

MY CREED

I BELIEVE that work is a blessing.

I BELIEVE that the work I am doing is worth while.

I BELIEVE that the interests of mankind are mutual and that business is simply organized service.

I BELIEVE that the only way life can be made happier and living cheaper is for everyone to do his full duty.

I BELIEVE that incompetence, laziness or greed on the part of either employer or employed is a sin against the whole body of society.

I BELIEVE that if I fail to do my fair share of the world's work I shall only make life just that much harder for some other fellow who perhaps has greater handicaps than I.

I BELIEVE that the Creator gave me talents in the expectation that I would use them in the service of my fellow man. Even if unmindful of my own interests, I have no right to cheat others.

I BELIEVE that every piece of goods I help to manufacture represents a part of myself when it goes out into the world. Whether I write letters or file them, whether I work at a desk or in a factory, or in a store, I believe in the thing I am doing, and will put my best thought and effort into it.

I BELIEVE in myself and in my friends. I believe in my house. I believe in humanity in general and that the good in the world far outweighs the bad. I believe that I shall receive justice and a square deal. I believe that if I do my best, if I study to improve myself, and look cheerfully upon life and its tasks, whatever rewards may be justly due me I shall receive.

NATION WIDE CANDY DAY

Saturday, October 14th

PREPARE FOR IT

WRITE US FOR WINDOW TRIMS



Everybody Likes
CANDY

**Putnam
Factory**

Grand Rapids, Mich.

Now Is the Time

Fall is the time when your customers renew their interest in plans for physical fitness. Winter means big tasks ahead.

Tell them what Yeast-for-Health can do to energize them, make them fit and efficient. Be ready to meet their demands with complete information and ample stock.

The Fleischmann Company



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

Write us about
our **SOLE AGENCY**

**CHASE & SANBORN
CHICAGO**



Quoting Prices Sells Merchandise

a fact that is recognized by all merchants who advertise.

Their customers want to know the **price** before buying.

They advertise the selling price in **plain figures**.

K C Baking Powder shows the **price on the package**.

Many sales are lost because the customer does not care to ask the price.

It will pay you to sell

K C BAKING POWDER

(price on the package)

Same price for over 30 years

25 ounces for 25¢

The price is established and shown on the package, assuring you of your full profit.

None better at any price.

Millions of pounds bought by the government.

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

Let us show you how to increase your baking powder profits by selling K C.

**Jaques Manufacturing Co.
Chicago.**

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 4, 1922

Number 2037

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

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Grand Rapids

E. A. STOWE, Editor.

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CHEAP MONEY MOVEMENTS.

Since the organization of our Federal Government every generation has witnessed some form of cheap money mania. In the period before the Civil War State and private banks, virtually uncontrolled by legislation, flooded the country with heterogeneous paper issues. The National banking system established during the war corrected this evil, but the war was also responsible for the greenbacks and for the Greenback party of the seventies that favored placing the country on a permanent basis of fiat currency. Agitation for free silver came in the nineties, and there are indications that another cheap money movement may come to a head in the near future. Agitation along this line has been in evidence for nearly two years. Since such a movement has appeared in every previous period of economic readjustment, its recurrence would not be surprising. Much will depend on the future course of prices, and more particularly on the relation of the prices of farm products to those of manufactured articles. The present tendency of these two groups to move in opposite directions and thus to get further out of adjustment may possibly give strength to the cheap money cause in the agricultural and debtor communities. There is not even a remote chance that this country, which possesses almost half the world's supply of gold, will make any change in its present money policies. Rather, it may be expected to give its aid in due time to other countries striving to return to a gold basis. Nevertheless, agitation for cheap money or credit may become temporarily a disturbing factor to the country's business.

The United States, although the richest country in the world, has been frequently referred to by economic writers as the home of monetary fallacies. It seems to have been visited more regularly with such vagaries than any other modern nation of consequence, and cheap money crazes

have had a great influence on its history. Other countries have had and are still having their cheap money troubles, but usually they have been driven into monetary inflation by tremendous forces over which they had little control. In this country from time to time there has been a strong party that has urged the voluntary abandonment of the existing money standard and the substitution of something that is more in harmony with their doctrinaire opinions. Indeed, it was the American colonies in the seventeenth century that first showed the world something of the enormous possibilities of a paper currency, Massachusetts taking the lead by issuing so-called bills of credit in 1690. The hostility of the British government to these pet schemes of paper financing by the colonists played an important part in developing that resentment at overseas control which finally brought on the American Revolution. That war caused further inflation, and the resistance of the backwoods debtor classes to the sound money policies of the trading and creditor classes in the towns played a part in bringing the States into a "more perfect union" under the Constitution. In that document one may see to-day one of the fruits of the experiences with paper money during the Colonial and post-Revolutionary periods in the provision forbidding the States to issue bills of credit.

RAPID ECONOMIC CHANGES.

The past two years have brought rapid changes in the situation as regards basic commodities. Late in 1920 the world appeared to have a surplus of nearly everything. Although earlier in that year there was a widespread belief that the supply of most necessary things was inadequate, yet by autumn there was too much wheat, too much wool, too much cotton, and so on. The country had been geared up for wartime production, and its output seemed to have outrun its peacetime requirements. Since that time, however, the supply of wheat and wool has become normal, and in the case of cotton there has been a rather violent swing from a condition of oversupply to one of probable shortage. Now that the heavy carry-over of cotton from last season has been cut down, there is much fear lest the threatened shortage for 1923 may become a more or less permanent condition. In view of the fact that only two years ago this commodity was a drug on the market, there seems to be little reason to believe that under-production is henceforth inevitable. The speed with which changes are effected should cause all prophecies in these days to be tempered with caution.

CLARK OF THE OREGON.

In a period when most naval actions are fleet actions the late Admiral Charles E. Clark made his single ship, the Oregon, as famous as the old Constitution, on which he was schooled, and himself as well known as the old fighters of naval duels like Decatur and Hull. The world's attention has never been focused on another warship as it was focused on the Oregon during the sixty-eight days required to run from San Francisco to Key West. We are likely to forget that the possibility of an encounter with a Spanish squadron was not the chief peril which Clark and his men faced. Their vessel had been built for coast defense, and when she ran at top speed into a heavy gale in the Straits of Magellan the pitching, combined with the movement of the engines, threatened to rend her to pieces. She rode so low that the solid seas covered everything but the superstructure.

Admiral Clark demonstrated his ability to inspire his men to the utmost exertions. The engineers voluntarily doubled their watches to increase the speed; the firemen fought to get back to the engine room after being carried out of it unconscious, and officers and men worked together all night without rest at Punta Arenas to coal the ship. At Santiago Clark and his chief engineer gave the Oregon the distinction of being the only ship with steam up when the Spanish cruisers emerged, and a great part of the heavy pounding which sent the enemy ships ashore came from his guns.

Although Clark's personality never made an impression upon the country equal to that produced by the pugnacious Robley D. Evans, he was a fine type of naval officer, as modest as he was efficient. When a reception was tendered him in his home city of Montpelier he proved quite unable to make a speech; he declined to represent this country at the coronation of Edward VII and he wrote his autobiography only because S. Weir Mitchell extorted from him the promise of one. Quiet faithfulness to duty was his guiding principle in two wars and a long service during peace.

WIDE RIBBONS IN FAVOR.

While the demand for staple narrow ribbons continues good, wide fancies now constitute the bulk of business being done in the trade, according to reports made by various mills. Any attractive novelty, in widths up to ten inches, has a good market at a good price now, they declare, while in the narrowed fabrics the demand is limited to a few weaves such as moire, satin and velvet, in plain colors, with black and brown leading.

Most of the ribbon-using industries are buying now, both for immediate and future delivery. The millinery

trade is taking substantial quantities of black, brown and navy velvets, both in wide and narrow constructions, for immediate delivery for use on fall hats. For spring the hat makers are taking their fair quantities of taffetas and satins, with a sprinkling of moires in the narrowed widths.

Dress manufacturers are buying the wider grades, for use as sashes and panel effects. They are buying substantial quantities of novelties for spring use. Metallic patterns on wide ribbons are having a good sale for use for evening wear. Retailers are buying freely now, taking mostly goods for immediate delivery. The department stores are not doing much advance buying now.

THE AUTOMOTIVE INDUSTRY.

The value of the entire automotive output for the current year, including cars, tires, replacement parts and accessories, is estimated at \$2,725,000,000. It is pointed out that this entitles the industry to be classed as the largest manufacturing enterprise in the world, as the figures exceed by a third the value of output of the next largest industry, the refining of petroleum, are two-thirds greater than the value of the iron and steel output, and are more than double the value of all the cotton goods produced in the country. This is interesting enough, but what is perhaps still more striking is the large degree to which other important industries are dependent upon the production of automobiles for their prosperity. For example, while the refining of petroleum ranks next to automotive production in value of product, about two-thirds of the petroleum produced is required for automotive vehicles. In like manner the automotive industry uses four-fifths of the crude rubber, over a third of the Egyptian long-staple cotton, and nearly a third of the plate glass consumed in this country. It is estimated that at least 13 per cent. of the country's wage-earners are dependent on the automobile business for their living.

Whether the present level of express rates is too high, as claimed by shippers, will be determined by the Interstate Commerce Commission as a result of hearings which will be started on Oct. 30. The enquiry will go into the question of express charges on all commodities in all sections of the country, and will proceed along the line of the investigation of freight rates made last winter, which resulted in a decided reduction in those rates in July. It has been complained by shippers using express service that express charges are still at their high level, although freight rates have been reduced approximately 10 per cent. and the same arguments which resulted in the freight reduction can be applied to express rates.

CRUX OF THE CHAIN STORES.

Are They For Public Service or Private Gain?

No phase of the recent convention of chain store owners and operators in New York City was more interesting and significant than the round-table discussion on the subject: "Does not the manufacturer who sells you direct and properly compensates you expect your co-operation? Does not the article which the consumer demands offer the quickest turnover and least resistance; a fundamental in chain store grocer operations?"

It went direct to the root of a great many angles of trade relation and economics and displayed a wide range of opinions; incidentally disclosed one of the essential differences between chain stores and the ordinary type of retailer.

There were some in the convention who felt that the selling power of the chain store should be wielded to compel manufacturers to sell chain stores direct; that it would be absurd to sell specialties which had to be taken through the jobber with the same readiness as those sold direct.

Those who felt this way justified their position by an argument that they were crusaders for low prices to the consumer and that in pushing a private brand at a low price they were strikingly friendly to the consumer, even though she might think she wanted the advertised article. And the crux of the argument was that when the manufacturer found he could not employ the chain outlet he would surrender and sell direct at his very best discounts.

Some delegates took exactly the opposite view and claimed that on the sides of both public service and private interest a manufacturer should sell advertised brands. These argued that they are in business to make money and that the most goods turned over in a given time is the best course to that end, even as against a larger unit of profit on a private brand, but which doesn't sell without a great deal of effort.

They claimed that an advertised specialty was much easier to sell; that it pleased the consumer and was a "repeater." These argued that advertising was as much for the benefit of the distributor as for the owner of the brand and that it would be absurd to refuse to take advantage of it and waste time fighting its power with unknown brands.

Besides, they claimed that the time is rapidly coming when the consumer is going to resent being dictated to by the grocer as to what she shall buy and told that this or that is "just as good." Some gave instances where the free handing of specialties had won customers who were otherwise prejudiced against chain stores and disposed to keep away from them.

And, after all, they did not feel that it was primarily the purpose of a chain store or other good merchant to spend his time fighting when his energies might better be directed in getting more out of his opportunity. Once established that they could sell goods for the manufacturer, they contended, any manufacturer would more willingly give them favors to hold the trade of

the chain store than he would yield to being lambasted by the big stick of coercion.

So there you are: the whole thing in a nutshell. Does the chain store exist for the service of the consumer or for the benefit of the proprietor and the last cent of profit? Is it best for a grocer to take profits which a manufacturer has left lying around as a possible by-product of his advertising or is it best to fight for preferences over other grocers and undermine an advertising-created demand by substitution to compel them?

Isn't it something for the manufacturer to study and determine which of the two policies is to be encouraged—for himself and for the consumer? Does the consumer want quality or does she want price? Of course a private brand may be exactly as good as the specialty—sometimes is—but does the consumer know it and can she rely on it?

The discussion in the convention did not crystalize any formal decision. Manifestly there are chain managers of both points of view and both successful. Some sell specialties freely and others reluctantly, or only when compelled to or when rewarded by inside prices and direct sale. Some contend they can sell what they want and others say they prosper best by cashing in on the manufacturers' investment of advertising. Which is right?

Of course, there is another angle of the situation which came out and that is that there are too many brands of the same goods on every grocer's shelves. But everyone knew that long ago. It is the reason why most of the grocers have inventories three or four times as large as those of the chain stores, which are constantly trimming down their stock, aiming as fast as possible to attain a turnover of once a week—"balancing stock," it is ordinarily called.

Of course, if the grocer is to serve the consumer as she desires and one after another manufacturer through the power of advertising can compel demand for his goods, how can one prevent there being too many brands? No more than one can prevent there being—as there are—"too many grocers." Is the chain right in taking the bull by the horns and cutting down the number of brands to their own or a few standard lines? And if so, what about the consumer's rights to get what she wants? And what about the rights of a manufacturer to the co-operation of the trade, once he has created demand? It looks like something for the whole grocery trade to study.

Beautiful Harbors.

Ft. Wayne, Oct. 3—A few weeks ago you editorially mentioned that the most beautiful harbors in the world were those of Rio de Janeiro, Constantinople and Sydney. There is the incomparable harbor of Naples in Italy that is considered the best for panorama, climate and location. The twin tops of Mount Vesuvius and Mount Somma, with their harmonious sides sliding and blending with the gulf, are unique. The volcanic displays from Mount Vesuvius from time to time add to the attraction of the unforgettable view. Renato Crisi.

