs, one at either side of the city of Kalamazoo proclaim it the home of large "Paper" interests—perhaps the "World's greatest Paper Center." In 1866 the first paper mill was built in the Kalamazoo valley. The capacity during those

early days was about five tons daily as against a present capacity of that same mill of around 700 tons in the twenty-four hours. The present combined daily capacity of a total of the twenty paper machines in the valley easily exceeds 1200 tons.

In 1909, when promoters of the Kalamazoo Vegetable Parchment Co., spied out land for a suitable location, there was comparatively little parchment made in the United States, especially so in the middle or Western States. The opportunity for such a mill at Kalamazoo loomed large to Jacob Kindleberger and the associates he was able to interest, among whom was the late J. J. Knight, of Kalamazoo.

In 1910, on the right bank of the Kalamazoo river, a half mile north of the city limits, a one story mill was erected about where a memorable old beet factory then stood. Many were the stories which got abroad about "Beets to Parchment," probably because of the word "Vegetable" having been incorporated as part of the firm name and having to do with the essential purity of the product of the new plant.

The years were not always full of joyous experiences of overwhelming business for the new company. Rather were there times of struggle for a right to exist—a battle royal, waged successfully, however, by a developing organization imbued with a big ideal of serving mankind with a worth while product then but little known and appreciated. The tide finally turned as the trade lines of this forceful group of men were extended, and for a number of years back the Kalamazoo Vegetable Parchment Co. has made itself felt in the paper industry as few other organizations have in so short a period.

Built about the advertising slogan, "Better Wet than Dry," the trade in genuine vegetable parchment extends to almost every country on the globe. Other lines have been added as an outlet for the capacity of the big modern paper machines and extensive equipment of this mill.

Waxing machines were installed a year or so after organizing. An intensive study of the bread wrapper business has won the confidence of the baking trade in every state so that to-day a very large tonnage of waxed paper goes to wrap bread and to protect the many dry foods put up in cartons.

The making of sulphite bond and ledger papers was found logical and practical in the mill because of the nature of the other products and the necessity of making all papers exceptionally pure and clean to cater to the wrapping of foodstuffs. Thus a third department has been developed in the plan of building up a well rounded, all season demand for the output.

If K. V. P. parchment, waxed and bond papers find such great favor and use on a large industrial scale, why not develop the use of these papers in the homes of the American people? This was the next big idea worked out. To-day the good house-keeping essentials are supplying a long felt need of the housewife and a large annual sale of the Papricloth ice blanket and the three "Handy Home Helper" rolls bespeak Milady's approval.

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon Mich.

HANNAFORDS NEW CAFETERIA

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

For The Past 10 Years
Prop. of Cody Hotel Cafeteria

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.

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

RAMONA

THEATER

Keith Big Time Vaudeville

Mats.
3 p. m.
Prices
10c
and 25c

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.

Eves.
8:30 p.m.
Prices
35c, 55c
and 75c

Plan to Picnic at Ramona

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

NEW MERTENS
FIRE PROOF
One half block East
of the Union Station
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Henry Smith
FLORIST
139-141 M. Ave.
Grand Rapids, Mich.

CODY HOTEL
GRAND RAPIDS
RATES \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION

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

HOTEL 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.

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

The parchment is put up in 100 foot rolls, twelve inches wide, for home protection of butter, meat leftovers and such uses wherever a water and grease proof paper is required.

The wax paper is offered in 100 foot rolls, twelve inches wide, and is generally used for wrapping all dry goods and particularly lunches.

The shelf and lining roll, as indicated by the name, has a very special use in the home. The pride of the housewife is her tidy cupboard and pantry shelving and this clean, strong white paper, put up in handy continuous rolls, instead of the sheets, saves waste and the unused portion remains clean and always ready. It is no surprise anymore to see these three rolls hanging handy in the well kept kitchen, but rather unusual for the modern business-like housekeeper to be without them.

The company is now building another mill to increase its capacity 50 per cent. Present capitalization is \$3,000,000 and branches are being opened in all the large cities at home and abroad. Recently an export department has been organized to specially look after the foreign trade development.

Within the last year the welfare work, always a potent factor, has been given especial attention. On a co-operative basis between company and employees a \$30,000 community house has been erected and fully equipped in up-to-date fashion with everything from the best moving picture outfit to a tennis court and a children's play ground.

Not the least important feature of this department is the community dining hall. All this welfare effort is the power behind the men and machines—the big reason for the rapid growth of a business organization working out a big ideal of Jacob Kinkleberger, whose record in the paper interests would make a most interesting story.

The new hotel at Benton Harbor which is being built by the House of David colony is not progressing as fast as the traveling men who make this town would like to see. At the present time it is only up one story of the four the building is to consist of, in spite of the fact that work was begun on it last winter, and from what the long haired gentlemen who are working on it say, they do not expect to finish it in less than another year. This is unfortunate, because Benton Harbor is badly in need of a first-class hotel for the traveling public. There are plenty of hotels with mineral bath connections which cater to the sick and afflicted, but the Benton Hotel is about the only one where the traveling man can stay without constantly inhaling the disgusting odor of mineral baths. Unfortunately, the Benton is an ancient and poorly arranged building, which has been allowed to go so long without redecorating and refurbishing that it has ceased to be a first-class hotel. As a result, the boys on the road have been looking forward to the time when the new Isrealite hotel would be opened up. It is said that the House of David people do not intend to run the hotel themselves, but expect to lease it to outside parties, and we all hope that whoever leases it will be capable and willing to run it right.

Anyone knowing of a good set of springs and shock absorbers for sale cheap will confer a great favor to passengers who are compelled to ride on the Alden bus line between South Haven and Benton Harbor by notifying the proprietors of this line of the fact.

The Reid Hotel, at South Haven, is much improved in appearance, having recently been given a fresh coat of paint.

The Hartford House, at Hartford, has announced a reduction in the price of their breakfast from 75c to 50c. The dining room of this hotel

has been refurbished and redecorated in a most artistic manner.

The fruit growers in the territory extending from Fennville south to St. Joseph are finding it difficult to dispose of their early apples at any price. The crop has been so bountiful and the shipping conditions so poor that many farmers have been unable to sell even the finest grade of apples at a price that would cover the cost of picking and the baskets to ship them in.

The John L. Lynch Sales Co. has arranged to conduct a seven day sale for Drost & Nieboer, of Reeman, starting Saturday of this week.

William Judson and wife spend a portion of their time during the warm weather at their summer home at Schoolcraft, where they dispense charming hospitality.

The Daggett Canning Co., lessee of the Thomas Canning Co., has canned sixty-five cars of strawberries this season and has contracted for 10,000 bushels of peaches at 75 cents per bushel. The company has recently made a large contract with the Government for peach jam. The company now has 600 people on the payroll.

Frank E. Leonard (H. Leonard & Sons) has returned from a three week vacation, which included a water trip on the North American from Chicago to Duluth and return.

John B. Olney.

For Shame, Pennsylvania!

The Pennsylvania Railroad has done a most wonderful act. A few weeks ago a little boy living at Hobart discovered a defect in the track which would probably have put a fast resort train in the ditch if the boy had not flagged the train in time. Such an accident would probably have involved the loss of several hundred thousand dollars, including the death indemnities the railroad would have to meet. Considering that the act was entirely voluntary on the part of the boy and that his parents are farmers and not railway people, it was naturally expected that the rich and powerful Pennsylvania System would do something handsome by the boy. Some thought he would be handed a gold medal. Others insisted he would receive a certificate of deposit for \$1,000, payable to him with interest when he attained the age of 21. Still others were of the opinion the boy would be handed a scholarship for a full course in some college. None of these conjectures proved to be correct. The company sent a man to Hobart with \$10, which was turned over to the boy's mother when she signed a release, relieving the company from further claim in the premises.

Nothing but sneers and innuendos are uttered whenever the matter is introduced for discussion at the clubs, hotels and other public places. The parsimony of the company is condemned by every one—railroad men included—and the strongest statements concerning the outrage are made by local G. R. & I. officials who feel that the niggardliness of the parent organization is unexplainable and incapable of comprehension.

It might not be a bad idea for the municipal commercial organizations of Grand Rapids and Cadillac to place themselves on record in this matter.

E. A. Stowe.

Discount all bills; you can live on your discounts.

Blackened the Name of a Once Decent Union.

For many years I enjoyed the friendship of the late P. M. Arthur, who was at the head of the Brotherhood of Locomotive Engineers for nearly or quite thirty years. He built up the organization by fair means and made it respected by all men. After the disastrous (for the union) strike of railway engineers on the Burlington, Mr. Arthur frankly stated: "I lost the strike because I lost my head. Any man who loses his head deserves to lose his cause."

Under the unfortunate leadership of Warren Stone, the Brotherhood of Locomotive Engineers has lost all the prestige it enjoyed under Arthur. It has descended to the level of a union of hod carriers or manure shovellers. The latest proof of this demoralization is afforded by the action of the union engineers in abandoning their trains on the Santa Fe in the desert. They left their trains because the Santa Fe was guarding its property and passengers against violent trespass. This was not only the right of the Santa Fe but its duty. That guards are needed is shown by the fact that while these trains were being abandoned bombs were raining on the Santa Fe shops at San Bernardino.

Three thousand men women and children, non-combatants in this labor uprising, were held under a blazing sun, short of water, of food and exposed to suffering and even the possible loss of life. At sundown the thermometer stands at 110 degrees. Food comes in by train and water is brought in tank cars. It is a section of that country God forgot.

Stone and his gang of I. W. W.s may now see the first results of their attempt to force the withdrawal of this protection to the roads and the non-union shopmen. Their men on the Santa Fe have shown themselves utterly callous and indifferent to the safety and well-being of the lives intrusted to them. They have made war on the public, and the public is not likely to forget.

This incident of the desert will be remembered when "seniority" and the issues of the rail strike are forgotten. In a single day these engineers have destroyed the reputation for fairness they gained under the direction of Arthur.

It is a question, of course, how long the public can and will endure such ruthlessness. Certainly, it has endured long and suffered much. The wisest thing the "Big Four" chiefs can do is to order every man of their memberships back to his place. They are taking the plainest course ever charted to force this country to prohibit strikes and to enforce that prohibition with every power at the Federal command. Frank Stowell.

Against Compromise.

Toledo, Aug. 15—Your editorial of August 9 on the attitude of President Harding toward the rail strike comes as a shock and disappointment. There should be no compromise between right and wrong, such as you say will result from the submission of the seniority issue to the Rail Labor Board.