Chalk up every lie as a liability.

You Have a Future to Consider

Special sales have their legitimate place in the field of merchandising, but there is always an element of danger in indiscriminate price cutting of standard goods. Memory has much to do with the public's judgment of values, and the memory of a cut price often comes back to lower a customer's ideas of values.

This does not mean that an occasional special sale is of no value. It does mean, however, that special sales should have a definite reason and be for a definite period.

When a standard article is suddenly cut in price for an indefinite period, is it unreasonable for the customer to think that the merchant's former prices have been exorbitant? Is it unreasonable for him to view any return to standard as an attempt to profiteer? Reputation for square dealing insures future as well as present business.

During the past year the disposal of Government surplus war stocks has resulted in a tendency toward cut prices of new merchandise. Goods made by reputable manufacturers for Government war use have been sold at prices below the present manufacturers and jobbers' costs. They have been, and are being, offered to the public at prices below the dealer's costs for new merchandise, and there is a decided temptation to sell the new standard article in competition with the war goods. Is it good policy?

To begin with the goods referred to are of what might be termed war food products. They were manufactured under stress of Government insistence on speedy delivery and under war conditions. They are sold cheaply on that basis and are well worth the price. But—while they were turned out by thoroughly reliable manufacturers, and bear the brands of those manufacturers, they are in many cases of poorer quality than the merchandise now made by those same manufacturers. Naturally they are being sold at a price lower than the manufacturers can produce new merchandise of to-day's quality and strength.

Practically all the merchandise referred to has been held by the Government for from four to six years. It has been stored under conditions not always conducive to keeping the article in good merchandising condition. It would seem rather unwise to put new merchandise in direct price competition with these goods.

While there is, in the aggregate, a large quantity of this surplus war material, the amount of any kind of a specific brand is small as compared to the total consumption. It is so small, in fact, that it would seem folly to allow it to disrupt the entire market. However, small lots of this merchandise will be appearing on the market for several years to come.

If your competitor is selling any of this merchandise and you wish to meet his competition your policy should be to obtain a small assortment of the same goods to sell at his prices. If unable to get the same articles, you can meet his competition by sales of other war surplus merchandise at low prices but tell the public the facts. Don't, however, cut your prices on new, standard merchandise. You are not in business for a month or a year. You have a future to consider. The cutting of line after line of standard merchandise may jeopardize both your reputation and that future.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 3—The headquarters for the Pickford stages have been at the Belvidere Hotel for the past twenty-five years, but have now been changed to the station in the Cowell-Burns store on Spruce street. All stages for Pickford and St. Ignace will leave from the new station.

"Some people take too much trouble making pleasure and others too much pleasure in making trouble."

The Thornton Bros. brick industry is being revived at Rudyard. The plant has been remodeled and, when completed, will be one of the most modern and will employ twenty men. They have an order for 600,000 bricks for the new Cadillac plant here.

Now that the soft coal supply is assured for the Soo, there is a more comfortable feeling in looking forward to the winter months, and the fact that there is a reduction of \$2.50 per ton and plenty of it in sight also puts joy into the proposition.

"Turkey, the sick man of Europe, is really the slick man."

Ed. DuCap, the popular Deputy Sheriff of Trout Lake, has had some misunderstanding with the Trout Lake Ball Club, which is explained as follows: Ed. missed nineteen of his chickens, one duck, and a check for considerable money was also taken from his place at the same time. In justice court the defendant declared that Mr. DuCap had promised one of the boys that they could have some chickens over at his house, when their efforts to obtain chickens for a supper for the ball club had failed. Mr. DuCap told them they could have some and two of the boys immediately "grabbed off" six chickens. But Mr. DuCap declares that later he missed quite a few mone. However, the case was settled and the chickens for the banquet cost \$9 and were cheap at that.

Hulbert, one of our neighboring villages on the D., S. S. & A., certainly made a hit with the supervisors in getting an appropriation of \$35,000 for a fine new agricultural school to be finished by Feb. 1. Work has already commenced. The building will take care of Hulbert's needs for many years from present indications.

Dr. Wm. F. Lyons, of this city, passed away last Thursday evening after an illness of several months with heart trouble. He was 68 years of age and was born at Lindsay, Ontario. He came to the Soo in 1889, a graduate of the Toronto Veterinary College. During his life here he was regarded as one of the best posted horsemen in the State and the local paper, in referring to him, states that "he was ever a lover of animals, especially horses." Dr. Lyons is survived by a widow, two children, two brothers and four sisters, who have the sympathy of a large circle of friends.

"All work and no play" does not always do, but Elmer Fleming, of the Boston Store, prevented burglars from making a raid at the store last week where \$50,000 worth of furs are being shown. Mr. Fleming was working late and was alone in the office at the time. He noticed a strong draft and then saw that the window was being lowered from the top. On seeing him the burglars fled. A call was put in at police station immediately, but they failed to capture the burglars. This is supposed to be the same gang who were successful in getting away with \$34 from the Manhattan restaurant the night before.

"We cannot afford to pay the soldier's bonus, because we have to support the new tariff."

Taffey Abel and Denn. Breen, local hockey stars, have signed up with St. Paul for the winter. This will put a crimp in the hockey games at the Soo this year.

Wm. Talbot, of Stalwart, is a business visitor this week.

The Edison Sault Electric Co. is announcing a material and voluntary reduction in some of its rates, which

will be greatly appreciated by Sooiters and will enable some of them to stay out longer nights without extra cost for lighting.

D. W. Draper, who for several years has been a cook on the tug Iowa, has opened a home bakery and delicatessen at 720 Ashmun street, in the building recently occupied by Frank Trepasso as a grocery. The interior has been remodeled and redecorated and an up-to-date oven and fixtures have been installed, making it one of the neatest places of its kind in the city. Mr. Draper is an expert baker, as well as an experienced cook, and will, no doubt, make a success of his new venture.

Archie McRae, who has been in the employ of the Soo Hardware Co. for several years, has resigned his position and expects to go into the mercantile business at Sterlingville. This seems to be a move in the right direction as there has been no store at Sterlingville since the store burned down, two

years ago, and the residents were obliged to go to the neighboring villages for supplies. Sterlingville is in a rich farming country and with the business experience Mr. McRae has it looks as if success will crown his efforts.

"A nice fall is predicted, not, however, in prices."

The merchants at DeTour were so well satisfied with the half-holiday on Thursday during the summer that they find they can still get along and enjoy their weekly vacation. Whether they will be able to keep it up all winter is not known, but at present it does not appear to be causing any hardships or inconveniences to the buying public.

"During the hunting season there is a demand for wireless fences."

E. J. Boardalone is the new French chef in charge of the Belvidere dining rooms, which have been remodeled and are now in keeping with the best eating houses in the city. The new

Belvidere will be known as one of the tourist hotels next summer.

A hike was made last week by five nurses from Grand Rapids. They arrived here on Sunday, Sept. 24, just one week after leaving Grand Rapids. They report having had a very nice trip. Two of the young ladies were Soo girls, one of them will remain here for a visit with relatives, while the others will return to Grand Rapids by train. The stated that they did not have as many lifts on the way as one would suppose, as there were five in their party and there was not always room for them, so they refused several rides on that account.

William G. Tapert.

Sometimes a clerk seems to think he is part owner of the goods in the store, therefore, entitled to help him store, therefore, entitled to help himself to what he wants without paying for it.

LOCAL TAX-FREE INVESTMENT

Robert W. Irwin Furniture Co.

7% Cumulative Preferred Stock

Features

Over \$325 in property value back of each \$100 of outstanding Preferred Stock.

Average earnings for past six years are over three and one-quarter times dividend requirements.

Very strong cash position.

Over nine for one in net quick assets.

Surplus account in excess of outstanding Preferred Stock.

Free from all taxes (except surtax).

One of the most successful furniture companies in Western Michigan.

Subject to prior sale we offer a limited amount of this stock to net 7.18%.

STOCK DEPARTMENT

HOWE, SNOW & BERTLES

(INCORPORATED)

INVESTMENT SECURITIES

Grand Rapids Savings Bldg.
Grand Rapids, Mich.

120 Broadway
New York City

310 Ford Building
Detroit, Mich.

Statistics and information contained in this circular, while not guaranteed, are obtained from sources we believe to be reliable.

MOVEMENT OF MERCHANTS.

Vassar—MacDonald's succeeds the Henry Price Clothing Co.

Deerfield—William Palmer has engaged in the boot and shoe business.

New Boston—A. Dugan succeeds G. H. Meisner in the fuel and lumber business.

Flushing—Haffner & Lytle succeed M. D. Phelps & Co. in the hardware business.

Detroit—J. Weiner, boots and shoes, is reported to have filed a petition in bankruptcy.

Detroit—The Breyley Merchandise Co. is reported to have filed a petition in bankruptcy.

Grand Rapids—Lewellyn & Co. has increased its capital stock from \$100,000 to \$300,000.

Holland—The Charles P. Limbert Co. has changed its name to the Van Raalte Furniture Co.

Birmingham—The Birmingham Lumber Co. has increased its capital stock from \$1,000 to \$15,000.

Jackson—The Finch Hardware Co., 162 West Main street, has increased its capital stock from \$15,000 to \$25,000.

Jackson—R. J. Apted has opened a hardware, cutlery, tools and builders' supplies store at 1033 East Main street.

Detroit—The Merchants Finance Co., 1521 Ford building, has changed its name to the Universal Investment Co.

Lansing—The Hankins-Peters Coal Co., 229 North Hosmer street, has engaged in the wholesale and retail fuel business.

Lansing—The Neller Hardware Co., 117 East Franklin, has changed its name to the Baker-Woodmaney Hardware Co.

Bannister—C. K. Morrison is building an addition to his store which will enable him to greatly increase the size of his stock.

Owosso—The Albert Todd Co., Inc., wholesale and retail hay and feed, has increased its capital stock from \$20,000 to \$35,000.

Alma—Local merchants are planning a free show every Saturday afternoon at a local theater for the farmers of this vicinity.

Birch—Fire destroyed the store building and stock of confectionery tobacco, cigars, etc., of Anderson & Abrahamson Sept. 28.

St. Ignace—George Hoban has purchased the Mulcrone block which he will occupy with his stock of hardware and agricultural implements.

Grass Lake—Thieves entered the dry goods store of the Foster-Babcock Co., and carried away the contents of the safe and the cash register.

Detroit—Leon Feder, dealer in boots and shoes at 8308 West Jefferson avenue, is reported to be offering to compromise with his creditors at 20 per cent.

Freesoil—Mrs. H. O. Howard and son, Hazen, will continue the general store of the late Harry O. Howard, who died Sept. 14, following an operation for appendicitis.

Mt. Pleasant—Thieves entered the store of the Mt. Pleasant Hardware & Furniture Co. and carried away the contents of the cash register, as well as considerable stock.

Howell—Frank C. Cowdrey has sold his drug stock and store fixtures to

Herbert T. Hennessy of Yale and Clare Burden, who will continue the business under the style of Hennessy & Burden.

Detroit—The Michigan Electric Sales Co., 415 Congress street, East, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Eaton Rapids—Henry Bros., dealers in confectionery, ice cream and fruit, will open a similar store in Grand Rapids. Charles Henry will be in charge of the Eaton Rapids store and his brother will conduct the Grand Rapids business.

Detroit—The R. J. Shields Co., 1526-30 Woodward avenue, has been incorporated to deal in women's hosiery, lingerie, blouses, neckwear, etc., with an authorized capital stock of \$50,000, of which amount \$37,500 has been subscribed and paid in, \$21,500 in cash and \$16,000 in property.

Grand Rapids—Benjamin's Inc., Crescent street and Monroe avenue, has merged its clothing, hats, caps, dry goods, etc. business into a stock company under the same style, with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and paid in in property.

Muskegon—The Consumer's Tire Store, 2 West Western avenue, has merged its business into a stock company under the style of the Consumer's Tire Stores, Inc., with an authorized capital stock of \$20,000, of which amount \$3,500 has been subscribed, \$1,250 paid in in cash and \$1,000 in property.

Port Huron—The Cawood Sales Co., 1119 Military street, dealer in autos, parts, accessories and equipment, has merged its business into a stock company under the style of the Cawood & Paige Co., with an authorized capital stock of \$50,000, of which amount \$20,000 has been subscribed and paid in in cash.

Pontiac—The Community Market Co. board of directors Tuesday filed petition in circuit court for appointment of a receiver and dissolution of the company. It was organized some years ago as a community project and has 80 stockholders. Lack of capital to carry on a large produce business led to the petition.

Kalamazoo—Gilmore Bros. will open a furniture department, which will occupy the entire fourth floor of its building. A Leath & Co., of Elgin, Ill., manufacturers as well as conducting sixteen individual furniture stores, is associated with Gilmore Bros. in the new department. J. L. Stewart will be the active manager.

Bay City—Leo T. Marcoux, well known clothier, lost his left hand as the result of the accidental discharge of his shotgun. Marcoux was on the back porch of his summer cottage at Killarney Beach, when in some inexplicable manner the gun discharged. His hand was mutilated so badly that amputation above the wrist was necessary.

Lansing—The Arrow Oil Co., Cedar and Spring streets, has been incorporated to deal in petroleum products, auto accessories, parts and supplies at wholesale and retail, with an authorized capital stock of \$10,000 preferred

and 20,000 shares at \$1 per share, of which amount \$5,000 and 10,000 shares has been subscribed and \$5,000 paid in in cash.

Detroit—The Brownie Drug Store, reputed to be the largest and finest drug store in the United States, was opened to the public on Michigan avenue, near Griswold, last Saturday. The store occupies a total of 4,500 square feet on the ground floor. The place is owned and controlled by the Brownie Drug Store Co., of which David A. Brown is President.

Detroit—What is planned to be the most exclusive shop for men's, boys', girls' and misses' wearing apparel in the city is soon to be opened by members of the firms of E. J. Hickey & Co. and W. E. Canton & Co., in the Hotel Statler building, Washington boulevard side. The date of opening is set for the near future. The new firm will be known as the Canton-Hickey Co. It will take over the business of the W. E. Canton & Co. The E. J. Hickey & Co. business on Woodward avenue will continue as usual.

Flint—William E. Holler, who since 1920 has been managing director of the Flint Chamber of Commerce, has tendered his resignation, effective Oct. 31, when he will become general manager of the Imperial Wheel Co., succeeding Charles H. Bonbright. By a peculiar coincidence, the Holler resignation was tendered at the annual meeting of the Chamber of Commerce when Mr. Bonbright, one of the leaders in Flint's industrial world, was unanimously elected President of the Chamber of Commerce. Mr. Bonbright became general manager of the Imperial Wheel Co. at its reorganization in 1912. During his administration the plant has been more than doubled in size, and the business multiplied many times until now the plant manufactures more automobile wheels in a single month than it did in a whole year a decade ago.

Manufacturing Matters.

Jackson—The Kohm Cement Products Co. has been organized and engaged in business.

Detroit—The Wolverine Trailer Equipment Co. has increased its capital stock from \$25,000 to \$50,000.

Kent City—The Roach cannery is finishing up the season's pack with its present run on red kidney beans.

Detroit—The Matz Construction Co., 10315 Greeley avenue, has increased its capital stock from \$2,000 to \$3,500.

Detroit—The Mae Hat Manufacturing Co., Inc., 335 Macomb street has increased its capital stock from \$3,000 to \$30,000.

Detroit—The Ajax Pattern Works, Inc., 680 Fort street, East, has decreased its capital stock from \$107,300 to \$25,000.

Bronson—The Douglas & Rudd Manufacturing Co., auto electric appliances, etc., has changed its name to the H. A. Douglas Manufacturing Co.

Paw Paw—The Puritan Grape Juice Co. has been organized to manufacture and sell grape and other fruit juices. The company is capitalized at \$150,000.

Evart—The Northland Dairy Co. has been incorporated with an authorized capital stock of \$150,000, \$20,000

of which has been subscribed and \$19,550 paid in in cash.

Eau Claire—The Eau Claire Cider & Vinegar Co. has been incorporated with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and paid in in property.

St. Joseph—The Hercules Products Co., manufacturer of tools, etc., has increased its capital stock from \$5,000 and 2,500 shares no par value to \$55,000 and 2,500 shares no par value.

Alma—The campaign of the Alma plant of the Michigan Sugar Co. will start about October 10. It is estimated that 80,000 tons of beets will be sliced during the run, which probably will last from 70 to 75 days.

Grand Rapids—The Stuart Furniture Co., 442 Seventh street, N. W., has been incorporated with an authorized capital stock of \$150,000 preferred and 7,500 shares at \$1 per share, of which amount \$90,000 and 4,185 shares has been subscribed and \$15,075 paid in in cash.

Detroit—The Met-All Manufacturing Co., 2699 Guoin street, has been incorporated to manufacture metal products, with an authorized capital stock of \$500,000, \$200,000 of which has been subscribed and paid in in property.

Detroit—Fabrizio & Passero, 112 Madison avenue, has been incorporated to manufacture and sell women and children's clothing, with an authorized capital stock of \$10,000, \$2,020 of which has been subscribed and paid in in cash.

Detroit—The Schmandt Foundry Co., 6401 Miller avenue, has been incorporated with an authorized capital stock of \$10,000 common and \$15,000 preferred, of which amount \$9,500 has been subscribed and paid in, \$4,500 in cash and \$5,000 in property.

Detroit—The George R. Cooke Co., with business office at 1260 Penobscott building, general engineering and contracting, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Detroit—The Shiland-Dove Co., with business offices at 901 Majestic building, has been incorporated to manufacture and deal in rubber goods, etc., with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed and paid in, \$6,000 in cash and \$69,000 in property.

Dowagiac—Interests here devising means to take advantage of the returning industrial boom think the town's name ought to be changed. They will ask civic clubs to sound out sentiment on dropping Doe-Wah-Jack, an Indian term for "good fishing." Pottowatomie tribes named a stream of water which passed through the town, Dowagiac. Those who would change the name say it is hard to pronounce and that Indian lore is not applicable to the town's industrial importance.

Grand Rapids—The Navicloth Underwear Corporation has been incorporated to manufacture and sell at wholesale and retail, underwear, wearing apparel, etc., with an authorized capital stock of \$100,000, \$60,000 of which has been subscribed and paid in, \$15,000 in cash and \$45,000 in property.

Essential Features of the Grocery Staples.

Sugar—The long-expected reaction has occurred and granulated is, apparently headed for 7c at the refinery. The latter now holds granulated at 6.60c. Local jobbers have advanced their price to 7.10c.

Canned Fruits—Canned apples are being offered f. o. b. Michigan for late pack varieties at \$3.25 for standard grade and \$3.75 for fancy grade, and some business is being secured and confirmed at the prices. New York canners are asking about 25c more for fall or late variety of apples in No. 10 tins than the Michigan canners. There has been quite a demand for Michigan peaches packed in 40 per cent. syrup. The 2½ size can is priced at \$1.75 and the No. 2 cans at \$1.40 per dozen f. o. b. canneries in Michigan and I understand that they are selling as fast as offered. There is a flavor about a Michigan canned peach which makes a consumer hang around the can and ask for more, for they get their fruit into the can a pleasing freshness of flavor. The demand for California canned fruits for standard, choice, and fancy grades is rather urgent and orders are not at all easy to place for those grades. The situation is influencing buyers favorably toward seconds, water, and pie grades. The demand is better than it has been since the opening of prices except at the period of the confirmation of future contracts and the making up of assorted orders for private labels. Hawaiian pineapple is salable wherever it is, on the islands, on the Coast, in transit or on the spot. Premiums over opening range 10 to 15 per cent., depending upon the assortment, the packer, and other considerations, but for all grades of sliced in No. 2½ tins there is a more active demand than can readily be supplied. Even the brokers who do not make a specialty of pineapple are selling round lots. Those who failed to cover earlier in the deal are doing so now and there is also a speculative demand. Some big deals have been turned and the seller is reinvesting in pineapple and in other items.

Canned Vegetables—The warm weather accentuates the fact that the tomato, like a cat, has nine lives, and the crop still in the fields may ripen to such an extent that some of the canneries may be able to continue packing until Oct. 15, for there has been no frost so far to kill the vines or to bite the fruit. The output from now on will be unimportant, however, as the season began early and is over in most of the canneries, few of which have any stock unsold. The demand for standard canned corn is livelier than it has been for fourteen months and it is getting difficult to place orders for good standard corn in Illinois, Indiana, Ohio or Wisconsin for 80c per dozen and the difficulty is going to increase and the price will advance. Peas are firm in good standards, extra standards and fancy, No. 4 and No. 5 sweets were well taken from Wisconsin. Contract stocks take care of a large part of the trade, but there is additional buying where the jobber can get what he wants in good brands at right prices

and in any of the three grades. Asparagus is firm. There is considerable interest in sweet potatoes which are being priced by canners at \$1 and \$1.10 per dozen f. o. b. canneries according to grade or quality. Canned pumpkin is selling freely, as wholesale grocers are anxious to get in their supply of it as soon as possible and in time for Thanksgiving trade, prices are: No. 2, 70c; No. 2½, 80c; No. 3, 85c; No. 10, \$2.50.

Canned Fish—Maine sardines are slow sellers at a wide range from \$2.65 upward f. o. b. Eastport for quarter keyless oils. Canners say they will fill their cans and shut up their factories, as there is no profit in the market at present and the cutthroat competition still continues. Buying for domestic account is light and export orders are not heavy. California and imported sardines are unchanged. Salmon is dull in all Alaska fish and a slow seller except for pickups on the spot in minimum lots. Coast buying is not favored when it is cheaper and easier to buy here. Columbia River salmon is firm and scarce. Lobster and crab meat rule firm as both are in light supply.

Dried Fruits—Future prunes remain quiet and are neglected, but packers intimate that something in the way of a radical change is on the cards for disclosure in the near future. They are paving the way for such an announcement by saying that the yield in all sections is not turning out as heavy as expected. Buyers regard such talk as propaganda to bolster up the situation. Raisins are featured by the strong demand for bleached and for Thompsons. Dipped raisins are firm in all lines. The fears of a big crop over production and a low market have been set aside by the Smyrna situation which has concentrated domestic and export buying in California. Figs for a similar reason are firm and favor the packer. California prices have been advanced in Adriatic and Calimyrna varieties on the Coast and this firmness is reflected on the spot. Fancy apricots are more favorably regarded than the other grades. The percentage of fancy in the pack, both Northern and Southern, was smaller than anticipated. Peaches are quiet. Currants are firm because the cheap spot lines have been sold or are held at materially advanced prices. Stocks afloat are largely sold to arrive and the surplus is generally held above the ideas of buyers.

Rice—Jobbers are meeting their requirements in a hand-to-mouth way as they are conservative because of the transition from old to new crop and because of the lack of speculative trading in this as in other commodities. The primary markets are in good shape for the season and there is no strong pressure to sell to develop pronounced weakness. Foreign rice is firm, but not active, as available supplies are light.

Shoes Higher.

Boston, Oct. 3—New England shoe manufacturers have named prices on their spring lines which are generally four to five per cent. higher than those named a year ago.

Review of the Produce Market.

Apples—Tallman Sweets, Wolf River and Wealthy command 75c per bu.; Strawberry apples being \$1 per bu.; Maiden Blush, Kings and Shiassee Beauties bring \$1 per bu.

Bananas—7½c per lb.

Beets—\$1 per bu.

Butter—Local jobbers hold extra at 40c and fancy at 39c in 63 lb. tubs; fancy in 30 lb. tubs, 41c; prints, 42c. They pay 20c for packing stock.

Cabbage—60c per bu.

Carrots—75c per bu.

Cauliflower—\$2.50 per dozen heads.

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

Cocoanuts—\$8 per sack of 100.

Cranberries—Cape Cod are now in market, commanding \$6 per ½ (Philadelphia) barrel box.

Cucumbers—Home grown hot house \$2.25 per doz.

Eggs—The market is slightly stronger than a week ago. Local jobbers pay 37c for candled, cases included. Cold storage operators are feeding out their supplies as follows:

Firsts	32c
Seconds	29c
Checks	26c

Egg Plant—\$1.50 per doz.

Grapes—4 lb. baskets sell by the dozen as follows:

Concords	\$2.50
Niagaras	2.75
Delawares	3.25

Bulk grapes command \$1.90 per bu.

Green Corn—20c per doz.

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

Honey—32c for comb; 25c for strained.

Honey Dew Melons—\$2.25 per crate of 6 to 8.

Lemons—Sunkist are unchanged, present prices being as follows:

300 size, per box	\$10.00
360 size, per box	10.00
270 size, per box	10.00
240 size, per box	9.50

Lettuce—Leaf, \$1.50 per bu.; head, \$2 per crate; Iceberg from California, \$7.50 per case.

Musk Melons—Home grown Osage, \$1.25 per bu. crate; Hoodoo, \$1.75 per crate.

Onions—Home grown, \$1.50 per 100 lb. sack.

Oranges—Fancy Sunkist Valencias are now held as follows:

100	\$11.00
126	11.00
150, 176 and 200	11.00
216	11.00
252	9.00
288	7.50
324	4.50

Choice, 50c per box less.

Parsley—50c per doz. bunches.

Peaches—Gold Drop and Lemon Freeze fetch \$1@1.25 per bu.

Peanuts—The demand for Virginia jumbo peanuts and fancies has been good. Shelled goods are quiet. Reports indicate a possibility of old crop cleaning up closely before new is available, meaning a much less carryover than previously estimated and a strengthening undertone. Demand for remaining old crop of Spanish peanuts is good.

Pears—\$1.25 per bu. for Clapp's Favorite; \$1.50 for Anjous; \$1 for Kieffers.

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

Pickling Stock—Cukes, 20c per 100; white onions, \$1.25 per 20 lb. box.

Plums—Green Gages, \$1@1.25.

Potatoes—Home grown, 60c per bu.

Poultry—Local buyers pay as follows:

Light fowls	16c
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Heavy fowls	22c
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Broilers, 3 lb. and up	23c
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Broilers, 2 lb. and under	16c
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Cox and Stags	10c
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Pumpkins—20@25c apiece.

Quinces—\$2@2.50 per bu.

Radishes—20c per doz. bunches.

Squash—\$1 per bu. for Hubbard.

Sweet Potatoes—Virginia command \$1 per hamper and \$3 per bbl.

Tokay Grapes—\$3.50 per crate.

Tomatoes—Ripe, 75c per bu.; 50c per ½ bu.; green, 50c per bu.

Turnips—75c per bu.

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

Hides, Calf Skins and Pelts Firm.

Country Hides—Firm. Heavy steers quoted 14@16c asked; heavy cows 14 @15c asked; Bufts listed in the same range, with recent business at 14c for goods containing a few long haired hides; extreme weights listed 16@17c asked, outside for choice stock; bulls quoted 11@12c asked.

Calf and Kip—Firm on good quality. Mixed lots listed from 15@18c asked; mixed kip quoted in the same range as calf; light calf and deacons were recently active at \$1 for mixed cities and countries and at \$1.25 for first salt city skins.

Horse Hides—Firm, but asking prices retard sales. Figures range from \$4@5 per hide asked for mixed cities and countries, and from \$5.50 @6 asked for straight rendered take-off.