It matters not who makes the decision, the making of a "scrap of paper" of the rail executives' promises of permanent employment and seniority right to the new men will be wrong. It also will be against expediency. For it will be but a short time before the unions, with their increased prestige and power, will be demanding further concessions.

President Harding in his letter to the Governor of a State deplored the fact that the miners' union was so powerful that it could assume a dictatorial attitude toward the Government of the United States. Yet he seems to be doing all he can at the present time to facilitate the formation of an equally powerful union with dictatorial powers over the repair plants of the railroads.

Had the President stood by his earlier position, that the whole power of the Government would be used to back the Rail Labor Board's decision, the strike would be well on its way to an end now. But he is treating with the leader of the strike exactly as if no such announcement had ever been made; and the rail executives are stigmatized as "Die Hards" and "Irreconcilables;" and they apparently are to be considered as public enemies, although it would seem that they are standing out in the public interest.

Robert M. Riddle.

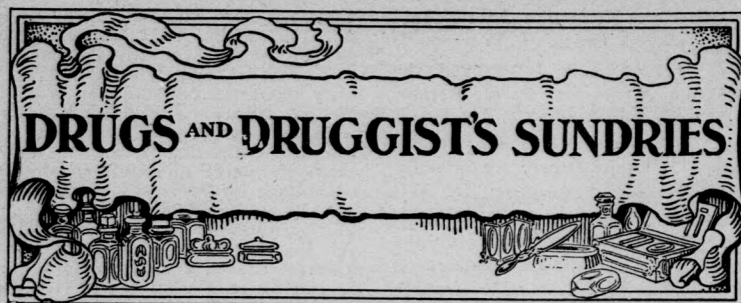
The Word of a Gentleman.

Saginaw, Aug. 15—Did our President want the executives of our railroads to break their pledged word? Are the strikers to be allowed to trample on the honor of gentlemen? Peace won in such a way would disgrace us all. All honor to the honorable executives! All honor to the brave men who prefer honest work to suffering families, who consider the public interests and who took the places of the arrogant, dictating strikers! May they have full protection in their manly choice from the Government, pledged to protect freemen in their rights! And at last let the thugs and murderers of the despotic unions learn that our laws are to be respected, that non-unionists have the rights of American citizens and that gentlemen keep their word, come what may. Are we not told that "the good man" swears to his own hurt and changeth not? And shall we not stand with those honorable executives. S. N. Brown.

Free From Propaganda.

Bay City, Aug. 15—Your paper is interesting, but beyond that it seems to be about the only one I get which is not loaded with propaganda. Sometimes I do not agree with the editorials, but if I did, I would not take the paper as it would be a waste of time reading it. F. C. Finkenstaedt.

Reports from the wheat districts indicate that farmers are holding their new wheat for better prices and are being urged to this course by local business men. President Marcy of the Armour Grain Company has called on the farmers to co-operate in an orderly and gradual marketing of their stocks and looks to this as a certain remedy for the present depressed price conditions. He believes that Europe will require about 100,000,000 more bushels of our wheat than last year, owing to its short cereal crops. During the past thirty days some 35,000,000 bushels of American wheat have been sold for export. In spite of this, however, the price of wheat on the farmers has dropped below \$1. This is an important matter for the entire country, as the income of Western farmers is going to be an important factor in improving general business conditions during the remainder of the year.



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.

Fountain Facts That Create Profits For Country Druggists.

Different schemes attract them in different places. Somebody is always getting up something different. The other day I went into a downtown store next to a vaudeville house. The druggist had a row of high chairs in front of his fountain, very much like a baby's high chair, but big enough to hold a flapper, and the flappers were standing in line to occupy them. There was a footrest and the idea was making a big hit.

"Been going great all summer," declared the druggist. There are too many smells around some fountains. I like an apparatus with a chute, so that you can send the orange peelings and egg shells and strawberry stems to the cellar in a hurry, and even then the container that catches them ought to be emptied once an hour.

Refuse left around the fountain seems to blend very quickly and sends forth an indefinable odor which is not especially disagreeable and yet hasn't any refreshing features. So we might as well can that stuff, as they say in the vernacular.

A druggist located near a speedway keeps a big bowl of crushed ice on his soda counter. This is thickly studded with small bottles of ginger ale, root beer, and other carbonated drinks. He has a narrow holder which just fits these bottles. A car drives up, the ladies remain in the car, the gentlemen come in and carry out the necessary drinks. If anyone wants a bottle of ginger ale, the cap is removed, the bottle is served in a holder and with a straw. This is picnic style, a little out of the ordinary, you know, and that is just exactly what arouses interest. Ice cream soda is dispensed, of course, all the regular fountain confections, the bottled goods being just a little bait—something different. This might be a good stunt for a drug store on an automobile highway to try.

A party of us stopped at a village store, by the way, ordered various

drinks, and the dispenser served twin cherries with each drink, double stems, you know, one cherry inside the glass, one adorning the outside. It was a pretty conceit and the cherries grew right there in the druggist's dooryard. No cost involved and no trouble except the picking. We all remembered that store the next time we were out and so did many more motorists, I am told.

Little things count for quite a lot. The tiny cantaloupe, halved, makes a delicious fruit specialty to serve at luncheon, and it also makes an excellent container. There is no prettier stunt than to fill it with a rounded portion of ice cream, vanilla, strawberry or chocolate. You can chill the halved cantaloupes and show them at the same time by filling a round container with crushed ice and then showing a circle of the small halves around its edge. Place half a larger cantaloupe in the center. Ice cream, of course, is not served until ordered. It would not keep well in the open. But you can show the halved cantaloupes filled with raspberries, strawberries, blackberries, any kind of berries. Here we have another most attractive combination. Don't forget your slogan

Fruit for Health.

This is well worth hammering at all summer. You will make some converts and they will be good ones, too, for fruit does relieve constipation and constipation is the cause of many of the ills that flesh is heir to.

Cantaloupe halves may be filled with sliced banana.

Or with crushed pineapple.

Or with fruit salad.

There you have something worth talking about. What better stuff could mortal wish? Enjoy the fruit and eat the dish.

The above couplet was set over a display of cantaloupe halves containing red raspberries.

Take a flat saucer and hold a sweet wafer across its center. On one side of the wafer heap red raspberries, on the other side heap black raspberries. The berries will then hold the wafer in place and you can have a number of these dishes ready for the noon rush.

Red and Black.

That is the name of the combination and the display, with this placard, will not fail to attract attention.

A block of clear ice may be hollowed to hold half a watermelon and we then have a good window stunt. The watermelon, of delightful mien, To be purchased needs but to be seen.

Such is the cry of an oldtimer in the business, who goes on to say that all you have to do to get watermelon

business is to show the luscious slives imbedded in ice. There is a great deal of truth in this claim; consult your own experience. A large silver bowl at the corner of the counter will hold a great many slices of watermelon. These are arranged in a circle, ends pointing down, that is, one end of each slice, and a big mound of crushed ice is packed in the center. Some dispensers like to show slices of watermelon in glass cases. Any way is likely to be effective that shows the goods. There is such a thing as making the mouth water, and why shouldn't the watermelon do it?

I am strongly in favor of featuring the fruits and berries of the neighborhood while they are in season. Household products are all very well but they lack the tang of nature's own.

Do you Remember the Cherries of Your Boyhood Raids? Here are the Same Cherries.

A sign like that may stir many an old codger. And ripe cherries are mighty good. You can serve a portion in a dish with a few wafers, leaving the cherries on the stem. They are easily handled by the customer. I saw a man start on a batch the other day and he could hardly stop. He got his mouth somewhat smeared up with the juice, but he didn't care. He was back in his boyhood days and he went out of the store thinking pretty well of that druggist's enterprise.

The simple stuff often makes a hit. We all belong to the soil in this country.

I know certain summer visitors will

THE NEW NATIONAL CONFECTIONERS SLOGAN IS,



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

Van-Dam

Aristocrat 15¢

Favoritas 2 for 25¢

Straight 10¢

A RARE SWEET SMOKE
 FROM SCIENTIFICALLY CURED
 AND BLENDED TOBACCOS
 MANUFACTURED BY TUNIS JOHNSON CIGAR CO. GRAND RAPIDS, MICH.

find blueberries such as they never saw before. The blueberry attains an enormous size in some sections and druggists in those localities will do well to feature the local product. Many tourists, too, will visit grape growing sections. The grape is a highly decorative proposition. Some are purple, some almost black, some are red, others are white. A sizable bunch will make a suitable "portion" to be served with cakes or wafers, or as desert after a luncheon. Bunches of grapes should be lightly cleansed in water before serving. Little cobwebs sometimes adhere, also bits of dead leaves and loose stems. You can hold them buch by bunch under running water, lay them on a thick towel for a minute, and then serve them still glistening, as if with dew.

Ripe plums are very good and are popular with many. We have red and purple plums, also the famous greengage. The peach has so many possibilities that space is lacking to describe them fully.

Druggists in small towns should keep a keen eye on automobile trade. You have two classes, those who run out from the adjacent city, and those who are making long tours. The people who run out from the city will come again and again. They need an objective point, and why shouldn't that be your drug store? Take the average city; it has three or four runs and then the schedule is exhausted. Certain routes are gone over again and again and the druggist who goes after the business may become known to hundreds of car owners. I know one man in a small village between two large cities who starts his patrons with strawberries in the spring, keeps them going on cantaloupes, raspberries, cherries and plums, has very fine peach specialties for late summer, and then sells his customers apple cider

in the fall. A great many people buy small fruits from him in bulk, and last fall he was taking orders for barrels of apples, making a profit for himself and another for his neighbors, the fruit growers. In many localities I see cars running out every Sunday for vegetables and fresh fruits. The motorists take care of their own deliveries, the business is cash, and well worth going after. It is not at all unusual to see a man load several baskets of peaches or a barrel of apples into the back of his car.

This business is growing. How are you fixed to get some of it?

Ed Wynn, a Former Drug Clerk.

Ed Wynn, the star in "A Perfect Fool" and born Izzie Leopold, is a native of Philadelphia. He was once a drug store clerk, but he found it hard to make much money. Ed used to clown even while at work in the store. Let a customer show signs of being a crank and Ed would soon have him laughing.

If a woman asked for a mustard plaster and the store happened to have none, Ed would chuckle, tell her a joke and induce her to take a bottle of cod-liver oil. One day a theatrical manager came under Ed's spell and the result was the drug clerk went on the stage. Now he has a show of his own, a country place, a garden and everything, but they say he often yearns for the old days in Philadelphia when all he had to do for a living was work.