Dry Hides—Steady; last confirmed business at 18c at outside points, with some lots held at 20c.

Sheet Pelts—Firm. Lambs quoted \$1.90 best quality; shearlings, 95c@ \$1.40 asked.

No Union Men Need Apply.

Detroit, Oct. 3—Overtures on the part of a representative of the railway employes department of the American Federation of Labor on the Pere Marquette Railroad to bring about settlement of the shopmen's strike on that road have been met with a statement from railroad officials that the Pere Marquette will refuse to deal with any union organization which ever permits its members to strike. The stand of the railroad executives, it was pointed out, is a reiteration of that announced a week ago in a formal statement issued by President Frank H. Alfred. This statement declared that the company regarded the striking shopmen as "outlaws," and that the strikers would be re-employed only on the basis of new employees after their applications have been received and acted upon in the usual way. No man who retains his connection with the union will be given employment under any circumstances.

Wyandotte—The Diamond Spring Bumper & Manufacturing Co. has been incorporated to manufacture and sell at wholesale and retail a patented spring bumper for autos, auto accessories, etc., with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed, \$500 paid in in cash and \$25,500 in property.

Proceedings in Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 28.—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Ellis J. Weller, Bankrupt No. 2153. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and has conducted a confectionery store at that city. The schedules of the bankrupt list assets in the sum of \$1,600 and liabilities in the sum of \$1,943.35. The bankrupt does not claim any exemptions. From the schedules it appeared that the assets were of doubtful value and the court has written for funds before calling the first meeting of creditors. When these funds have been furnished the date will be fixed and notice of the same given here. A list of the creditors of the bankrupt is as follows:

Fred Carlisle, Rockford	\$400.00
Lillie Vos, Grand Rapids	800.00
Albert Timmer, Grand Rapids	400.00
Ellis Bros., Grand Rapids	10.64
Abe Scheffman & Co., Grand Rap.	5.46
J. C. Thies & Co., Grand Rapids	3.65
Judson Grocer Co., Grand Rapids	38.28
Vanden Berge Cigar Co., Grand R.	9.52
National Grocer Co., Grand Rapids	82.41
E. B. Gallagher Co., Grand Rapids	9.65
M. L. Sterken Cigar Co., Grand R.	3.75
Goetz Cigar Co., Grand Rapids	3.50
X Cigar Co., Grand Rapids	7.50
Arctic Ice Cream Co., Grand Rap.	139.99
Mrs. E. E. Shackleton, Grand Rap.	25.00

In the matter of John Mulholland, Bankrupt No. 2103, the final report and account of the trustee in this case has been placed on file and the final meeting of creditors called for Oct. 13. At this meeting the report of the trustee will be considered, the balance of administration expenses paid and a final dividend declared to creditors whose claims have been proved and allowed.

In the matter of George R. Chubb, Bankrupt No. 2150, the funds for the first meeting have arrived and such meeting will be held at the referee's office in Grand Rapids, Oct. 16.

Sept. 30. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Hugh Silverthorn, Bankrupt No. 2154. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Greenville and has conducted a garage at such city. The schedules of the bankrupt list assets in the sum of \$1,659.43, of which the sum of \$750 is claimed as exempt to the bankrupt, and liabilities in the sum of \$2,180.55. From the fact that the assets are either incumbered, exempt or of doubtful value the court has written for funds for indemnity of office expense for the first meeting upon the arrival of which the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Earl Goodman, Greenville	\$138.00
Walter Bopp, Greenville	5.00
Albert Rieger, Ionia	20.00
Effie L. Shepard, Greenville	300.00
Radiator Hospital, Grand Rapids	46.55
Mich. Tire & Accessories Co.,	
Grand Rapids	173.00
Cummings Bros., Flint	45.08
Frank H. Clay, Kalamazoo	57.54
Heth Auto Electric Co., Grand R.	165.63
Tisch Auto Supply Co., Grand Rap.	115.34
Asme Welding & Repair Co., G. R.	14.75
Exide Bat. Service Co., Grand Rap.	26.05
Texas Co., Chicago	122.80
Red Wing Advertising Co., Red	
Wing, Minn.	68.12
Chitticks Tire Shop, Greenville	129.08
Tower Iron Works, Greenville	14.05
J. E. Van Wormer, Greenville	46.00
C. P. Smith, Greenville	50.00
Fred Somerfeldt, Greenville	153.00
Atlas Battery Co., Greenville	48.00
Hugh Harris, Atlanta, Ga.	185.00
Stanley L. Kemp, Greenville	150.00
Hugh Chittick, Greenville	100.00
Chas. W. Riley, Greenville	20.12
E. H. Sharpe, Greenville	27.00
Fred Thompson, Belding	3.25
B. Norton & Son, Trufant	5.00
G. R. Welding Supply Co., G. R.	2.19

Oct. 2. On this day were received the schedules in the matter of A. J. Morton, as Morton Hardware Co., Bankrupt No. 2145. The first meeting has been set for Oct. 16. A list of the creditors of the bankrupt is as follows:

Village of Marion	\$21.00
Duncan McDonald, Deckerville	300.00
Bradley Vrooman & Co., Chicago	311.50
Ohio Rake Co., Canton, Ohio	92.50
C. W. Mills Paper Co., Grand Rap.	105.14
Flint & Walling Co., Kendaalville	170.21
Goodrich Tire & Rub. Co., G. R.	221.00
United Engine Co., Lansing	171.35
Crane Co., Grand Rapids	255.60
Boswick Braun Co., Toledo	230.30
Burgess Battery Co., Madison	4.65
Heystek-Canfield Co., Grand Rap.	12.65
Clemens & Gingrich Co., Grand R.	49.58
Robeson Cutlery Co., Rochester	63.94
Coleman Lamp Co., Toledo	.48
White Sewing Mach. Co., Cleveland	.95
Moore Plow & Implement Co.,	
Greenville	9.93
Rochester Stamping Co., Rochester	102.55
Oliver Chilled Plow Co., South B.	18.80
Cole Mfg. Co., Chicago	74.01
Peerless Wire Fence Co., Adrian	866.58
Toledo Plate & Window Glass Co.,	
Grand Rapids	37.03
Great Western Oil Co., Grand Rap.	82.54
F. C. Mason Co., St. Johns	5.74
Bostwick Stove Co., Lapeer	3.60

Cleveland Metal Products Co.,	
Cleveland	147.87
Morley Bros., Saginaw	101.50
Standard Oil Co., Grand Rapids	17.82
Huenfeld Co., Cincinnati	53.63
R. Herschel Mfg. Co., Peoria	105.03
Buhl Sons Co., Detroit	874.07
Simmons Hardware Co., Toledo	140.65
Bucher Bibbs Plow Co., Canton	96.63
Foster Stevens Co., Grand Rapids	565.97
Drury Kelly Hardware Co., Cadillac	55.78
Naylon Pierson Hough Co., Detroit	198.96
Votruba Harness Co., Traverse City	32.73
Caldwell & Loudon Co., Traverse C.	74.00
Official Separator Co., La Crosse	4.88
Chi. White Lead & Color Wks., Chi.	121.95
W. B. Jarvis Co., Grand Rapids	3.57
More Bros., Jamestown, N. Y.	104.65
Aspinwall Drew Co., Jackson	30.48
Anton Iverson, Lake City	6.20
Hercules Buggy Co., Evansville	1.70
Parker Plow Co., Richmond	92.93
Champion Corporation, Hammond	95
Adrian Wire Fence Co., Adrian	13.75
Mich. Gypsum Co., Grand Rapids	4.75
Diamond Red Paint Co., Chicago	76.25
Messenger Publishing Co., Chicago	95.00
National Razor Edge Co., Chicago	.53
Gillam Moore Co., Saginaw	45.90
Marion Township, Marion	290.00
Hibbard, Spencer, Bartlett Co.	749.13
Evert Savings Bank, Evert	225.00
Sherwin-Williams Co., Chicago	61.65
Mich. Hardware Co., Grand Rapids	308.00
Beckwith Co., Dowagiac	1,000.00
Hercules Buggy Co., Evansville	350.10
Marion State Bank, Marion	1,615.00
L. A. Brooks, Marion	315.00
Mrs. Clara Manning, Marion	800.00
Lulu Morton, Hadley	500.00
Burch Plow Co., Crestline, Ohio	237.37
Moore Plow & Implement Co.,	
Greenville	63.00
Mrs. Schrecraft, Detroit	160.00
N. N. Green, Hadley	240.00
Harold Morton, Hadley	500.00
Boye Needle Co., Chicago	7.17
Saginaw Ladder Co., Saginaw	35.33
Jennie Morton, Marion	800.00
Com. Finance Corp., Grand Rap.	10,000.00
Contract Finance Co., Grand Rap.	2,000.00
William Wurst & Art Collins,	
Dighton	1,400.00
Len Kellin Heslink, Tustin	1,100.00
Bank of Dighton, Dighton	100.00
William Hadder, Remus	350.00
Cummins Bros., Tustin	1,100.00
L. A. Brooks, Marion	75.00

Looks Like Extortion and Misuse of Mails.

P. D. Schroader, who is the latest attorney of the notorious Creasey, continues to send utterly ridiculous letters to Michigan merchants demanding payments for notes which he knows, and Creasey knows, were obtained by fraud and are, therefore, invalid. The Tradesman is of the opinion that in sending threatening letters of this character through the mails, both Creasey and his attorney are guilty of attempted extortion and misuse of the mails. If the merchants who are receiving these letters will send them on to the Tradesman they will be turned over to the detective bureau of the Postoffice Department, with a view to obtaining a ruling on the situation. Some of the letters are of such a threatening character that they come under the common law statute, but, of course, it will probably be difficult to obtain service on either of these worthies through the State courts. They can be reached, however, through the Federal courts and this course will probably be adopted unless the deluge of letters ceases.

Corporations Wound Up.

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

Burnett Boulevard Subdivision Corporation, Detroit.
Cross Candy Co., Detroit.
Draper-Barber Co., Detroit.
G. Coplan Co., Detroit.
Searight-Downs Manufacturing Co., Detroit.
Kahn & Schneider Coal Co., Inc., Detroit.
Illinois White Metal Co., Inc., Detroit.
Caritas Co., Plymouth.

Caution Is Needed in Storing Coal.

Large quantities of soft coal are being stored by mercantile establishments and industries because of the fear of a fuel shortage during the winter. The danger of spontaneous combustion in this causes a serious fire hazard, and unusual care should be exercised by the owners of such properties. The hazard can be reduced by proper selection of the grades and sizes of soft coal, and the exercise of proper precautions in its handling and storage.

Where large quantities of soft coal are stored in the open it should be in separate piles, so that a fire starting will not spread through the entire supply, and the affected pile can be extinguished or moved. Where the coal is stored in basements the Fuel Administration suggests the following precautions:

1. Coal the size of a walnut, or larger is well adapted for storing. Mine run, slack or screenings, on account of fine coal and dust, are not suited for storage in a basement.
2. Never place coal near a hot pipe, against a hot furnace or any other hot surface.
3. Do not mix ashes with the coal, as there may be live coals in the ashes.
4. If coal must be wet down, wet only portion that is to be used immediately.
5. It is very important that pieces of waste, oily rags, sticks, paper and other rubbish should not be mixed, or allowed to come in contact with the coal.
6. Special attention should be paid to the proper cleaning of flues and chimneys regularly.

Advertising By Manufacturers.

That retailers do not always appreciate the value to them of advertising by the manufacturer of products which they carry in stock has been ascertained by an investigation recently conducted by the New York University Bureau of Business Research. The bureau sent 500 questionnaires to sales managers of leading manufacturers throughout the country, and the replies indicated that nearly all retailers were inclined to underrate the service which the manufacturer renders them by advertising. There were a few who professed to believe that the manufacturer's advertising increased the cost of the product but did not stimulate retail sales. It is worthy of note that the sales managers in indicating the best advertising methods selected the following mediums in order of their preference: trade journals, daily newspapers, weekly magazines, Sunday newspapers, monthly magazines, car cards, and out-of-door advertisements. It is pointed out by the bureau that this order of preference applies to the whole country, and that it might be subject to some variation in the case of a given city or of some special product. There are certain toilet articles, for example, for which very effective advertising can be conducted by means of car cards. The bureau also emphasized the importance of retailers being kept fully informed of a manufacturer's advertisements, so that

they can co-ordinate their own advertising with his.

A Reward, Not Wages.

Detroit, Oct. 3.—Now that the National bonus proposal has been definitely quashed, it may be admissible for an ex-soldier to express his attitude. Such veterans as have hitherto spoken in favor of the idea could honorably do so only on the theory that it meant merely "adjusted compensation." But to many of us who were in the military service, and to the great mass of the Nation, I hope, the bonus meant something more.

It has been defeated as an unwise strain on the Government's finances.

But it was not thus that those of my way of thinking regarded the bonus. To us it was not mere payment for our military services. We knew we had no right to demand anything of our country. What, indeed, we considered this bounty to be was an act of gratitude. For us it would have been a testimony and token of our country's appreciation. It would have seemed to us a sacrifice for a sacrifice, and we who took the road to battle would have been grateful to those who did not go for being grateful to us for going. Chester S. Massett.

The End of the World.

Detroit, Oct. 3.—Those who know the Bible will keep their eyes on Constantinople and the Near East, for they know that there is going to be decided the fate of the world. At Armageddon (Mount Megeddo) (Dan., xi., 5, and Rev., xvi., 16) is going to be settled the greatest war of all time. The war and all other earthly things will be brought to an end by the second coming of Christ (Dan., xii., 4, Rev., i., 7, Rev., vi., 14-17, Isa., xii., 17-21, Isa., xxiv., 1, 19, 20; Jer., iv., 23-26).