The man who waits for business to come to him, and does not advertise while he waits, may have a long wait ahead and not much at the end of it.

The best tonic for a sick business is advertising. Good advertising will pretty nearly resuscitate a dead business.

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.

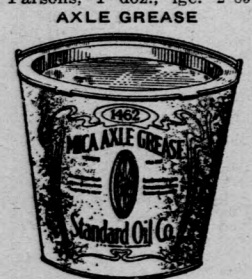
Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17½@ 25	Amber, crude	2 00@2 25	Aconite	@1 80
Boric (Xtal)	17½@ 25	Amber, rectified	2 25@2 50	Aloes	@1 45
Carbolic	33@ 38	Anise	1 25@1 50	Arnica	@1 10
Citric	60@ 65	Bergamont	7 00@7 25	Asafoetida	@2 40
Muriatic	3½@ 8	Cajuput	1 50@1 75	Belladonna	@1 35
Nitric	9@ 15	Cassia	2 50@2 75	Benzoic	@2 10
Oxalic	20@ 30	Castor	1 40@1 70	Benzoic Comp'd	@2 55
Sulphuric	3½@ 8	Cedar Leaf	1 50@1 75	Buchu	@2 65
Tartaric	40@ 50	Citronella	1 20@1 40	Cantharides	@2 85
Ammonia		Cloves	3 25@3 50	Capsicum	@2 20
Water, 26 deg.	10@ 18	Cocunut	25@ 35	Catechu	@1 75
Water, 18 deg.	8½@ 13	Cod Liver	1 30@1 40	Cinchona	@2 10
Water, 14 deg.	6½@ 12	Croton	2 25@2 50	Colchicum	@1 80
Carbonate	22@ 26	Cotton Seed	1 25@1 35	Cubeb	@3 00
Chloride (Gran)	10@ 20	Cubeb	3 50@3 75	Digitalis	@1 80
Balsams		Eigerm	4 00@4 25	Gentian	@1 35
Copaiba	60@1 00	Eucalyptus	7 00@7 25	Ginger, D. S.	@1 80
Fir (Canada)	2 50@2 75	Hemlock, pure	1 50@1 75	Gualac	@2 20
Fir (Oregon)	60@ 80	Juniper Berries	2 50@2 75	Gualac, Ammon.	@2 00
Peru	3 00@3 25	Juniper Wood	1 50@1 75	Iodine	@2 95
Tolu	1 10@1 40	Lard, extra	1 25@1 45	Iodine, Colorless	@1 50
Barks		Lard, No. 1	1 10@1 20	Iron, clo.	@1 35
Cassia (ordinary)	25@ 20	Lavender Flow	5 00@5 25	Kino	@2 50
Cassia (Saigon)	50@ 60	Lavender Gar'n	1 75@2 00	Myrrh	@1 55
Sassafras (pw. 45c)	@ 40	Lemon	1 75@2 00	Nux Vomica	@3 50
Soap Cut (powd.)	15@ 20	Linseed Boiled bbl	@ 96	Opium	@3 50
Berries		Linseed bid less	1 03@1 11	Opium, Camp.	@ 85
Cubeb	1 75@1 85	Linseed, raw, bbl.	@ 94	Opium, Deodor'd	@3 50
Flsh	25@ 30	Linseed, raw, less	1 01@1 09	Rhubarb	@1 70
Juniper	7@ 15	Mustard, artifl. oz.	@ 50	Paints	
Pricky Ash	@ 30	Neatsfoot	1 15@1 30	Lead, red dry	12½@ 13
Extracts		Olive, pure	3 75@4 50	Lead, white dry	12½@ 13
Licorice	60@ 65	Olive, Malaga,	2 75@3 00	Lead, white oil	12½@ 13
Licorice powd.	70@ 80	yellow	2 75@3 00	Ochre, yellow bbl.	@ 2
Flowers		green	2 75@3 00	Ochre, yellow less	2½@ 2
Arnica	25@ 30	Orange, Sweet	4 50@4 75	Putty	@ 8
Chamomile (Ger.)	50@ 60	Origanum, pure	@ 50	Red Venet'n Am.	3½@ 7
Chamomile Rom	75@1 25	Origanum, com'l	1 00@1 20	Red Venet'n Eng.	4@ 8
Gums		Pennyroyal	2 50@2 75	Whiting, bbl.	@ 4½
Acacia, 1st	50@ 55	Peppermint	3 00@3 25	Whiting, 5½	@ 10
Acacia, 2nd	45@ 50	Rose, pure	12 00@15 00	L. H. P. Prep.	2 60@2 75
Acacia, Sorts	25@ 30	Rosemary Flows	1 50@1 75	Rogers Prep.	2 60@2 75
Acacia, powdered	30@ 35	Sandalwood, E.	10 00@10 25	Miscellaneous	
Aloes (Barb Pow)	25@ 35	I	10 00@10 25	Acetanallid	55@ 75
Aloes (Cape Pow)	25@ 35	Sassafras, true	1 50@1 80	Alum	08@ 12
Aloes (Soc. Pow.)	70@ 75	Sassafras, art'l	1 00@1 25	Alum, powd. and	09@ 16
Asafoetida	65@ 75	Spearment	4 50@4 75	ground	09@ 16
Camphor	1 00@1 25	Sperm	2 40@2 60	Bismuth, Subni-	2 91@3 08
Campbor	1 12@1 15	Tansy	15 00@15 25	trate	2 91@3 08
Gualac	@1 10	Tar, USP	50@ 45	Borax xtal or	7½@ 13
Gualac, pow'd.	@1 25	Turpentine, bbl.	@1 23½	powdered	7½@ 13
Kino	@ 75	Turpentine, less	1 30@1 33	Cantharades, po	1 75@7 00
Kino, powdered	@ 85	Wintergreen,	6 50@7 00	Calomel	1 29@1 40
Myrrh	@ 70	leaf	3 25@3 60	Capsicum	50@ 55
Myrrh, powdered	@ 75	Wintergreen, sweet	3 25@3 60	Carmine	6 00@6 50
Opium	9 00@9 40	blrch	3 25@3 60	Cassia Buds	25@ 30
Opium, powd.	10 65@11 00	Wintergreen art	80@1 10	Cloves	50@ 55
Opium, gran.	10 65@11 00	Wormseed	5 00@5 25	Chalk Prepared	14@ 16
Shellac	1 00@1 15	Wormwood	17 00@17 25	Chloroform	45@ 55
Shellac Bleached	1 05@1 20	Potassium		Chloral Hydrate	1 35@1 55
Tragacanth, pw.	2 25@2 50	Bicarbonate	35@ 40	Cocaine	9 25@10 25
Tragacanth	2 75@3 25	Bichromate	15@ 25	Cocoa Butter	55@ 75
Turpentine	25@ 30	Bromide	35@ 45	Corks, list, less	40@50%
Insecticides		Carbonate	30@ 35	Copperas	3@ 10
Arsenic	10@ 20	Chlorate, gran'l	23@ 30	Copperas, Powd.	4@ 10
Blue Vitriol, bbl.	@ 08	Chlorate, powd.	16@ 25	Corrosive Sublim	1 11@1 30
Blue Vitriol, less	9@ 15	or xtal	16@ 25	Cream Tartar	37@ 45
Bordeaux Mix Dry	14@ 29	Cyanide	35@ 50	Cuttle bone	55@ 75
Hellebore, White	20@ 30	Iodide	47@4 13	Dextrine	4½@ 15
powdered	20@ 30	Permanganate	25@ 40	Dover's Powder	3 50@4 00
Insect Powder	45@ 75	Prussate, yellow	45@ 55	Emery, All Nos.	10@ 15
Lead Arsenate Po.	29@ 31	Prussate, red	65@ 75	Emery, Powdered	8@ 10
Lime and Sulphur	09½@23½	Sulphate	35@ 40	Epsom Salts, bbls.	@ 2½
Dry	09½@23½	Roots		Epsom Salts, less	4½@ 09
Paris Green	30@ 42	Alkanet	@ 40	Ergot, powdered	1 75@2 00
Leaves		Blood, powdered	30@ 40	Flake, White	15@ 20
Buchu	1 75@1 90	Calamus	25@ 30	Formaldehyde, lb.	13@ 20
Buchu, powdered	@2 00	Elecampane, pwd	25@ 30	Gelatine	1 30@1 50
Sage, Bulk	67@ 70	Gentian, powd.	20@ 30	Glassware, less 55%	
Sage, ¼ loose	72@ 78	Ginger, African.	23@ 30	Glassware, full case 60%.	
Sage, powdered	55@ 60	Ginger, Jamaica	52@ 60	Glauber Salts, bbl.	@03½
Senna, Alex.	75@ 80	powdered	42@ 50	Glauber Salts less	04@ 10
Senna, Tinn.	30@ 35	Goldenseal, pow.	5 50@6 00	Glue, Brown	21@ 30
Senna, Tinn. pow	25@ 35	Ipecac, powd.	@3 00	Glue, Brown Grd	12½@ 20
Uva Ursi	20@ 25	Licorice	40@ 45	Glue, White	25@ 35
Oils		Licorice, powd.	25@ 30	Glue, White Grd.	30@ 35
Almonds, Bitter,		Orris, powdered	30@ 40	Glycerine	21@ 30
true	10 50@10 75	Poke, powdered	30@ 35	Hops	65@ 75
Almonds, Bitter,		Rhubarb, powd.	1 15@1 25	Iodine	5 78@7 24
artificial	2 50@2 75	Rosinwood, powd.	30@ 35	Iodoform	6 75@7 20
Almonds, Sweet,		Sarsaparilla, Hond	1 25@1 40	Lead Acetate	18@ 25
true	1 00@1 25	ground	@ 70	Lycopodium	1 50@1 75
Seeds		Sarsaparilla Mexican,	@ 70	Mace	75@ 80
Anise	33@ 35	ground	@ 70	Mace, powdered	85@1 00
Anise, powdered	33@ 35	Squills	35@ 40	Menthol	8 50@9 00
Bird, ls	13@ 15	Squills, powdered	60@ 70	Morphine	7 75@8 30
Canary	9@ 15	Tumeric, powd.	15@ 20	Nux Vomica	@ 30
Caraway, Po.	23@ 35	Valerian, powd.	40@ 50	Nux Vomica, pow.	23@ 30
Cardamon	1 50@1 75	Seeds		Pepper black pow.	32@35
Celery, powd.	45 35@40	Anise	33@ 35	Pepper, White	40@ 45
Coriander pow.	25 15@20	Anise, powdered	33@ 40	Pitch, Burgundy	10@ 15
Dill	10@ 20	Bird, ls	13@ 15	Quassia	12@ 15
Fennell	25@ 35	Canary	9@ 15	Quinine	72@1 33
Flax	08½@ 13	Caraway, Po.	23@ 35	Rochelle Salts	30@ 40
Flax, ground	08½@ 13	Cardamon	1 50@1 75	Saccharine	11@ 22
Foenugreek pow.	8@ 15	Celery, powd.	45 35@40	Salt Peter	11@ 22
Hemp	8@ 15	Coriander pow.	25 15@20	Seidlitz Mixture	30@ 40
Labella, Powd.	@ 1 50	Dill	10@ 20	Soap, green	15@ 30
Mustard, yellow	12½@20	Fennell	25@ 35	Soap mott cast.	22½@ 25
Mustard, black	15@ 20	Flax	08½@ 13	Soap, white castile	@13 50
Poppy	30@ 40	Flax, ground	08½@ 13	less, per bar	@1 50
Quince	@2 25	Foenugreek pow.	8@ 15	Soda Ash	04@ 10
Rape	15@ 20	Hemp	8@ 15	Soda Bicarbonate	3½@19
Sabadilla	20@ 30	Labella, Powd.	@ 1 50	Soda, Sal	2½@ 08
Sunflower	11½@15	Mustard, yellow	12½@20	Spirits Camphor	04@ 15
Worm American	30@ 40	Mustard, black	15@ 20	Sulphur, roll	04@ 15
Worm Levant	@4 00	Poppy	30@ 40	Sulphur, Subl.	4½@ 10

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
Syrup	Canned Bacon
Tea—Japan	Canned Roast Beef
	Saxon Wheat Food
	Raisins
	Wyandotte Washing Powder
	Paprika
	Allspice
	Wheat
	Oats
	Corn

AMMONIA
Arctic Brand
16 oz., 2 doz. in carton.
per doz. 1.75
1 X L, 3 doz., 12 oz. 3.75
Parsons, 3 doz. small 5.00
Parsons, 2 doz. med. 4.20
Parsons, 1 doz., lge. 2.85



AXLE GREASE
48, 1 lb. 4.25
24, 3 lb. 4.25
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, 4 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. 31.20
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. 2.25
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 Corn 2.20
Quaker Puffed Rice 5.45
Quaker Puffed Wheat 4.30
Quaker Brfst Biscuit 1.90
Ralston Purina 4.00
Ralston Branos 2.70
Ralston Food, large 3.60
Ralston Food, small 2.90
Saxon Wheat Food 3.90
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. 7.00
Ex. Fancy Parlor 25 lb. 8.50
Ex. Fcy, Parlor 26 lb. 9.00
Toy 2.00
Whisk, No. 3 2.25
Whisk, No. 1 3.00

BRUSHES
Scrub
Solid Back, 8 in. 1.50
Solid Back, 1 1/2 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. 12.3
Paraffine, 40 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 2.60
Apricots, No. 2 2.25
Apricots, No. 2 1/2 2.25 3.50
Apricots, No. 10 9.00 13.50
Blueberries, No. 2 2.50
Blueberries, No. 10 15.00
Cherries, No. 2 3.00 3.75
Cherries, No. 2 1/2 4.00 4.95
Cherry's, No. 10 11.50 12.00
Loganberries, No. 2 3.00
Peaches, No. 1 1.85
Peaches, No. 1, Sliced 1.40
Peaches, No. 2 2.75
Peaches, No. 2 1/2, Mich 2.60
Peaches, 2 1/2 Cal. 3.00 3.75
Peaches, No. 10, Mich 7.75
Peaches, No. 10, Cal. 10.50
Pineapple, 1, slic. 1.60 1.75
Pineapple, No. 2, slic. 2.90
Pineapple, 2, Brk slic. 2.25
Pineapple, 2 1/2, slic. 3.90
Pineapple, No. 2, crus. 2.25
Pineapp., 10, cru. 6.50 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
Rhubarb, No. 2, blk. 3.25
Rhubarb, No. 10 6.25

CANNED FISH.
Clam Ch'der, 10 1/2 oz. 1.35
Clam Ch., No. 3 3.00 3.40
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 2.75
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
Sard's, 1/2 Oil, k. 4.25 4.75
Sardines, 1/2 Oil, k'less 3.85
Sardines, 1/2 Smoked 7.00
Sardines, 1/2 Mus. 3.85 4.75
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, Im. 1/2, ea. 10 23
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1.75 2.10
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 4.50
Bacon, Large, Erie 2.25
Beef, No. 1, Corned 2.60
Beef, No. 1, Roast 2.60
Beef, No. 1/2, Rose Sil. 1.75
Beef, No. 1/2, Qua. sil. 2.25
Beef, No. 1, Qua. sil. 2.35
Beef, No. 1, B'nut, sil. 5.70
Beef, No. 1/2, B'nut sil. 3.15
Beefsteak & Onions, 1s 3.35
Chief Can Co., 1s 1.35 1.45
Deviled Ham, 1/2 3.20
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. 1/2 2.15
Vienna Saus., No. 1/2 1.35
Veal Loaf, Medium 2.30

Derby Brands in Glass.
Ox Tongue, 2 lb. 18.00
Sliced Ox Tongue, 1/2 4.30
Chaf. Tongue, No. 1 5.50
Lamb Tongue, Wh. 1s 5.00
Lamb Tongue, sm. sil. 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 1.15
Boneless Pigs Feet, pt. 3.35
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 1.30
Snider, No. 2 1.30
Van Camp Small 1.10
Van Camp, Med. 1.65

CANNED VEGETABLES.
No. 1, Green tips 3.90
No. 2 1/2, Lge. tips 3.75 4.50
Wax Beans, 2s 1.35 3.75
Wax Beans, No. 10 6.00
Green Beans, 2s 1.60 4.75
Green Beans, No. 10 8.25
Lima Beans, No. 2 Gr. 2.00
Lima Beans, 2s, Soaked 95
Red Kid., No. 2 1.30 1.55
Beets, No. 2, wh. 1.60 2.40
Beets, No. 2, cut 1.25 1.75
Beets, No. 2, cut 1.40 2.10
Corn, No. 2, St. 1.00 1.10
Corn, No. 2, Ex-Stan 1.55
Corn, No. 2, Fan 1.60 2.25
Corn, No. 2, Fy. glass 3.25
Corn, No. 10 7.25
Hominy, No. 3 1.15 1.35
Okra, No. 2, whole 1.90
Okra, No. 2, cut 1.60
Dehydrated Veg Soup 90
Mushrooms, Hotels 38
Mushrooms, Choice 43
Mushrooms, Sur Extra 65
Peas, No. 2, E.J. 1.25 1.80
Peas, No. 2, Sift. 1.60
June 1.60 2.10
Peas, No. 2, Ex. Sift. 1.90 2.10
E. J. 1.90 2.10
Peas, Ex. Fine, French 32
Pumpkin, No. 3 1.60
Pumpkin, No. 10 3.75
Pimentos, 1/2, 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 2.35
Succotash, No. 2, glass 3.45
Spinach, No. 1 1.35
Spinach, No. 2 1.35 1.50
Spinach, No. 3 2.15 2.25
Spinach, No. 10 5.75
Tomatoes, No. 2 1.45 1.65
Tomatoes, No. 3 1.90 2.25
Tomatoes, No. 2, glass 2.85
Tomatoes, No. 10 7.00

CATSUP.
B-nut, Large 2.95
B-nut, Small 1.80
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
Camber, small tins 2.25
Brick 24
Wisconsin Flats 23
Wisconsin Daisy 23
Longhorn 24
Michigan Full Cream 22
New York full cream 26
Sap Sago 48

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

CHOCOLATE.
Baker, Caracas, 1/2s 35
Baker, Caracas, 1/4s 33
Baker, Premium, 1/2s 35
Baker, Premium, 1/4s 32
Baker, Premium, 1/8s 32
Hersheys, Premium, 1/2s 35
Hersheys, Premium, 1/4s 32
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, 1/2s 43
Bunte, 1/4 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
Huyler 36
Lowney, 1/2s 40
Lowneys 1/4s 40
Lowney, 1/2s 33
Lowney, 5 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 43
1/2s & 1/4s, 15 lb. case 49
Bulk, barrels 19
96 2 oz. pkgs., per case 8.00
48 4 oz. pkgs., per case 7.00

CLOTHES LINE
Hemp, 50 ft. 1.50
Twisted Cotton, 50 ft. 1.75
Braided, 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 4.15
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, 4 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 4.35
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 Panatella, 50 75.00
Perfecto, 50s 95.00

The La Azora Line.
Washington, 50s 75.00
Biltmore, 50s, wood 95.00

Sanchez & Haya Line
Clear Havana Cigars made
in Tampa, Fla.
Specials, 50s 75.00
Diplomatics, 50s 95.00
Bishops, 50s 115.00
Rosa, 50s 125.00
Orig Favorita, 50 135.00
Original Queens, 50s 150.00
Worden Special, 25s 185.00

A. S. Valentine Brands.
Little Valentines, 100 37.50
Victory, 50, Wood 75.00
DeLux Inv., 50, Wd. 95.00
Royal, 25, Wood 112.00
Abram Clark, 50 wd 58.00

Webster Cigar Co.
Plaza, 50s, Wood 95.00
Coronado, 50s, Tin 95.00
Belmont, 50s, Wood 110.00
St. Reges, 50s, Wood 125.00
Vanderbilt, 25s, Wd 140.00

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

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

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

Union Made Brands
El Overture, 50s, foil 75.00
Ology, 50s 53.00

Our Nickel Brands
Tiona, 100 31.00
New Currency, 100s 35.00
Alba, 100s 35.00
New Pantella, 100 37.50

Cheeroots
Old Virginia, 100s 23.50

Stogies
Home Run, 50, Tin 13.50
Havana Gem, 100 wd 26.00
Dry Siltz, 100s 26.50

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

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzs, L. C., 10c, doz. 96
Buzs, L. C., 35c, doz. 3 30
Buzs, L. C., 80c, doz. 3 00
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