The above events are positively going to take place in this generation. In fact, persons living at the time of the falling stars in 1833 will still be living when the end comes. (See Matt., xxiv., 29 and 34, and compare Matt., xxiv., 34, with Matt. xvi., 4.) R. A. Thomas.

Two-Cent Stamp Goes Farther Than Ever.

The two-cent stamp will now carry a one-ounce letter to half a hundred foreign countries in addition to the postoffices of the United States and its possessions. The two-cent rate was recently put into effect to the Argentine, Brazil, Costa Rica, Ecuador, Jamaica, Martinique, Bermuda, Haiti, and Spain and her colonies. The Pan-American postal conference at Buenos Aires in September, 1921, put its approval on the two-cent stamp and the post office department hopes that many of the republics of the Western hemisphere still maintaining higher foreign postage rates will reduce them.

Administrator's Sale

Old established grocery business in one of the best cities in Southern Michigan. Stock and fixtures approximately \$5,000.00. Estate must be closed up at once and the right man with the cash will get a bargain. Lease on store a year and a half to run. Address Administrator, c-o Michigan Tradesman.



BUILDING TO BALK FIRE.

Two swordsmen, sufficiently skilled and cautious, can fence with naked foils and not wound each other.

The Samoans and Hawaiians of old days made long voyages over the misnamed Pacific in log built canoes. The Eskimos of to-day brave the Arctic ocean in kayaks or canoes of skin. Mark Twain and his mates piloted steamboats up and down the Mississippi without buoys or guide lights, and generally managed to get to port. For that matter, Blondin walked over Niagara on a tight rope. With sufficient care and nerve, one may make a stagger at a job with almost any kind of tools. Nevertheless, human experience reckons it best to build bridges over rivers instead of trusting to ropes, to put buttons on foils, to build stanch ships instead of frail canoes, and to dredge and buoy doubtful channels. Taking one year with another, these measures work better than relying on an excess of human caution and skill.

These facts have a very definite bearing on fire prevention as she is preached and sometimes practiced.

Most missionaries who try to lessen our atrocious fire loss lay stress on the personal factor of care. It is well to put some stress in that quarter. If care killed a cat, which has nine lives, it might be able to kill a conflagration, which often seems to have nineteen. Moreover, the law needs to be guided by sound example and edged with hard common sense to keep some folks from investing in kerosene and matches when business grows dull.

But for genuine, permanent fire prevention, we must rely on fire resistive construction. With that for a basis, other remedial measures help greatly. Without that, all efforts on other lines produce transient results—if any.

The whole tendency in every line of industry is to narrow the field of human carelessness or stupidity. Every well managed factory tries to have its machines as near fool proof as possible. Every railroad does its utmost to substitute automatic signals and safeguards for those depending on human caution. The reason is obvious. Caution is a negative matter, and the intelligent boss wants the attention of his employees concentrated on positive results. In any number of situations, the more a man becomes absorbed in his job, the less thought he can devote to looking out for dangers. The wise course, therefore, is to put automatic safety appliances on guard wherever possible, and turn the man loose.

Why should we forget this rule when trying to reduce the fire loss which now, counting direct and indirect levies, runs around a billion dollars per year? Why should the business of fire prevention be an exception to the general rule?

It is not an exception. The records show that. Fire losses are increasing, rather than decreasing. The increasing complexity of life and industry creates new fire hazards faster than people can be educated to guard against the old ones. The basic remedy, without which all else is of little avail, is fire resistive construction.

Suppose Chicago, fifty-one years

ago, had been built solidly of brick and stone, cement and steel, with slate and tile roofs. Mrs. O'Leary's cow would have kicked that lantern over, just the same, and straw burns, whether stored between brick walls or board ones. But in a masonry built town the blaze would have been confined to that one stable. Does that perfectly obvious truth have any lesson for us to-day?

In Mrs. O'Leary's day, there was some excuse for fire-trap construction. It was so much cheaper to build of unprotected wood than to use fire resistive materials that one could afford—or thought he could afford—to take a chance. That is no longer true, and the steady exhaustion of our forests adds a patriotic reason to the economic arguments for masonry construction.

The way to get rid of fires is to build them out. It cannot be done all at once, but it should be done as rapidly as possible. Fire resistive construction is the only form of prevention that lasts.

CHIEF LOSS FROM STRIKES.

The statement is frequently made that while the strikes are over the country has not yet paid for them. Probably too much emphasis has been placed on the loss of purchasing power by the miners, as one item of this cost. The miners were idle in greater numbers and for a much longer period than the railway shopmen, but it is to be remembered that in the bituminous fields they were unemployed for a large part of the time even when there were no strikes. They worked with unusual steadiness in the weeks preceding their walkout on April 1, and for the remainder of the year they will be fully employed. Moreover, in the non-union fields there has been full work for the miners, while the strike was under way elsewhere, and by the end of the year the bituminous miners as a group will probably have received as much in the way of wages as they would have done without the labor dispute. That is not where the loss from the soft coal strike will be chiefly felt. The prospects for ample supplies of coal for industrial use are not yet wholly free from doubt. Much depends on the ability of the railroads to take the coal as fast as it is mined and to place it where it is most needed. Troubles with regard to coal for domestic use are not likely to be felt until late in the winter. At that time we shall still be paying the cost of the strikes, but the costs will ramify through our whole industrial system and will be relatively unimportant so far as purchasing power of the bituminous miners is concerned.

One of the big costs of the strikes and one that can never be measured in dollars and cents will be the loss incidental to the check to economic readjustment which they have caused. One tendency of the strikes has been to throw prices further "out of line" than they were some months ago. Industrially, the country as a whole is still only in a partially liquidated condition. Much progress has been made in readjustment, but the labor disputes concocted and conducted by unscrupulous union leaders have arrested

it. In some lines they have brought about a return of rising costs and prices, while in others deflation is still in evidence. This is not conducive to stability and general business improvement. While some industries are operating at virtually the peak of war-time costs and are still exacting war-time prices, others are down to approximately a pre-war basis. The country's business will not be stable with one foot on a 1913 base and the other on that of 1920. The coal strike has interrupted the work of bringing the latter down to a normal level.

RESIST PRICE ADVANCES.

Two years ago there was wide criticism of retailers for their tardiness in "taking their losses." They eventually took them; not so quickly, to be sure, as manufacturers and jobbers, because retail prices are less sensitive than wholesale in responding to changing economic conditions. Now, with a tendency for prices to stiffen retailers likewise are more tardy about "marking up" than other distributors. In fact, they are offering strong resistance to any general effort to push prices higher, because they have not forgotten the attitude of consumers towards high prices in 1920, and they have reason to believe that there has as yet been no radical change in this attitude. There are factors making for higher prices in the case of some commodities, but there is no ground for assuming that an advance all along the line is warranted by any of the recent developments, and at present the retailer is an obstacle to price inflation just as temporarily he was one to deflation two years ago.

NOTION TRADE HEALTHY.

Jobbers are ordering notions more actively as the retail trade is in turn stimulated by the beginning of a con-

sumer demand. It is said jobbers' and retailers' stocks are so low that small turnover quickly brings both classes of buyers to market.

Hair goods are said to be coming back in demand. More enquiry for them is noted in nets and ornaments. After a long lapse in sales their returned favor will help to move stocks long held. Knitting and crochet goods are not noted in current demand.

Hooks and eyes sell regularly without feature. Snap fasteners are more heavily held by jobbers and retailers, therefore their wholesale turnover is difficult to gauge. Elastic webbing is selling plentifully. Prices have advanced since July 1.

The sales are too far apart to keep your cash register running.

FOR SALE

A fuel and grain business of forty years standing in Grand Rapids. Complete stock of merchandise and equipment, including delivery wagons, trucks and horses, wagon scales and all items necessary to conduct business. Good location and established trade. Being sold to close estate of G. H. Behnke. Further details can be secured from William H. Gallmeyer, Administrator, 14 Coldbrook St., N. W., Grand Rapids. In inquiries made by letter please give name of your banker.

Mr. Merchant—

Is the flour you are handling in competition with other flours sold in your trade territory?

Or does your flour stand out distinctly and are your competitors' customers buying flour from you because it does stand out?

In other words, gentlemen, if you are not handling flour that dominates the flour trade in your territory, why don't you? Stop and think.

There isn't a man, woman or child comes into your store who doesn't eat flour three times every day.

You are not handling another article that you can say that for.

That's proof enough that a bigger and better flour is the natural leader for your entire Grocery Department, and the best that can be made is of the greatest advantage to you.

That's why we center our interest on RED STAR, THE PERFECT FLOUR, and that's why we want to interest you in its exclusive sale in your trade territory—something you can build on from day to day and year to year, and a flour that's not in competition with other so-called high grade flours.

As a progressive merchant you are battling every day for the supremacy in merchandising. There's food for thought right here.

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN

FIRE LOSS A HEAVY BURDEN.

The annual fire loss of this Nation reached the tremendous total of half a billion dollars during each of the last two years. It has practically doubled since the war. There are as yet no definite indications of abatement.

These outstanding facts may amaze those who have not followed the trend of our National fire waste.

We must admit, however, that unusual conditions have been responsible for a great deal of this increase. If we study the situation we will note that the increase began when business depression set in after the war boom days. We will note also that a Nation-wide wave of incendiary and suspicious fires began about the same time.

It is more than a coincidence that business depression and suspicious fires went hand in hand. Whenever prices dropped in any line fires immediately followed in that line. Facing losses or failure, thousands "sold out" to the insurance companies. Men out of work have burned their homes to get the insurance. Farmers, pressed by mortgages, have resorted to crooked fires. The burning has been confined to no one class or few classes. The situation has been aggravated by a great deal of overinsurance.

It may surprise most people to know that authorities attribute 25 to 50 per cent. of the fire loss of the last two years to incendiary fires. While there is no comfort in this to those who desire to reduce the fire waste, it does help to explain a discouraging situation and we may expect this element to disappear largely when the country is again definitely on a normal, prosperous basis.

Normally we are confronted with a fire loss of which 75 to 80 per cent. is preventable. The exercise of ordinary care and carefulness would stop most fires before they start. The fire prevention movement has emphasized the element of personal responsibility on the part of every citizen to exercise such care at all times. No person wants to see his home wiped out by fire, and members of his family perhaps killed or injured. No employer wants to see his business burned out and suffer not only the fire loss, but the suspension of business. No one wants to be responsible for starting a conflagration by reason of some act of carelessness, resulting in a blaze which gets beyond control.

We must continue to emphasize the element of personal responsibility, for it is the individual who must be reached, as in the "safety first" movement. We must especially reach the children in the schools, who are at the impressionable and habit forming age.

But this does not entirely reach the heart of the problem. The average man pays little heed to fires unless he himself has one. He is inclined to sympathize with the man who has one, express the hope that he was sufficiently insured and then dismiss the matter from his mind. It seldom occurs to the ordinary person that he is contributing to pay that loss.

The fire loss of the country is a direct loss on the people of the coun-

try, but this fact is not always realized because we pay it indirectly.

In the first place, the tremendous amount of property wiped out is that much unnecessary destruction of National resources, which have to be drawn upon to replace it. None but so wealthy a country as ours could stand the drain and ours cannot always.

In the second place, all of us actually make up the money which pays for the replacement. The protection of fire insurance underlies all business and business credit. No business of any consequence can be without it. The fire insurance companies must collect in premiums all the money to foot the Nation's fire bill. They collect them from the farmers, manufacturers, merchants, shippers and what not, down to the small property owner. The premium must be high enough to enable them to meet probable losses, plus the huge cost of administration of the companies. The cost of insurance protection depends on the size of the fire loss and is a charge in every business against the cost of doing business. It enters into the cost of everything bought and sold. It is a charge which is added by everyone who handles an article until it reaches the consumer.

Thus it is apparent that a fire loss as large as that of our country adds a tremendous burden on the cost of doing business and is paid for absolutely by all of us. We cannot escape it. The burden will be no less, nor the premiums any lower until the fire waste is reduced substantially.

The person who is careful in his own home or place of business is not helping the fire prevention problem much if he stops there, for everybody else is not careful. Probably the majority of people are not careful. Many are willfully careless. Although he may take every precaution in his own business establishment, he is not protected against being burned out by a neighbor who maintains hazardous conditions. He is not going to reduce his insurance rate until a whole lot of other people are made to be careful.

In other words, fire prevention is community business and calls for organized community effort. It should have the best leadership in the community. City officials need a strong public sentiment back of them, for they are often beset with all sorts of influences which harass them in their efforts to enforce the laws and regulations as to fire safety. Such a sentiment is sometimes needed as a prod, should officials become lax in performing their duties, or to bring about a strengthening of ordinances and regulations should this prove desirable.

Some insurance underwriting practices need attention, so as to curb the evil of overinsurance as much as possible, and there are also some evils in the adjustment of losses which should be corrected. Improvement along these lines would help reduce the fire loss.

Fire prevention is a business proposition. When it is good business to do a thing, it is usually done. With the business interests of the country

backing the fire prevention movement, results ought to follow.

NOT MONEY LENDING CADS.

England's debt to us will neither break nor make her; of the sum total of her sacrifices during the war it is a drop. None the less it should be remitted.

To be sure, English gains from the war are greater than those of any other nation, but they are hardly commensurate with her outlay, and their possession enormously increases her cares and her risks. We would not take them off her hands at any price or for nothing. We would not swap our sense of security for all the swag in sight. We have refused even a mandate for the harried Armenians, contenting ourselves with insistence on a share of trade privileges and access to markets under the mandates of others, of the English in particular.

Had Germany won, the pinchbeck Hohenzollern colossus would now bestride the narrow world; Europe, with 400,000,000 of our best customers, would be in a state of vassalage more or less complete fiscal, industrial and military. The German cartel system would be making our foreign trade, and probably our domestic, look sick. England would have lost her colonies and protectorates, and the open door would be slammed in our face. Lastly, we would now be enjoying universal military service and frantically building the hugest navy ever dreamed of, saddled with the incubus of militarism for generations, biding the time when the German hegemony might haply fall apart of its own weight, for no combination conceivable could make head against such resources in man and material as the Germans would have commanded after consolidating their gains.

This is what we escaped. Our very destiny as a Nation hung in the balance. Our stake was potentially the greatest of any. It is probably a statement of fact that in the cost of our military establishment alone we are now saving in any one year more than England's total debt to us. And but for England the war would have been lost.

We count on forgiving our other debtors, of varying degrees of color and of civilization, the French, the Italians, the Greeks, the Russians, the Liberians, making virtue of our necessity. But from our own kin, our blood relations, whose cause was our own in a peculiarly subtle sense, in that our heritage of culture and our outlook on life are almost identical—from them we plan to exact the last farthing!

They, with us, bear civilization's torch—so we profess to believe—and theirs is a load to stagger them. The burden is changing the whole aspect of England's political future. The forces of thought and action to which the English owe their greatness are being submerged. By our exactions we contribute materially to a denouement that forbodes nothing but evil to us and to our ideals and institutions. Into what welter of barbaric lawlessness Europe might lapse but for England we can dimly surmise. If Europe blows up, will no reverber-

ations reach our shores? Our hebetude is not moral merely; we are blind even to the main chance. In attempts at stabilizing labor, England stands almost alone; yet stabilization means as much to us, perhaps, as to them. The screws should be put, not on the blessed peacemakers, but on the recalcitrant and irreconcilable, like the Italians, the Greeks and the Poles. We stand aside washing our hands, inexorable only about our dollars—such as happen to be collectible.

Granted that the League of Nations was the iridescent dream of an executive of unsound mentality; conceded that doubtless foxes only would venture, without direst compulsion, to fish in waters so troubled, it still is true that we are not a Nation of money lending cads or given or wholly to the worship of Mammon.

Give, and it shall be given unto you; good measure, pressed down and shaken together, and running over, shall men give into your bosom. For with the same measure that ye mete withal it shall be measured to you again.

DEMAND FOR SILKS WANING.

With the demand turning largely to woolen dress goods for winter, and with the development of business for next spring still pending, silk sellers are finding sales smaller and less frequent during the past few days. This applies more particularly to such fabrics as canton crepes, satin cantons, and other dress goods, and is not apparent in millinery silks, shirtings, or other fabrics that are not seasonable.

As yet, most sellers report, the falling off has been so slight as to be hardly noticeable, but experienced silk men read the signs to indicate that there will be a period from now until near the end of the year, when spring buying should begin in volume, when the silk trade will be rather inactive except in some novelty lines such as brocades, matellase effects and lining fabrics.

Shirtings are just beginning to move now for next spring, as most manufacturers are now making up their spring shirt lines, devoting most of their silk display to whites, featuring jersey. There is a growing demand for tafetas, and in addition to the low end merchandise that has been fairly active for some time, sellers now note a better interest being shown in better grades, selling around \$1.25@1.35 per yard. Heretofore the demand in tafetas has been confined almost exclusively to the low end goods offered at less than \$1 per yard.

Satins and cantons, as well as crepe in general, are still being bought in good quantities, but these are the fabrics that are expected to fall off for the next few weeks and the mills are beginning to think of switching a good part of their looms to other fabrics for a while, until the quiet period is passed.

An optimist is like the sun—no matter how many times he sinks behind the dark clouds of despair, he comes up smiling the next morning.

Cheerfulness is what greases the axles of the world; some people go through life creaking.

ANNOUNCEMENT

Your inspection of our

1922 Toy, Doll, China and Fancy Goods Line now invited

Dolls, imported and domestic at greatly reduced prices. Children's books a specialty at before the war prices. Everything in toys—Meccano, Tinker Toys, Games, Mechanical Toys, Wood Toys, Furniture, Novelties, Imported and Domestic, Blocks, Balls, Tops, etc.



H. LEONARD & SONS
 GRAND RAPIDS, MICH.
 Importers and Manufacturers' Agents
TOYS—BOOKS—GAMES—DOLLS

SEND FOR
CATALOGUE

Latest
Reduced
Prices on

XMAS GOODS

ASK FOR CATALOG

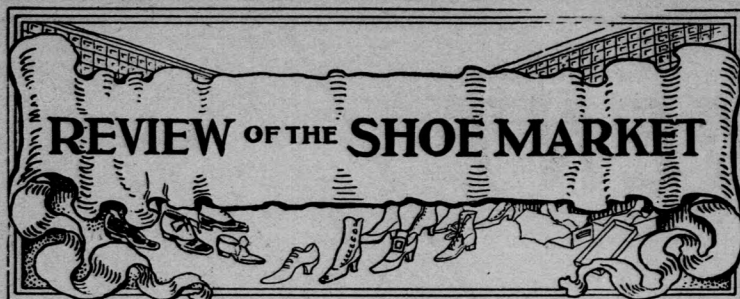
Electrical Toys, Trains, Motors, China Dishes, Doll Carriages, New Games and old favorites; Banks, Movie Machines, Sleds, Ivory and Celluloid Toilet Sets, Nickelware, Floor Lamps, Shades, Porcelain and China Dinner Sets, Silverware.

Presents for Father, Mother, Aunts and Uncles as well as for Girls and Boys.

MANY NEW ITEMS IN GIFT GOODS WHICH EVERY BUYER SHOULD SEE.

Come Early—It Will Pay You

SEND FOR
CATALOGUE



Shoe Style Tendencies For the Spring of 1923.

A predominance of feminine footwear, with heels gradually to average higher. Lasts will show medium toe shapes and carry a medium vamp. If there is any change in vamp lengths they will be slightly longer. Low heeled sport shoes will give way to a higher heeled type, and what sport shoes are sold will be of a type that will get their distinction from the leather used rather than from straps and saddles.

New York may finish its flurry over tongue pumps before spring, but they will have some vogue in other parts of the country. As history shows us, we usually overplay any single type that is brought out, hence caution should be used not to buy excess quantities. Many shrewd observers believe the stripped or opera pump will get a good start in the big cities this fall and winter and be the big bet over the country for spring. It is an entirely logical revival in view of the style in wearing apparel. It will be remembered that in the fall and winter of 1917 there suddenly appeared long skirt silk dresses and it brought a big demand for opera pumps in all leathers. This may well happen again and it is not too far fetched to imagine that the opera may be the "sport" shoe for spring, 1923.

In materials, black patent and satin will have such a tremendous sale this fall and winter that there may be a reaction against them by spring. If this occurs it will give opportunity to exercise ingenuity in inventing pretty shoes of lighter leathers in colors, such as suede, colored kid, and, for the tailor-made and smart effects, light shades of tan calf in pump effects as well as oxfords.

Welts will have a revival because of the necessity for using the output, and styles will be brought out that will readily replace the large volume of sport types in welt shoes this past season.

The problem is distinctly one of leathers for spring. Something new is wanted by merchants—new in texture, finish and color. Already a few exclusive shops are showing a light-weight calfskin shoe high glazed, then painted with a fine bird's eye paint in light shades of tan. The same idea worked out in other colors than tan should appeal to many consumers.

Give the manufacturer and merchant the leathers as a basis on which to work, and patterns and lasts, with other details, can easily be developed.

Women's Styles For Fall and Winter.

Tongue pumps of a sort, with either one button strap or a center gore un-

der the tongue, for dress wear in cities, in patent, satin, suede, turns and McKays, Louis heels. Heel tendency on this class of footwear indicates higher heels, as many last factories are busy turning out 16-8 and 18-8 heel models.

Strap pumps, one button leading, in Louis heel effects, made of the same leathers as mentioned above, and some combinations as gray and patent.

Oxfords in staple leathers, with higher heels, 12-8 to 14-8 leading, with a strong tendency for a good demand for oxfords with plain uppers, and lighter and more feminine as to the bottom and general construction; close edges, beveled edges light shanks and light heels with smaller top pieces.

Tailor made strap and tongue gored pumps with moderate heels in staple, light-weight leathers.

Finally, stripped pumps, in plain effects, with Louis heels.

Wool Crepes in Favor.

Steady rise of consumer interest in wool crepes is reported here by both exclusive dressmaking supply houses and dress goods buyers of department stores. With the former there is a marked tendency to place a fine grade of wool canton at the top of the list of the draping woolens that are in demand for Fall and Winter frocks. These fabrics are shown in several weights, the heaviest having elaborate embellishments of wool embroidery. Executed by hand, these decorations are in two or three shades of one color in the "tone on tone" effect now in vogue.

A firm, close weave of greater weight than has heretofore been favored in this country is sent over by Rodier as one of his Balkan stripe Crepella features. This follows the Moroccan movement in the weave, with broken stripes of fine scarlet, peacock green and gold paralleling each other on a black ground at intervals of two inches. This novelty, being of heavier weight than crepes of domestic production, is said to suggest possibilities for Spring wraps and suits.

The dress goods buyer of a leading department store, who has for some time regarded wool crepes both in its Canton and Moroccan versions as affording marked possibilities for Fall, said yesterday that a certain firm quality of wool crepe, 38 inches in width and sold at \$2 per yard, was among the best selling fabrics of his department during September, following extremely good sales in August. The colors in the strongest demand in their order are beige, cocoa, seal brown, rust, burgundy, jade and navy.

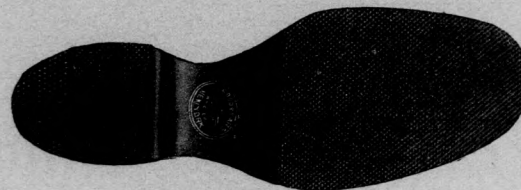
Get a bead on the target, then blaze away,

MR. MERCHANT

Is your Rubber Stock properly sized up for a good rush if the weather changes. IF NOT

Give us a call on the best money can buy.

Goodyear Glove Brand.



HIRTH-KRAUSE CO.

Shoe Mnfg., Tanners

Grand Rapids, Mich.

Keep your stock of
"Bertsch" and "H. B.
Hard Pan" shoes well
sized up. You are going
to need many of them
during the season just
commencing.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

INVEST FOR DIVIDENDS

Investors are learning from past experiences that it is far better business judgment to invest in enterprises that are paying dividends, than to invest in enterprises that promise fortunes.

More people have become independent by investments in dividend paying concerns than by investing with the expectation of making a fortune.

We are completing the financing of an enterprise that has proven its ability to pay good dividends regularly.

Full information can be had upon request.

F. A. SAWALL COMPANY

313-314-315 Murray Building

Grand Rapids, Michigan

Retail Trade Shows Autumn Quickening.

Written for the Tradesman.

Cooler weather is stimulating retail trade in all parts of the country, especially in clothing and dry goods lines. The seasonal demand for heavier wearing apparel, not only for textiles and ready to wear but shoes and all kinds of knit goods, is now in evidence, and merchants are busier than they have been in many weeks. August figures for textile production, just published by the Department of Commerce, also point to good business. For cotton and silk the mill consumption last month was the largest in two years. In fact, the warehouse withdrawals of silk, which constitute a good index of production and prospective consumption, were the largest ever recorded for any month. The Census Bureau also reports an increase in the activity of woolen machinery during August. Statistics of production of underwear by forty-nine mills reporting to the Federal Reserve Board show a production last month of 519,000 dozens, compared with 433,000 for the same month a year ago. For this industry, however, the output is still only 68.8 per cent. of normal. The textile industry, as a whole, appears to have been little affected by the coal and rail strikes, and the increased activity throws some light on the willingness of the New England mills to settle the disputes with their workers and get their share of the expanding business.

Clothing dealers have been doing much this year to educate the public to insist on quality instead of price as a first consideration, but at the same time it has been necessary for them to emphasize the fact that good quality is to be had at a moderate figure, for the consumer's demand for goods "at a price" is still in evidence. Efforts are being made therefore, to emphasize the fact that first-rate quality obtained at a little higher cost rather than stuff whose principal quality is cheapness is in the long run the more economical policy. The "trading up" policy, in other words, does not ignore the price factor. Window shoppers are very generally in agreement that goods displayed with price tickets have more interest for them than those without this feature. This may be explained as due not merely to the bargain hunting habit but also to the fact that the dealer who is willing to "tell the world" what he is asking for his wares engenders a feeling of confidence on the part of the buyer.

Clothiers are disposed to-day to make great lamentation over the negligee habits of the male of the species. His fondness for easy-fitting clothes, including soft collars and soft hats, and his abhorrence of formal attire are cited as reasons for some of the slackness which the clothing trade has experienced since 1920. It is true that men's sartorial preferences have drifted far away from the styles of the boiled shirt days, but has the change really been detrimental to the clothing trade? Does the wardrobe involve less outlay merely because the modern man wears a soft-bosom shirt instead of a stiff-bosom one, and does he not

buy as many collars and shirts to-day as he did when stiffness in these articles was essential? Fewer frock coats and swallow-tails are sold to-day than a decade ago, but what about flannels and knickers, and woolen hose, and sport shoes? The trimness of other days has indeed disappeared from the tailoring and the haberdashery of these later times, and probably the average man, even when he thinks himself well-dressed, looks to some of the conservative old-timers as if he needed a new outfit, but it is doubtful if a return to former styles would make him buy more clothing than he does at present. This week in the window of a Broadway clothier there is a series of male figures representing costumes of 1822, 1842, 1862, 1882, 1902 and 1922. The change each twenty years is really startling, in spite of the prevailing idea that alterations in men's outfits from decade to decade are very slight. But the 1922 model reveals the modern man's commonsense in clothes, and also shows that he is no slouch.

Flower Trimmings Liked.