Scott's Dillon Co. Brands
Dan Patch, 10c, doz. 96
Dillon's Mixture, 10c 96
G. O. P., 35c, doz. 3 00
G. O. P., 10c, doz. 96
Loredo, 10c, doz. 96
Peachy, Do. Cut, 10c 96
Peachy Scrap, 10c, doz. 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., dz. 3 00
Reel Cut Plug, 10c, dz. 96
Union Workman Scrap, 10c, doz. 96
Way Up, 10c, doz. 96
Way Up, 16 oz., doz. 3 25
Way Up, 16 oz., doz. 7 10
Way Up, 16 oz., pails 7 40
Yankee Girl Scrap, 10c 96

Pinkerton Tobacco Co. Brands.
American Star, 10c, dz 96
Big 9, Clip, 10c, doz. 96
Buck Shoe Scrap, 10c 96
Pinkerton, 30c, doz. 2 40
Pay Car Scrap, 10c, doz. 96
Pinch Hit Scrap, 10c 96
Red Man Scrap, 10c 96
Red Horse Scrap, 10c 96

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

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

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

R. J. Reynolds Tobacco Co. Brands.
George Washington, 10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, 96
Prince Albert, 10c, dz. 96
Prince Albert, 17c, dz. 1 53
Prince Albert, 8 oz. tins, without pipes 6 72
Prince Albert, 8 oz. and Pipes, doz. 8 88
Prince Albert, 16 oz. 12 96
Stud, Gran. 5c, doz. 4 80
Whale, 16 oz., doz. 4 80

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

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

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

Larus & Bro. Co.'s Brands.
Edgeworth Ready Rubbed, 17c tins 1 62
Edgeworth Ready Rubbed, 8 oz. tins, doz. 7 00
Edgeworth Ready Rubbed, 16 oz. tins, dz. 14 50
Edgeworth Sliced Plug, 17c tins, doz. 1 62
Edgeworth Sliced Plug, 35c tins, doz. 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 16
Jumbo Wrapped 18
Pure Sugar Stick, 600's 4 20
Big Stick, 20 Lb. case 18

Mixed Candy Pails
Kindergarten 18
Leader 16
X. L. O. 13
French Creams 13
Cameo 19
Grocers 11

Fancy Chocolates.
5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc. Marshmallow Dp 1 60
Milk Chocolate A. A. 1 95
Nibble Sticks 2 00
Primrose Choc. 1 25
No. 12 Choc. 1 70
Chocolate Nut Rolls 1 90

Gum Drops Pails
Anise 17
Orange Gums 17
Challenge Gums 14
Favorite 20
Superior 19

Lozenges.
Pails
A. A. Pep. Lozenges 16
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 17
Motto Hearts 19
Malted Milk Lozenges 21

Hard Goods.
Pails
Lemon Drops 19
O. F. Horehound Dps 19
Anise Squares 19
Peanut Squares 20
Horehound Tablets 20

Pop Corn Goods
Cracker Jack, Prize 3 75
Checkers, Prize 3 75

Cough Drops
Boxes
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 19
Walnut Fudge 23
Pineapple Fudge 21
Italian Bon Bons 18
National Cream Mints 25
Silver King M. Mallows 30

CRISCO
36s, 24s and 12s.
Less than 5 cases 21
Five cases 20 1/4
Ten cases 20
Twenty-five cases 19 3/4
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, special ly print front cover is furnished without charge.

CREAM OF TARTAR
6 lb. boxes 38
Evap'd Choice, blk. 20

DRIED FRUITS
Apples
Evap'd Choice, blk. 20

Apricots
Slab 30
Evaporated, Fancy 36

Citron
10 lb. box 43

Currants
Package, 15 oz. 18 1/2
Boxes, Bulk, per lb. 18

Peaches
Evap. Fancy, Unpeeled 21

Pearl
Lemon, American 26
Orange, American 27

FARINACEOUS GOODS
Beans
Med. Hand Picked 11
Cal. Limas 10
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
Fould's, 2 doz., 8 oz. 1 80
Quaker, 2 doz. 1 80

Pearl Barley
Chester 3 75

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

Sago
East India 07 1/2

Taploca
Pearl, 00 lb. sacks 07 1/2
Minute, 3 oz., 3 doz. 4 05
Dromedary Instant 3 50

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 15
No. 3, 15 feet 1 80
No. 4, 15 feet 1 80
No. 5, 15 feet 1 80
No. 6, 15 feet 2 10

Linen Lines
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Floats
No. 1 1/2, per gross wd. 5 00
No. 2, per gross, wood 5 50
No. 2 1/2, per gro. wood 7 50

Hooks-Kirby
Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20
Size 2-0, per 1,000 1 45
Size 3-0, per 1,000 1 65
Size 4-0, per 1,000 2 10
Size 5-0, per 1,000 2 45

Sinkers
No. 1, per gross 65
No. 2, per gross 90
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 1/4 Ounce 1 75
2 Ounce 2 75
2 1/4 Ounce 3 00
2 1/2 Ounce 3 25
3 Ounce 5 00
8 Ounce 8 50
7 Dram, Assorted 1 35
1 1/4 Ounce, Assorted 1 75

FLOUR AND FEED
Valley City Milling Co.
Lily White, 1/2 Paper sack
Harvest Queen, 2 1/2
Light Loaf Spring Wheat, 2 1/2
Roller Champion 2 1/2
Snow Flake, 2 1/2
Graham 25 lb. per cwt
Golden Granulated Meal, 25 lbs., per cwt., N
Rowena Pancake Com-pound, 5 lb. sack
Buckwheat Compound, 5 lb. sack

Watson Higgins Milling Co.
New Perfection, 1/8s 7 20
Red Arrow, 1/8s 7 90

Meal
Gr. Grain M. Co.
Bolted 2 25
Golden Granulated 2 45

Wheat
No. 1 Red 88
No. 1 White 90

Oats
Carlots 38
Less than Carlots 46

Corn
Carlots 72
Less than Carlots 77

Hay
Carlots 18 00
Less than Carlots 22 00

Feed
Street Car Feed 30 00
No. 1 Corn & Oat Fd 30 00
Cracked Corn 30 00
Coarse Corn Meal 30 00

FRUIT JARS
Mason, pts., per gross 8 25
Mason, qts., per gross 9 60
Mason, 1/2 gal., gross 12 60
Ideal Glass Top, pts. 9 75
Ideal Glass Top, qts. 11 50
Ideal Glass Top, 1/2 gallon 15 50

GELATINE
Cox's 1 doz., large 1 90
Cox's 1 doz., small 1 25
Jello-O, 3 doz. 3 45
Knox's Sparkling, doz. 2 25
Knox's Acidu'd, doz. 2 25
Minute, 3 doz. 4 05
Plymouth, White 1 55

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

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

HIDES AND PELTS
Hides
Green, No. 1 12
Green, No. 2 11
Cured, No. 1 13
Cured, No. 2 12
Calfskin, green, No. 1 15
Calfskin, green, No. 2 13 1/2
Calfskin, cured, No. 1 16
Calfskin, cured, No. 2 14 1/2
Horse, No. 1 3 00
Horse, No. 2 2 00

Pelts
Old Wool 50@1 00
Lambs 10@25
Shearlings 05@10

Tallow
Prime @5
No. 1 @4
No. 2 @3

Wool
Unwashed, medium @30
Unwashed, rejects @20
Fine @30

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, 720 lb. bxs 5 50
Red Stick, 144 bxs 5 25

Safety Matches.
Red Top, 5 gro. case 5 25

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 32

Half barrels 5c extra
Molasses in Cans.
Red Hen, 24, 2 lb. 2 70
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

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
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
Cricket 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

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, rstd 12 1/2
Pecans, 3 star 22
Pecans, Jumbo 30
Walnuts, Grenoble 34
Walnuts, Sorrento 35

Salted Peanuts
Fancy, No. 1 13 1/2
Jumbo 21

Shelled
Almonds 50
Peanuts, Spanish, 125 lb. bags 11 1/2
Filberts 50
Pecans 80
Walnuts 75

OLIVES.
Bulk, 2 gal. keg 3 50
Bulk, 3 gal. keg 5 25
Bulk, 5 gal. keg 8 00
Quart, jars, dozen 5 25
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

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 10 Fam. 1 90
Quaker, 12 Regular 1 80
Quaker, 12s Family 2 65
Mothers 10s, Ill'num 3 30
Silver Flake, 18 Reg. 1 45
Sacks, 90 lb. Jute 2 85
Sacks, 90 lb. Cotton 2 95

SALAD DRESSING
Durkee's large, 1 doz. 6 75
Durkee's med., 2 doz. 7 35
Durkee's Picnic, 2 dz. 3 00
Snider's large, 1 doz. 3 50
Snider's small, 2 doz. 2 35

SALERATUS
Arm and Hammer 3 75

SAL SODA
Granulated, bbls. 2 00
Granulated, 100 lbs cs 2 25
Granulated, 36 2 1/2 lb packages 2 40

COD FISH.
Middles 16 1/2
Tablets, 1 lb. Pure 22
Tablets, 1/2 lb. Pure, doz. 1 40
Wood boxes, Pure 24
Porter House, 1 lb. Tab. 19
Whole Cod 12

Holland Herring
Standards, kegs 90

Herring
K K K K, Norway 20 00
8 lb. pails, Fancy 1 40
Cut Lunch 90
Boned, 10 lb. boxes 15

Lake Herring
1/2 bbl., 100 lbs. 6 00

Mackerel
Tubs, 50 lb. fancy fat 13 75
Tubs, 60 count 5 50

White Fish
Med. Fancy, 100 lb. 13 00

Veal.
Top 16
Good 15
Medium 13

Lamb.
Good 25
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 09
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 1/2 advance 1/4
Pure in tierces 13@13 1/2
Compound Lard 13@13 1/2
69 lb. tubs 1/2 advance 1/4
50 lb. tubs 1/2 advance 1/4
20 lb. pails 1/2 advance 1/4
10 lb. pails 1/2 advance 1/4
5 lb. pails 1/2 advance 1/4
3 lb. pails 1/2 advance 1/4

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

Smoked Meats
Hams, 14-16, lb. 26 @29
Hams, 16-18, lb. 26 @31
Ham, dried meat sets 38 @39
California Hams 15 @16
Pecnic Boiled Hams 30 @32
Boiled Hams 43 @45
Minced Hams 14 @15
Bacon 22 @36

Beef
Boneless 23 00@24 00
Rump, new 23 00@24 00

Mince Meat
Condensed No. 1 car. 2 00
Condensed Bakers brick 3 00
Moist in glass 3 00