The three most important fabrics in the millinery modes of the moment are now being used in fashioning some of the most distinctive floral trimmings ever seen in the New York market. Of these fabrics and the decorations made from them the current bulletin of the Retail Millinery Association of America says:

"Small sprays of ivy leaves in the new green or brilliant opera and fuschia tones are made of rich Lyons velvet and their veins are impressed so deeply and naturally that the effect of a froise velvet is given, doubling the chic appearance.

"Paint-tipped flowers are giving way to those bound with the new tubular metal braid in either gold or silver. Both silk and velvet flowers affect this edging—regardless of flower size. Dahlias in all the new colors are thriving items for all sorts of placements. Flowers always come in with Fall coats and high colors, for they give the bright color note to a neutral wrap or one of peltrey, but these new flowers are brighter than ever. Bittersweet and the darker henna are excellent foils for fuschia.

"Paisley metal cloth is making all sorts of strides in hatdom, and now a plain metal cloth flower is partaking of paisley metal cloth leaves. The printed impression on the leaves with the blues and greens of the color scheme make up much better than they sound. Large poppies of black stitched tinsel ribbon, looped and jointed into thick cabbage rose and poppy effects, are also reported in demand. Calla lilies of blended and shaded silk—not shot faille, but tie-dyed effects blended in pastel tones, are promising. The race is on now for supremacy between the new Winter blooms and plumage."

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Things To Avoid in Issuing and Depositing Checks.

The check, as an auxiliary to actual cash money, is far greater than money itself. The amount of cash money in circulation would be sufficient to carry on but a small percentage of present day business. A merchant, with insufficient funds, wishes to stock up for his winter sales. His statement and other conditions being satisfactory his bank gives him a line of credit of \$15,000. He signs an unsecured promissory note, due in ninety days from date, which the bank discounts at the current rate, placing the proceeds to his credit. The deposits of the bank are increased by the amount of the loan, less discount, and the merchant issues checks to his creditors. Even though the deposits of that particular bank are subsequently decreased by payment of those checks, the deposits of the payees' banks are correspondingly increased by deposit of the checks.

The \$15,000 remains in existence as money, practically speaking, until the loan is paid, although it may not be necessary to handle any portion of it in currency or coin. You would have to multiply that \$15,000 transaction by many hundreds of millions to get at the magnitude of the part played by the check in business.

Apart from large business transactions, there are millions of small retailers' bills, doctors' bills, club dues, and others too numerous to mention. This means the transference of funds without the necessity of carrying around a great deal of cash in pockets, with resultant elimination of risk.

All risk, however, is not eliminated by use of the check. There is still to be considered its abuse, for it is characteristic of erring humanity that all good things are abused by some people.

A check is not money until it is paid, although sometimes the debt for which it is given may be satisfied without payment of the check. Checks should be presented promptly for payment—the law says "within a reasonable time after their delivery." Courts now interpret this to mean that where a check is drawn on a bank in the town in which delivery is made, it should be presented for payment to the bank on which it is drawn on day following delivery. If it is drawn on an out-of-town bank, it should be started for collection on day following date of delivery to payee.

For example, on Monday, John Smith gives me check on bank in my town where he has money on deposit to cover. I receipt his bill. Tuesday I overlook depositing the check. Wednesday, I deposit it in my bank. Thurs-

day morning Smith's bank, upon presentation of check, declines payment because bank has just then failed. The loss is mine owing to my negligence in presentation of check.

The overdraft is a pernicious habit, universally prevalent. No person has a right to overdraw at bank. Neither has the bank legal authority to permit it. Yet customers become indignant when banks refuse to allow overdrafts.

Consider that you have a certain article to sell. A man offers you in exchange an order on a tailor for a suit of clothes, representing that the tailor is holding the suit subject to order, all paid for. You deliver the article, but when you present the order to the tailor, you are informed that he holds only a coat. The man is a swindler to be justly prosecuted and put behind the bars, or so it appears. But let that same man, equally fraudulently, give you a check drawn on insufficient funds, and it appears different. In fact, according to the drawer of the check, the bank insulted him by refusing to honor his overdraft.

Several states have placed on their statute books a law which provides that where a check is issued drawn on a bank in which the maker either has no funds or insufficient funds to meet the check, said maker has five days in which to refund the money, and if in that period he fails to do so, he becomes liable to prosecution for felony.

Where a bank wrongfully, or through error, dishonors a check when the maker has sufficient funds on deposit, courts have held that if the man is in business and issues the check in the transaction of his business, he has been damaged—the amount of damages to be determined by a jury; but in the case of a private individual, there is no presumption of damage, and the burden of proof is upon him to show that he has been damaged financially such as by the cancellation of a profitable contract, etc.

Another practice that is becoming prevalent among retailers is the request to customers to mail a check and retain the bill; that "no receipt is necessary." On the contrary, a receipt is very necessary, especially in the absence of a voucher check. A cancelled check is not prima facie evidence of the payment of a bill. It may be claimed that the check was for another bill.

Another point; a man may have a dispute with his creditor, claiming that he owed him only \$75, while the creditor claimed that the bill was \$100. The debtor mails a check for \$75 and makes a notation thereon: "In full payment of all claims." The accept-

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RESERVE FOR STATE BANKS

Three Viewpoints

THREE men who named a trust company as executor and trustee were each asked the principal reason for so doing.

"Efficiency," answered the first. "I know that my affairs will be handled with good business judgment after I am gone."

"Economy," said the second. "I am confident that the trust company, because it makes a business of handling estates, will serve mine to the best advantage."

"To have my wishes carried out," replied the third man. "My will has been carefully drawn by my attorney with every wish well defined, and I know that my dependents will be cared for in accordance with my desires."

GRAND RAPIDS TRUST COMPANY

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ance of that check gives a release to the debtor because of the notation.

The cashing of checks for friends and customers is very common. Such checks should not be made payable to "Cash," and should contain some such memorandum as "Check cashed for me." Later on it will not be confused with the payment of a debt. Future dated checks should not be issued. They may become posthumous, and dead men do not sign checks.

When a bank returns to you your cancelled checks, the obligation is upon you to examine them as promptly as possible, and if you find evidence of forgery or other fraud, report immediately to the bank; otherwise the bank may be released from all liability for the payment of such fraudulent checks, on account of your negligence.

Another practice that should never be indulged in is the leaving of signed, unfilled checks to trusted employees. The manager of an establishment was in the habit of leaving such checks, for his trusted cashier, in a private drawer of his desk when he left town. One day, a traveling salesman who was aware of the custom, asked permission to use the desk and filched the checks therefrom. He filled them in and cashed them with different friends to the amount of \$3600, and although there were not sufficient funds in bank to meet all of them the concern had to make good the amount, the court holding that, as between two innocent sufferers, the one guilty of negligence should bear the loss.

Where a check is made payable to a corporation, it is illegal for an officer of the corporation or any individual, to put the corporation's endorsement on the check, then endorse it to his own credit. The bank that pays or takes for deposit a check handled in such manner does so at its own risk.

Thomas J. Kavanaugh.

The Man Who Is Ahead.

In almost every paper
You are pretty sure to find
A lot of gush and nonsense,
All about the man behind;
The man behind the buzz-saw
And the man behind the gun,
The man behind the ploughshare
And the man behind the son,
The man behind the whistle
The man behind the cars,
The man behind the Kodak
And the man behind the bars;
The man behind the whiskers
And the man behind the fist—
Oh, you read of them often,
For they're always on the list;
But there is another fellow
Of whom nothing has been said;
It's the fellow who is even,
Or a little way ahead;
The man who pays up promptly
And whose checks are always signed,
He's vastly more important
Than the man who is behind.
For every kind of business
And the whole commercial clan
Is indebted for existence
To this honest fellow man.
He keeps us all a-going
And his town is never dead,
So we all take our hats off
To the man who is ahead.

If work is half the battle; the other half is action.

Farmers Ready For Cheap Money Movement.

Written for the Tradesman.

It has been evident for more than a year that the farming sections of the country are ripe for cheap money agitation. All available evidence indicates that they are becoming more so. The attacks on the Federal Reserve Board by rural politicians, because of its alleged deflation policies in 1920, were at bottom merely one form of cheap money agitation. As a result of these attacks the Reserve Board for over a month has been without a Governor. Farmers are going to receive perhaps 20 per cent. more gross income this year than last for their staple crops, but in the meantime the prices of things which they have to buy are also going up, and much of the indebtedness incurred in 1920 still remains unliquidated. Moreover, while the gross income of the American farmers will be greater this year than last it will be very unequally distributed among the sections. While cotton is selling around 21 cents, for example, wheat has a way of dropping occasionally below a dollar. All in all, the farmers will come through this year in better shape than they did last year, but improvement in their case is proceeding more slowly than that among other groups of producers, and this will not allay their discontent.

This is a situation of which business leaders throughout the country would do well to take account. In looking to easier money and credit as a remedy for their troubles the farmers are only running true to form, and the same is true of the politicians who are playing upon prejudices against the "moneyed interests." Moreover, the cheap money advocates are being aided and abetted just at this time by one of the richest and most successful business men in the world. Among farmers his name has long been one to conjure with. He has given them a cheap car that has done wonders in reducing the inconveniences of rural life, and he has given them a cheap tractor that has made possible the more economical production of staple crops, and without this device the farmers would be in much worse condition than they now are. Now he is preaching to his bucolic admirers that the gold standard has outlived its usefulness, and that it is a means of keeping the oppressed farmers enslaved to "Wall Street." It may not be logical for his followers to assume that because a certain individual is a successful manufacturer he is a safe leader on all matters in the field of economics, but in following their prejudices human beings are usually neither logical nor consistent. At any rate, the demonstrated power of the farm bloc in the matters of

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Make policies payable to a corporate trustee, as this company, IN TRUST. Your dear ones will then participate in every benefit and avoid every loss.

Your foresight can make it impossible for anyone to take their fortune away from them.

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tariff and taxation shows what that group might do if it took a notion to give the currency a dose of currency "reform."

Some figures compiled by the National Industrial Conference Board show a striking change in the wage situation within the space of thirty days. At the middle of August it appeared that wages in the leading industries of the country had reached a condition of stability. During the month ended with August 15 there were reported to the board seven cases of wage reduction and eight of wage increases. This showed a striking contrast with the month ended May 15, when fifty-four reductions and nine increases were reported. During the three months following May the total number of wage changes steadily diminished, and during August the country appeared to have reached an industrial equilibrium. Since August 15, however, the situation has been wholly altered, with the total changes jumping from fifteen to 123, and of the latter 119 represented wage increases and only four reductions. Of the 119 increases ninety were reported from the metals and textile trades alone, and these show the effects of the recent advances in wages of steel workers and of the restoration of the old wage scales in the New England cotton mills. Whether this tendency will spread in equal degree to other industries cannot, of course, be predicted, but the figures show quite conclusively that the wage deflation so much in evidence during the spring has been definitely arrested.

William O. Scroggs.

When To Plan Trees.

The public interest in parks, recreation grounds, subdivisions and the urban street tree improvements, together with the widespread interest in the beautification of private estates, now as the autumn season approaches, brings to the fore the question of what, when and how to plant so as to produce a combination of the most artistic and practical landscape effects. The time for haphazard arrangement of planting material put in at the wrong time in the season and species and varieties ill adapted for obtaining the results desired is past. Formerly incalculable numbers of evergreens were lost from moving the trees in late autumn instead of transplanting in August or September, or at the proper time in spring. The resulting loss has proved a costly experience with very many planters all through the Northern States, and the fact is now becoming generally recognized that evergreens properly transplanted can be as safely and successfully taken up and shipped in the right season as can be the equally hardy deciduous trees and ornamental shrubs in later autumn and spring.

Another frequent mistake is in attempting to ignore nature's demand by discounting the future in moving trees of larger size that have not been properly prepared beforehand for successful growth after moving. The roots of nearly all trees in the open ground expand in growth in proportion to the spread of the tops and branches. Unless, therefore, there

has been frequent transplanting, or the trees moved with an appropriate ball of earth and the tops reduced in proportion to the loss of the roots, disappointment after the first year or two after moving is almost inevitable the sequence. Smaller trees, up to two or three inches diameter of trunk, are not only far less costly, but more desirable and permanent. It is a saying that the more experience tree planters have the smaller trees they select where future effects are taken into consideration.

One of the most successful planters in the country has frequently stated that he was not so particular about the size of a tree as he was to get the right kind of a tree in the right place, and with a preparation of the soil that made what was below the surface of the ground of as much importance as the size of the trees or what was above the ground.

In Paris and some other European cities, as in Chicago and some of the other American cities, and on some of the country estates, large trees are sometimes successfully moved under proper preparation and conditions. This, however, is the exception rather than the general rule. In the states where Municipal Shade Tree Commissions have had years of practical experience in street planting the trees usually selected are rarely more than two and one-half inches caliper.

As a rule, trees taken from the woods and their natural environment, rarely succeed. The reason is obvious. The soil conditions are entirely different. And in the woods the growth of a young tree is protected on all sides by the surrounding trunks, branches and foliage. The removal for outside planting is, therefore, to a wholly changed environment, affecting both root and branch. Indeed, this change is usually so marked as to

either kill the removed tree or permanently retard its growth and development.

Autumn planting is frequently preferred to deferring the work until spring, and most of the hardy deciduous trees succeed as well from fall planting—such as the elms, hard maples, lindens and horse chestnuts.

The automobile and the airplane have transformed the whole country, as indeed they have the world, in the accessibility to view the beauties of nature; and in no other respect more

than to provide a close range observation of the wonderful variety and charm of the myriads of cultivated trees and hardy flowering plants in their wealth of beauty in foliage and bloom, in contrast with the native growth and other natural attractions. With the rapid growth, therefore, of population, wealth and culture, the constantly increasing interest in making more attractive the planting improvements, as in architecture and in all urban and suburban developments, is going on apace.