Pig's Feet
1/2 bbls. 2 15
1/4 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 80
1/2 bbls., 80 lbs. 3 00

Casings
Hogs, per lb. @42
Beef, round set 14@26
Beef, middles, set 25@30
Sheep, a skinn 1 75@2 00

Uncolored Oleomargarine
Solid Dairy 20@23
Country Rolls 22@24
Gem Nut 22

RICE
Fancy Head 6 1/2@8
Blue Rose 07
Broken 03 1/2

SALT	
Colonial 24 2 lb. ---	90
Med. No. 1, Bbls. ---	2 70
Med. No. 1, 100 lb. bgs	90
Farmer Spec., 70 lb. ---	56
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, 3 lb. Table ---	6 20
60, 5 lb. Table ---	5 80
30, 10 lb. Table ---	5 55
28 lb. bags, butter ---	50



Per case, 24 2 lbs. --- 2 40
Five case lots --- 2 30

SHOE BLACKENING.	
2 in. 1. Paste, doz. ---	1 35
E. Z. Combination, dz. 1 35	
Dri-Foot, doz. ---	2 00
Bixbys, Doz. ---	1 35
Shinola, doz. ---	85

STOVE POLISH.	
Blackline, per doz. ---	1 35
Black Silk Liquid, dz. 1 40	
Black Silk Paste, doz. 1 25	
Enamaline Paste, doz. 1 35	
Enamaline Liquid, dz. 1 35	
E. Z. Liquid, per doz. 1 40	
Radium, per doz. ---	1 85
Rising Sun, per doz. 1 35	
654 Stove Enamel, dz. 2 85	
Vulcanol, No. 5, doz. 95	
Vulcanol, No. 10, doz. 1 35	
Stovall, 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, 95	
Williams Mug, per doz. 48	

Proctor & Gamble.	
5 box lot, 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. 2 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. ---	
La France Laun, 4 dz. 3 70	
Luster Box, 54 ---	3 75
Miracle Cm, 4 oz. 3 dz. 4 00	
Miracle C., 16 oz., 1 dz. 4 00	
Old Dutch Clean, 4 dz 4 00	
Queen Ann, 60 oz. ---	2 40
Rinso, 100 oz. ---	6 40
Rub No More, 100, 10 oz. ---	3 85
Rub No More, 18 Lg. 4 25	
Spotless Cleanser, 48, 20 oz. ---	3 85
Sani Flush, 1 doz. ---	2 25
Sapallo, 3 doz. ---	3 15
Soapine, 100, 12 oz. ---	6 40
Snowboy, 100, 10 oz. ---	4 00
Snowboy, 24 Large ---	4 70
Speedee, 3 doz. ---	7 20
Sunbrite, 72 doz. ---	4 00
Wyandotte, 48 ---	5 50

SPICES.	
Whole Spices.	
Allspice, Jamaica ---	@13
Cloves, Zanzibar ---	@33
Cassia, Canton ---	@16
Cassia, 5c pkg., doz. ---	@40
Ginger, African ---	@15
Ginger, Cochin ---	@20
Mace, Penang ---	@20
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 ---	@17
Cloves, Zanzibar ---	48
Cassia, Canton ---	@22
Ginger, African ---	@22
Mustard ---	@28
Mace, Penang ---	@75
Nutmegs ---	@32
Pepper, Black ---	@18
Pepper, White ---	@32
Pepper, Cayenne ---	@42
Paprika, Spanish ---	@42

Seasoning	
Chill Powder, 15c ---	1 35
Celery Salt, 3 oz. ---	95
Sage, 2 oz. ---	90
Onion Salt ---	1 35
Garlic ---	1 35
Ponety, 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. ---	1 88
2 doz. ---	2 60
Blue Karo, No. 5, 1 dz 2 60	
Blue Karo, No. 10, 1/2 doz. ---	2 40
Red Karo, No. 1 1/2, 2 doz. ---	2 00
Red Karo, No. 5, 1 dz 2 80	
Red Karo, No. 10, 1/2 doz. ---	2 60

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 ---	10 40
12, 5 lb. cans ---	11 40
24, 2 1/2 lb. cans ---	12 40
24, 1 1/2 lb. cans ---	7 00
5 gal. Jacket cans, ea. 8 15	
36, 8 oz. bottles ---	5 75
24, pint bottles ---	7 25
24, 18 oz. bottles ---	7 75
12, quart bottles ---	6 25

Silver Kettle.	
6, 10 lb. cans ---	8 40
12, 5 lb. cans ---	9 15
24, 2 1/2 lb. cans ---	10 15
48, 1 1/2 lb. cans ---	12 00
5 gal. Jacket cans, ea. 6 90	
36, 8 oz. bottles ---	4 90
24, pint bottles ---	6 00
24, 18 oz. ---	6 25
12, quart bottles ---	5 25

Ko-Ka-Ma.	
6, 10 lb. cans ---	5 40
12, 5 lb. cans ---	5 90
24, 2 1/2 lb. cans ---	6 65
5 gal. Jacket cans, ea. 4 15	
24, pint bottles ---	4 50
24, 18 oz. bottles ---	4 75

TABLE SAUCES.	
Lea & Perrin, large ---	6 00
Lea & Perrin, small ---	3 35
Pepper ---	1 60
Royal Mint ---	2 40
Tobasco ---	2 75
Sho Yoo, 9 oz., doz. ---	2 70
A-1, large ---	5 75
A-1, small ---	3 60
Capers ---	1 90

TEA.	
Japan.	
Medium ---	34@38
Choice ---	45@50
Fancy ---	58@60
No. 1 Nibbs ---	62
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 ---	28
White Wine, 40 grain 17	
White Wine, 80 grain 22	
Oakland Vinegar & Pickle	
Oakland Apple Cider ---	35
Blue Ribbon Corn ---	22
Oakland White Pickling	
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 10
Marked, drop handle ---	75
Market, single handle ---	1 85
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. ---	18
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, pat. 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
16 qt. Galvanized ---	2 60
10 qt. Flaring Gal. Ir. ---	4 25
10 qt. Tin Dairy ---	4 25
12 qt. Tin Dairy ---	4 75

Traps	
Mouse, wood, 4 holes ---	60
Mouse, wood, 6 holes ---	75
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. ---	28

Special Feature Advertising Productive of Results.

The best policy in newspaper advertising is to set aside each month, or each year, as you prefer, a certain percentage of your gross income. Most merchants doubtless follow this policy, so the matter need not be discussed at any length here. Two stores in the South make their investment produce from 25 to 50 per cent. better results by making their newspaper advertisements so interesting that people read them almost as regularly as they read the news columns.

A store at Knoxville, Tenn., has adopted the policy of making its advertisements of an editorial nature at frequent intervals, or, in other words, of having a heart-to-heart talk with the public every so often, mainly on subjects of a merchandising nature. These talks are sometimes on service, sometimes on delivery, on credit, on industrial and civic development, etc., and also at times discuss matters of interest and importance to the citizens of Knoxville, with no reference whatever to the store or to merchandising. No effort is made at all in these heart-to-heart talks toward what would be termed direct advertising or to sell goods. They are entirely editorial in nature, and such reading as one might expect to find on the paper's editorial page, save that in most cases the discussion has to do with the policies of this particular store.

The idea is a good one, because advertising of this nature is somewhat off the beaten track, and it is a welcome relief from the usual type of newspaper publicity. Each advertisement occupies space of about ten inches depth and three-column width, and is headed, "The Editor Says." Knoxville people probably read the advertisements of this store with more regularity than they do those of any other store in the city.

Tell about your store and its merchandising policies once in a while, your credit department, your service, etc., instead of always about particular lines of merchandise, and you can accomplish this same result. At the same time it is well to occasionally have something to say about the civic and industrial development of your city or community if you want to make your readers talk about your store and its advertising.

Another plan used to attract attention to its advertising is that of a store at Chattanooga, Tenn. In nearly every advertisement used by this store a small space is squared off in the upper right-hand corner, 2 1/4 by 1 1/4 inches in size. In this space there is a small pen drawing of a rural character whom the store calls "Uncle Ben." Below this picture each day there is some brief statement by "Uncle Ben," who has come to be recognized among readers of Chattanooga newspapers as quite an original philosopher. This store has made "Uncle Ben" an institution, and there are hundreds of people who turn to the store's advertising every day just to read what the old man has to say. Incidentally, of course, they can hard-

ly help seeing the store's advertisement at the same time. Here are two recent statements by "Uncle Ben" that will give you a better idea of the plan:

"Well, I see Cy Jones has taken down one of his windmills because he said there wasn't enough wind this summer to run both of 'em."

"The best thing for a male or female nag in matrimonial harness is a little horse sense."

It should be remembered that in adopting such an idea the statements of your character, whatever you may call him, should always be of a quaint humorous or philosophical nature. In time you can make such a character an institution just as this Chattanooga store has done, and your advertising will be widely read as a result.

While it is not generally advisable to resort to prize contests in order to attract attention to your store or its advertising, there are times when the contest idea can be used to excellent advantage to serve this purpose. At Knoxville, Tenn., recently, more than fifty of the city's merchants, representing every line of the retail business, co-operated in a rewritten telegram contest that really proved a winner, for thousands of people took part in it and everybody in Knoxville was talking about it at the time it was in progress.

In an issue of the Knoxville Daily Sentinel some fifty or more advertisements were published, each representing a fac-simile of a Western Union telegram. Several pages were required for all of them. Each separate advertisement, or telegram, carried a message supposedly from some customer to that particular store, the message providing the copy for the store's advertisement. They were all from 50 to 100 words in length, and the prizes were offered for the best rewritten telegrams of twenty-five words.

The idea was that the contestant was to take the original messages as a nucleus and rewrite the telegrams in twenty-five words. Several hundred dollars in prizes were offered for the best telegrams. In addition to the newspaper offering prizes, each individual merchant also gave prizes for the best rewritten messages delivered to his store, some of these prizes in cash and some in merchandise.

This idea was so different from the usual advertising contest that it attracted widespread attention and thousands of people took part. The plan could be individually worked by any merchant. Publish your advertisement in the nature of a fac-simile telegram and offer your prizes in cash or merchandise, as you may prefer, for the best rewritten messages of twenty-five words. Let your original message run from 50 to 75 or 100 words and, of course, concern some feature of your business or your line of merchandise. Because the idea is different it will undoubtedly attract attention.

Home patronage is a subject not susceptible to debate or argument as regards its merit. The merchants of

any city, town or community are fully entitled to the patronage of the people who live in that city, town or community and no argument to the contrary can be advanced.

It is nothing unusual for the merchants of a town or city to carry on a co-operative advertising campaign urging the patronage of home industries, setting forth the so-called evils of mail order buying, etc., but the idea has recently been taken up by the Chamber of Commerce of Birmingham, Ala., with a degree of success that shows conclusively that such a campaign can be far better conducted by a civic organization of this kind than it can by the co-operative efforts of the merchants.

In the first place, there is no work that a Chamber of Commerce or Board of Trade could undertake that would more aptly serve the purpose for which the body was organized—namely, community betterment. At least 90 per cent. of the people of any community would be responsive if the arguments were such as to both appeal and convince. Furthermore, such a body has far greater facilities for handling a campaign of this kind, and as it represents the interests of the whole community, no one can charge that the campaign is for selfish motives or to serve individual ends.

The idea can be still further carried out by conducting contests among the school children on such subjects as "Why You Should Patronize Home Merchants," etc., offering prizes for the best essays.

Such a campaign carried on by a Chamber of Commerce or Board of Trade for an indefinite period would undoubtedly accomplish the desired results by materially boosting home patronage. Why not take the matter up with the organization in your own town and tell them what is being accomplished along these lines by the Birmingham Chamber?

Honest Work the Only Panacea To Prevent Disaster.

Grandville, Aug. 15—What this country lacks to-day is work.

Not the opportunity to work, but the disposition. Lack of work is disastrous at any time, but the lack of a desire to work is even worse. With ample opportunities for work a great and growing mass of our people are what might be justly termed slackers. To work or not to work, that is the question.

So many people get the idea that work is debasing when the exact opposite is true. In the days when a day's work fetched the sum of 50 cents, and that day's work consisted of twelve hours well put in, there was little disposition to shirk. To-day, with a nine hour day, the workman so often watches the clock, so often shirks responsibility, and puts in his time soldiering, as it is termed, one is led to ask where have the old ideas of honesty and responsibility gone to? All work and no play makes Jack a dull boy.

True enough, but what must we say of all play and no work with reference to this same Jack? And that is what modern workday conditions have come to. To get through with as little bodily expenditure of effort as possible seems to be the acme of the worker's desire.

Wrong ideas have precipitated no end of strikes, no end of union labor murders and destruction of property. Lavish expenditures, even when wages

are going down are paving the way for such distress and suffering as never before existed in this country.

The way out of all our troubles is easily solved. That one little word Work is the key to the whole situation. If carried to its proper sequence the railway and coal strikes would drop into innocuous desuetude within the next twenty-four hours. The slackness engendered by the kaiser's war, which engulfed all the finer feelings of the human soul and builded a calloused brain and heart to take its place, is doing more mischief to-day than did all the kaiser's cannon and death-dealing poisoned gas. The poison of that war has come down into times of peace blotching the fair name and fame of our good people, blistering and seething like an angry fire. Unless we throw off this burden and resume honest working ideas we are in for a long line of miserable misunderstandings and troubles which may shatter the foundations of society itself.

Honest work, with a view to doing one's best, is the only way out of our present tangle of mistrust, deception and ignominy.

An honest day's work for an honest day's pay. That was once the slogan, and it must again come into being or the country will never emerge from the slough of business despondency into which reckless slackers of mine and rail have plunged the Nation to-day.

We must work on a higher plain than we have been doing since the close of the kaiser's war. Until the false position of capital and labor is exchanged for an honest understanding of the rights of each, there can be no readjustments worthy of the name.

Such readjustments cannot be made while the present false ideas prevail among workers who seek after the almighty dollar, regardless of the equities of the case. Many of the unions seem to think they are the creators of all wealth, and that the major part is by right their just due, which, of course, is based on a fallacy, since without capital to exploit our mines and railways there would be no work for anybody. It is as plain as a pikestaff that labor is fully as much indebted to capital for its daily wage as is capital for the labor so grudgingly given.

If every man of means who is to-day engaged in the productive industries should decide to retire tomorrow and live the remainder of his days on his accumulated capital, without bothering his brain with business worries, there would be one of the greatest slumps in the business world ever recorded in history, and millions of workmen would be turned into the streets left to either beg or starve.

Has the discontented worker ever studied this horn of the case? We opine not. It requires a lot of good nature on the part of the sorely harassed capitalist to parley with the union laborites who seek to injure his business for oft times purely selfish motives. Let those who do business employing thousands of men cease to-morrow, retire on their earned surplus, and go out of business and it would indeed be a sorry day for not only the honest worker but for the gompers and lewises of the land as well.

Such a day may never come. It is to be hoped it never may, yet those men who find their business placed in jeopardy by the unjust strikes and walkouts of men in their employ may be driven at last to return evil for evil and lay the dragon trade unionism low at one well directed blow. Concerted action on the part of employers could do this. Honest work alone can defeat such a result.

Old Timer.

There are folks who think that in pre-prohibition days we were sadder but wiser.

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.

Want to hear from party owning a good general merchandise business or other business for sale. State cash price and particulars. John J. Black, 130 St., Chipewaga Falls, Wisconsin. 854

Bell Main 1088 Citiz. 65842
MR. MERCHANT—We move your stickers—Increase your volume and make you happy. Or make a quick clean up of entire stock.
Write Wire Phone
ARROW ADVERTISING SERVICE
214 Lindquist Bldg., Grand Rapids

For Sale or Exchange—For running stock of general merchandise, 320 acres improved grain and stock farm; station four miles; no crop failures here. Owner, Peter R. Nelson, Ross, N. Dakota. 866

For Sale—Plumbing and tin shop good location on main street, only shop in town. Tools and stock will invoice about \$1,000. For further information write R. A. Muxen, Doland, South Dakota. 867

For Sale—Grocery, hardware, and drug stock, invoicing about \$6,000. Will rent or sell building. Good established business. Mrs. D. P. Hall, Harrietta, Mich. 869

For Sale—Confectionery and ice cream parlor in one of the best cities in Michigan. Population 6000, and only two soda fountains in the city. Doing a good business. Reason for selling, have two stores. Will sell on reasonable terms. For particulars, write B. Mazzolini, St. Johns, Mich. 872

SALESMEN—To sell popular brand of hand knitting yarns. Straight or side line. Men selling general merchandise or those experienced in yarn or sweater line preferred. Special, good proposition to jobbers of general merchandise. Write, Friscilla Yarn Mills, Inc., Brooklyn, New York. 875

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

Have list of money-making dry goods and general stores for sale in Detroit and smaller Michigan towns, \$3,500 and up. For particulars address No. 863, care Tradesman. 863

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. 993

REBUILT CASH REGISTER CO., Inc.

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

For Sale—Dry goods store, best location in Detroit; near Ford's. Long lease. Stock inventories \$5,000; will take less for quick sale. Will bear closest investigation. Reason for selling, have other business. Address 7840 Ferndale Ave., Detroit, Mich. 876

For Sale—A good paying cafeteria, situated in good live town. Good schools and churches. Two railroads, two trunk lines. Address No. 877, care Michigan Tradesman. 877

For Sale—General store. Good business, country location ten miles south of Grand Rapids on Division Road. Paul Brink, Ross, Mich. 878

WANTED—A middle-aged man to work in a general store, one who does not drink and who will take an interest in the work. Good wages and steady work for the right party. Carp Lake Manufacturing Co., Carp Lake, Mich. 879

For Sale—Good clean stock of dry goods, hardware, groceries, and boots and shoes. Will inventory around \$5,000. You cannot put up buildings for price asked. Dwelling adjoining store. Located in a good farming community. Inquiries solicited. E. B. Norton Co., Owners, Lachine, Mich. 880

For Sale or Rent—Good tin shop with tools of all kinds. Some stock. Will sell stock and rent tools. E. R. Gardner, Monticello, Ind. 881

FOR SALE—Fully equipped meat market and small grocery stock in Pontiac, Michigan. Rent \$25 per month until about June 1, 1923. Good location and first-class opportunity. Inquire of C. C. Tillson, 1 Crofoot Block, Pontiac, Mich. 882

For Sale—Cash and carry grocery stock and fixtures. One of the best locations in the city. Doing a good business. Address Morgan & Co., 2312 No. Saginaw St., Flint, Mich. 883

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickery Dick, Muskegon, Mich. 843

Pay spot cash for clothing and furnishings goods stocks. L. Silberman, 274 East Hancock, Detroit. 886

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

Four Kinds of Coupon Books

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.



TRADESMAN COMPANY, Grand Rapids, Mich.

Era of Park Gifts in Petoskey.

Petoskey, Aug. 15—The Hiawatha Play, one of the chief attractions of Northern Michigan, which was discontinued some years ago, is to be revived this year by Dr. J. H. Albert, of this city. Dr. Albert has taken a term lease of the Wa-ya-go-mug buildings, grounds, etc., and will film Hiawatha as well as other well known Indian stories. Wa-ya-go-mug Park is but four miles North of Petoskey, easily accessible by auto, and as spectators will be welcomed to witness the play as it is produced by his company of about five hundred Ojibway and Sioux Indians, it is expected hundreds of tourists will visit the Park during the filming of the production.

The Petoskey Chamber of Commerce have adopted a rather novel manner of welcoming the vast number of summer tourists. Vivid red cards have been printed, bearing these words "The Petoskey Chamber of Commerce bids you welcome. If you will call at the Chamber of Commerce offices on Howard street it will be our pleasure to give you literature and any information required regarding Petoskey and the surrounding resorts. Authentic maps and road condition reports on hand at all times. Call 59, Chamber offices, for any information desired. There's Only One Petoskey." On the reverse side of this card is a small map showing the business section in Petoskey, with banks, Chamber of Commerce office, library, city hall, hotels, garages, News office, comfort stations and community rooms listed. These cards are placed on out-of-town cars by Chamber of Commerce members and the police and traffic officers of the city. When the tourist comes to the Chamber office he is given a city map, time card of trains and boats, Chamber of Commerce booklet descriptive of Petoskey and vicinity, West Michigan Pike booklet, Parks of the People booklet and any information regarding roads, hotels, etc., he may require.

After eleven years of steady service our Petoskey asphalt streets are being resurfaced and will be in splendid shape in a week or ten days.

Jos. A. Magnus, of Cincinnati, who has a beautiful summer home at Oden, Michigan, has just presented a magnificent park to the city of Petoskey, which has been turned over by the city to the State for State Park purposes, auto camping, etc. Through the influence of our Mayor, John L. A. Galster, the State has already appropriated the sum of \$1,500 to be used in immediate improvements. Electric lights and stoves are already installed, and City Manager Wolff is now busy supervising construction of a \$500 electric sign containing lettering "State Park." The city of Petoskey recently purchased 33 feet of land to be used as road entrance to camp on Little Traverse Bay front.

The Asmus Peterson residence, on Lake street, now under construction, will be completed within a very short time. This, together with the new John L. A. Galster home, on Mitchell street, will be two of Petoskey's most beautiful show places.

Geo. B. McManus, who for over forty years has been connected with the McManus Lumber Co., in this city, has taken over the holdings of above named company and is converting the water power formerly used for mill purposes into a modern equipped hydro-electric power plant. He anticipates furnishing electricity and power to several of our nearby manufacturing concerns. This plant has been under construction for about one month and it will be some weeks before same will be entirely completed.

Frank Clement, who has served as President of the Petoskey Chamber of Commerce since January of this year, has resigned from said office, having accepted a position as National Bank examiner with headquarters in New York City. Mr. Clement has been, very active in the Chamber

work, and it was with much regret that his resignation was accepted. Mr. Clement has been a very active church worker here and very popular in musical circles.

Henry Boehm, who for the past few years has been junior partner in the McCabe-Boehm Hardware Co. here, has severed his connections with this concern and is undecided concerning his plans for the future. Mr. Boehm has been chairman of the Trade Extension Bureau, very active in the Northern Michigan Baseball League and it will be a loss to our entire community should he decide to locate elsewhere.

Petoskey welcomes her new bazaars and tea rooms. Several of these places and tea rooms. Several of these places season and add to the attractiveness of Petoskey. Midway, the most popular street in the city ten years ago, has nearly every store rented this season, three of the new stores having the interesting titles of The Hat Box, The Hope Chest and The Midway Cafe. Several new tea rooms have opened up on our main streets to accommodate our summer visitors and they are receiving very good patronage.

The Cushman House, Petoskey's leading hotel, has latticed in a portion of the spacious porch in order to give its Greenwich room, where the popular dinner dances are held three nights each week, more table space. These dances are proving a great success, and the young people come from all of the neighboring resorts to enjoy the fine music and the hospitality of the Cushman. Afton Holm.

Advice to Candidates for Public Office.

The Constitutions of the United States and the State pretend to establish two rights as sacred: First, that of life, and second, that of property. The first, that of life, is too largely a legend in these days of mining massacres; and the second, that of property, in these days of strikes, where force threatens reason, is fast being held old fashioned.

The future of the country, as it has in the past, hangs on the encouragement of the capacity, industry and thrift of each citizen, as symbolized in honest business, whether it is big or whether it is little. Poverty is not the only test of purity, and a successful man is not necessarily a praite on the plain people, who have many faithless lovers.

In the elections of 1922, now impending, it is the duty of each citizen who has anything material to protect to sound out the attitude toward that something of each candidate who asks for his vote, with the same intelligent and ruthless determination as those show who want and vote and elect men to office who promise to distribute the world's wealth among those who have neither the brains nor the industry nor the ideals to recognize that the world belongs to those who make it.

No principle more demoralizing to the growing boys of this country can be established than that he who sets out honestly to accumulate a competency for himself and his dependents as against their old age shall have no place to put his money where he can be sure of a safe, reasonable return, but, after a life of labor, shall be then as helpless as the boy whose only aspiration is to live in idleness on the taxation of those who make prosperity.

The electorate has much to learn, and it should elect those men only to public office who have the courage to live out those great words of John Hay:

It requires no courage to attack wealth and power, but to remind the masses that they, too, are subject to the law is something few public men dare to do.

These words should be printed on the walls of every capitol in the land as a stimulus to wavering statesmen.

It is high time that a country which has been saved by bullets abroad should be preserved by ballots at home and that honest capital should be as much entitled to protection as labor and that the big and little property taxpayer shall not be dismissed as a smaller stockholder in the country than he who pays a poll tax only. And the savings bank book of a widow with \$500 is as sacred for protection as a large block of railroad stock; and both, now, equally in jeopardy.

Otherwise, why should any one work, and why should not all lie down to sleep through a five-dollar, five-hour, five-day week, looking forward to that prosperity of idleness which too many political candidates have often speciously promised in the past, when the foolish and the vicious shall live as well as he who works?

The candidate for public office in 1922 who makes his campaign as a fearless champion of honest property, whether it is much or whether it is little, may not be successful, but he will have a high, if lonely, place in history for his sand, sincerity and sense.

R. M. Washburn.

Call For Public Defense.

Grand Rapids, Aug. 15 — The Tradesman is right, incontrovertibly right—the union leaders while denouncing the dictation of capital are straining to establish the dictation of labor, and the remaining ninety-odd millions of us can be d—d.

Is it not time for real actual Americans, Americans in spirit and, in fact, Americans loyal to our Government and our Constitution, Americans obedient to law and determined that there shall be a country of, by and for the people to organize a much-needed public-defense association.

Only a leader is needed; the angered and righteously wrathful citizens are ready by the hundreds of thousands; all that is needed is the crystallization of sentiment, regardless of political party or other affiliations.

Your editorial on the Trend of Unionism last week is irrefutably right. It is an insult to the intelligence of our people to attempt to "put over" this troops-and-guards allegation of the brotherhoods, a self-evident subterfuge, hoodwinking nobody but themselves.

No law-abiding, well-intentioned citizen opposes policeman, constabulary, guards or troops at any time, much less in times of excitement, disturbance and danger. H. J. H.

If you know how to put yourself in the other fellow's place when you are considering his actions, you may be able to give him some helpful advice that will be accepted.

Can you continue to do as you are doing and retain your self-respect, or have you habits and customs you know are detrimental to your character?

Wheat and Flour To Go Slightly Lower.

Written for the Tradesman.

Samples of new wheat from the Southwest are showing up very well indeed in appearance, but analytical tests are rather disappointing, the wheat not being as strong in protein as a year ago. On the other hand, the red winter wheat produced in the Central States is analyzing better, being stronger in protein than last year. This is also true of new samples of spring wheat from the Northwest.

The demand for flour has not been as lively as some had anticipated, the trade as a general rule being of the opinion lower prices would prevail as soon as new offerings of Canadian and Northwestern spring wheat were submitted.

Harvesting in Northwestern United States and Canada will be earlier than it was last year. We should be able to get a good line on values within thirty days. It would not be at all surprising to see somewhat lower prices when the weight of spring wheat from the Northwest and Canada is thrown on to the market in competition with Southwestern and Central states offerings.

The farmer can profit materially by offering his wheat sparingly and if he does so, materially lower prices are out of the question. If the wheat is marketed conservatively, undoubtedly higher prices will be obtainable for the producer within sixty to ninety days. On the other hand, if the tendency toward lower prices during the next thirty days causes the producer to market heavily, the price of both wheat and flour will be driven lower than supply and demand conditions warrant.

The crop of wheat in the United States is estimated at 805,000,000 bushels, 542,000,000 of winter and 263,000,000 of spring. The Canadian estimated crop of wheat is close to 100,000,000 bushels. The quality from present indications will be excellent. This provides a North American supply of at least 900,000,000 bushels, an amount above the five year average.

The European situation, however, is exactly opposite, and while smaller yields and stocks of wheat in Europe will not materially affect prices during the early marketing period in this country, before the year is over demands from European importers will materially affect our price situation, as Europe must depend largely upon North America for her supplies.

In the meantime, the trade cannot go wrong to amply provide for their requirements and flour purchased on material breaks from the present basis is, in our opinion, bound to prove to be excellent property.

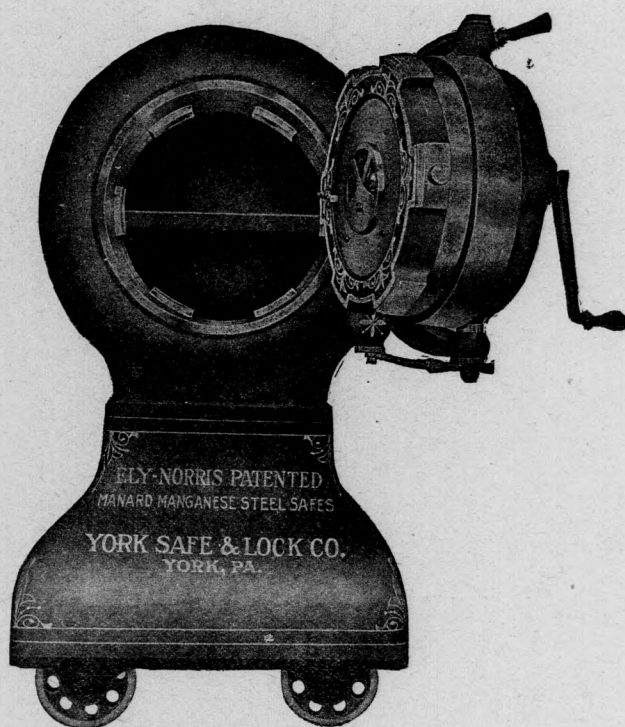
It is our opinion prices will be lower on both wheat and flour at some period during the next thirty days and the low point during that time should provide an excellent opportunity to purchase on a very profitable basis. Lloyd E. Smith.

Before doing bigger advertising, see whether you can perhaps do better advertising of the sort you are already engaged in.

**THE STRONGEST
SAFE IN THE WORLD**

Manufactured
Exclusively by

**YORK SAFE
AND LOCK CO.**



Sale in Western Michigan controlled exclusively by

GRAND RAPIDS SAFE CO.

Tradesman Building
GRAND RAPIDS

FIRE

WINDSTORM

TORNADO

The Mill Mutuals

Agency

LANSING, MICHIGAN

Representing One of the

Strongest Mutual Fire Ins. Groups In United States

With

\$22,610,000.00 Cash Assets

\$10,157,000.00 Cash Surplus to Policyholders

\$5,800,000.00 Cash Dividends

Paid in 1921

We also furnish to our clients, without cost, the best insurance and engineering service obtainable and in case of loss our own adjusters will serve you.

Strength, Service, Savings

ROBERT HENKEL, President
Detroit

A. D. BAKER, Sec'y-Treas.

GEO. A. MINSKEY, Manager

120 Ottawa St., Lansing, Mich.