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The Kerosene Stove Hazard.

A dwelling house fire with loss of life occurred in Fort Wayne Ind., recently, when the George Blair home, on Beadel avenue, was destroyed by fire starting from a defective kerosene cook stove, of the wick burner type. Mrs. Blair, who was dragged through a window of the burning building, died but a few hours later in a hospital from burns she sustained during a futile effort to extinguish the blaze.

Results of investigations of more than a dozen of fires of this sort show that kerosene cook stoves of this type do not usually cause trouble when new. After they are in use for a number of years, however, small leaks sometimes begin to appear in the tank, burners or other parts of the stove. These leaks apparently are caused by corrosion from within, due to the presence in the oil of a small percentage of water as well as sulphuric acid. Both, water and acid, enter the kerosene during the refining process and while caustic soda solution is subsequently introduced to neutralize the acid, traces of sulphuric acid frequently remain.

When kerosene of this sort is fed into an oil stove, water and acid settle at the low points of the tank, burners and other parts, starting corrosion which finally result in leaks. These leaks may at first be so small that they cannot be easily detected, but their presence is made known through the appearance of oil on the outer surface of the burners or other parts of the stove and later through oil dripping from the burners. It is at this stage that the stove begins to become dangerous, for sooner or later these oil drippings may cause trouble.

Where the drip pan of the stove is kept scrupulously clean and wiped out frequently to remove all traces of oil, a stove of this type beginning to develop leaks may be continued in use for a little while with comparative safety. In many households, however, the closed bottom of the stove serves as a receptacle for the burnt matches used in lighting the burners or even match boxes and other articles. Here, after the stove begins to leak, the habit of flipping burnt matches into the drip pan may soon prove disastrous.

Some housewives, when oil drippings begin to appear, keep layers of paper in the bottom of the stove to soak up the oil, replacing the paper once a day or as frequently as the

stove is given a superficial cleaning. This is also a dangerous practice because, if a burning match is accidentally dropped below, the oil-soaked paper takes fire just as readily as an accumulation of burnt matches and other rubbish saturated with oil.

Fires in the drip pan of a kerosene cook stove of this type may occur a number of times without serious results. Occasionally, however, one of these blazes evolves a sufficient amount of heat to melt the solder of the burners. The hood of the wick stem is usually one of the first parts to melt off, exposing the wick which immediately takes fire. More heat is evolved. Seams melt open and more oil begins to drip, adding fuel to the fire which now rapidly gains in intensity easily communicating to woodwork and other furniture and eventually involving the entire structure.

When an oil stove begins to leak it has outlived its usefulness. It does not pay to have it repaired, as new leaks will soon appear at other points.

A defective oil stove is a menace to life and property and should not be tolerated about the house.

Things To Do To Prevent Fires.

Keep waste paper, packing material and rubbish cleaned up, and remove from building at least daily.

Make frequent personal inspections from a fire standpoint.

Instruct and drill employees on what to do in case of fire.

Be careful about the use of matches.

Put up "No Smoking" signs, especially in hazardous sections and smash the first lunatic who insists on violating the rule.

Locate your nearest fire alarm box and learn how to turn in an alarm.

See that your electric wiring is standard and be careful in the use of electrical devices.

Have all smoke pipes and chimneys inspected and repaired by a competent person before starting fires for the winter.

Keep gasoline in safety cans and in a safe place.

Keep water barrels and pails filled and extinguishers charged.

Use only safe floor oils and sweeping compounds.

Feel your personal responsibility for possible loss of life and property by fire and act accordingly.

To fill your job, fill your mind.

Michigan Shoe Dealers Mutual Fire Ins. Co

LANSING, MICHIGAN

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

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Ohio Hardware Mutual	40%	Finnish Mutual Fire Ins. Co.	50%

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CALUMET, MICH. FREMONT, MICH.

Disappointment Over New Franklin Engine To Be Expected.

El Cajon, Calif., Sept. 25—Those who had much experience in the manufacture of almost any article can readily understand why you are so seriously disappointed over the new Franklin engine. Trouble is almost sure to result from a radical change in type, especially in so complicated a piece of mechanism as an internal combustion motor. All engineers know that first runs of regular production will be sure to develop unforeseen troubles, due to two things—ignorance on the part of owner and lack of perfect production organization. They expect to be obliged to "work out the bugs" which develop when the article gets into the hands of everybody everywhere. The better class of makers do everything in their power to test out the changes, but a dozen test cars in use in the hands of designers for a period equal to the average use for one year will not eliminate all the "bugs." It takes the public to find them and the good concerns with high reputations will spare no expense or pains to perfect and to satisfy its customers, who have taken the chance on a new design. Where a maker is the producer of most of his units (such as engines, transmissions, axles, etc.) and he makes a radical change in type, he is likely to have more defects to correct than where he uses commercial parts. For the above reasons all conservative makers of satisfactory cars are mighty slow to fall for fads or new ideas. And, as a rule, those are the makers to tie to, unless, one wants to be up-to-the minute and is willing to pay the price of helping the maker develop a new design or type. Fortunately for the makers, there are enough of this class to absorb a fairly good sized product of an old established concern. However, the wise and experienced buyers prefer to wait a year than take chances at such cost to themselves. During my activities in bicycle and automobile manufacturing, I always undertook to keep my good friends from buying a new model or a model with new changes which might give trouble the first year, without preparing them for what they were likely to go up against. It was my experience that it paid. I had no dissatisfied customers or at least so few that I could afford to go the limit to please them and retain their good will. This is a policy that many dealers followed. I found Fred Kramer one of them, and could name a few hundred others. Never did I wire a dealer that it might be better to cancel his contract if he didn't like the car we were handing him. The complaint of a dealer who was good enough to qualify as my representative made me sit up and take notice mighty quick, and an expert from the research department was on the job as quick as limited trains could carry him. I know the men in the engineering department are inclined to be stubborn and seem to think they are infallible; but the big broad minded chief engineer will investigate before he jumps at any conclusion like, "Oh, what does that country Jake know about an automobile?" or "How does he come to know so much?" and stick to his opinion until he is overwhelmed with complaints and the business begins to flag. The experienced dealer is wise to the results from use in the hands of the average owner. He who tells the factory the raw truth is the best man to have and he will, as a rule, stick to the factory and aid it to correct its mistakes.

When a concern makes a radical change in a type, as did the Cadillac, from one cylinder to a four, and later to an eight; when the Packard, after making probably the best four of its day, was obliged to make a six and put it into the market at a disadvantage and later went to a twin six, they took great chances, but their friends had faith in them and even if they did not expand as fast as some others they

protected their reputations. With nearly all conservative makers the time comes when they must make a radical change, else they become a back number. To be conservative and progressive, to know just the time to change is a matter of vital importance.

I have seen them all change from the first single cylinder air cooled up to the 12 cylinder water cooled; from electric and steam power to internal combustion; from two to four cycles, etc., but in every instance the first year after the change trouble followed. It cannot be avoided. These days the troubles do not last so long, nor are

It has been my observation that the they so serious as in the early days. best cars—that is, the best for all around use—have come from the shops of the most conservative engineers and mechanics, who have taken the time to design, test and experiment, with a view to practicability, long life and economy in maintenance.

Wise buyers are never in too big a hurry to change from a satisfactory car to a new idea the first year it makes its appearance. If the idea or improvement is a good thing to start with they know it will be better the second year. This is why I always believe in sticking to the old and tried, until the new could be perfected by at least one season's use in the hands of the public. I kept the single cylinder in the market with profit to both maker and dealer for two years after it was plain that most automobiles of the future must be four cylinder. While in the Buick organization, I sold more than 5,000 two-cylinder cars, the type which gave the Buick its name and reputation the first year after we had announced our intention and were building our first four. For two years after we began to produce four cylinders in commercial quantities I kept the single cylinder Cadillac in what was then volume production, simply because it was the most satisfactory car at its price then made, and for most buyers was better than any four then made. I knew the one and two cylinder had to go but I also knew it would take time to make the multiple type of combustion engine as practical for all around use as was the earlier designs which had been perfected and filled all the requirements of the day, but were, of course, limited, and only a forerunner of what was to come.

The multiple cylinder, water-cooled, four cycle internal combustion became popular, and although it offered more engineering difficulties to overcome, it is to-day the leader.

For a small power plant, say up to 10 or 12 horse power, nothing has been developed which equals the high speed air-cooled motors. They undoubtedly have a great future, if confined to extremely light cars.

Up to within the last year or two but one maker of air cooled multiple cylinder cars of high power succeeded in overcoming the difficulties of that type, and for fifteen years that car has stuck to the basic principle of its designer, constantly improving in minor details—except in bodies, which have not been up-to-date—until a very near perfect car is the result. Now a radical change has been made. Troubles may be looked for during the first year and a better car of that type will surely follow when the bugs have been eliminated, as they will be within a year or two.

For several years the steam car looked like a winner and the White steamer was probably the best high-grade, high-powered steam pleasure vehicle to be found up to recent years. It was a prime favorite in mountainous territory. Its power (until recently) was far more flexible than any other known, and even now, weight for weight, it is supreme. Owing to the high cost of that particular car, the volume was limited and a gasoline car of the same name took its place. One maker, Stanley, of Newton, Mass., almost the first to produce a steam car, stuck to that type and now has quite

a production, which is growing. This car is quite popular in the Rocky Mountains and also in parts of New England. Many of our best engineers believe the steam system will be the coming power vehicle for heavy work, while the air-cooled type will become the thing for the light two passenger car.

Personally, I have faith in the air cooled system for light vehicles, and the present types of internal combustion motors for the six and seven passenger jobs, and steam for busses and trucks.

J. Elmer Pratt.

Recapitulation of Sales and Profits Every Morning.

H. G. Larimer, of Hollinger & Larimer, clothiers and haberdashers, at Chariton, Iowa, is a firm believer in the value of figures and statistics. One of the features of his store is the daily recapitulation of sales by clerks and departments.

At the beginning of every day the bookkeeper takes the sales slips of the previous day and lists and totals all cash sales and all charge sales at both selling and cost price.

Here's the way the system works: The sum of the cost of merchandise sold for cash and credit gives the total cost of all goods sold, and the total selling price of goods sold for cash and credit gives the amount of gross sales. From the total cost of all the merchandise sold is subtracted the cost of goods returned, and from the gross sales is deducted the selling price of goods returned. The difference enables the store to determine both cost and selling price. Subtracting the cost of net sales from the selling price gives gross profits, and to find the percentage of gross profits it is necessary only to divide the gross profits by net sales.

Each clerk's gross sales and the cost of goods sold are then found by simply rearranging the sales slips according to the clerks' numbers and listing and totaling them at both cost and selling price. This makes it comparatively easy to determine the gross profit and the percentage of gross profit earned by each clerk. The records are checked by taking the total sales of each clerk, adding them together and comparing the grand total, cost and selling price with the grand totals, cash and charge, at both cost and selling price.

The store has a double check by separating the sales slips according to departments. The sales by departments, at cost and selling price, must check against the total by clerks, cash and charge. The figures show the volume of each clerk's sales, and by deducting the cost of all goods sold by him from the amount of his sales, which gives the gross profit, the store can determine the exact percentage of profit earned by each clerk.

His Present Address.

On opening the morning paper Jenkins was amazed to see the announcement of his death. Obviously a mistake had been made and some other Jenkins was meant, so, to reassure his friend Smith, he called the latter on the phone.

"Yes," replied Smith, "I saw you were dead. Where are you speaking from?"

When One Is Educated.

Once upon a time people thought that an educated man was one who had what was called "book learning." Nowadays we don't care where a man gets his education so long as he has it and uses it. Not long ago a professor in a Western university told his pupils that he would consider them educated in the best sense of the word when they could say "yes" to the following questions:

Has your education given you sympathy with all good causes?

Has it made you a brother to the weak?

Have you learned how to make friends and keep them?

Can you look an honest man or a pure woman straight in the eye?

Do you see anything to love in a little child?

Are you good for anything yourself?

Can you be happy alone?

Can you look into a mud puddle by the wayside and see anything in the puddle but mud?

It takes a lotta pull to push some boobs ahead.

SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

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

State of Michigan, } ss.
County of Kent,

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

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

Editor—E. A. Stowe, Grand Rapids.

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

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

Publisher—Tradesman Company, Grand Rapids.

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

E. A. Stowe, Grand Rapids.

S. F. Stevens, Grand Rapids.

F. E. Stowe, Grand Rapids.

F. A. Wiles, Grand Rapids.

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

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

E. A. Stowe, Business Manager.
Sworn to and subscribed before me this 4th day of Oct., 1922.
(SEAL) Florence E. Stowe.
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 26, 1923.)

HOW TO REDUCE YOUR HAULING COSTS

Whether you operate one truck or a fleet, you can reduce your hauling costs by using RED CROWN Gasoline.

A bold statement—but a true one.

Exhaustive tests, conducted by many large users of gasoline, have demonstrated it time and again.

Because RED CROWN is manufactured by us for one purpose only—to produce power in the modern internal combustion engine, it actually delivers "More miles per gallon."

And RED CROWN will reduce not only your gasoline bills, but it will reduce your repair bills as well. It causes perfect combustion in the cylinders; consequently no unconsumed portion remains to drain into the crank case and dilute the lubricating oil or to carbonize on the spark plugs, two very prolific sources of trouble.

Instruct your drivers to use RED CROWN from now on and note the reduction in your hauling costs.



RED CROWN is for sale at any of our Service Stations and at any garage where this symbol of power is displayed.

STANDARD OIL COMPANY (INDIANA)

910 S. Michigan Ave.

Michigan Branches at Detroit, Saginaw, Grand Rapids

Chicago, Illinois

Use the convenient Standard Oil Company (Indiana) Coupon Books

which enable large or small users of RED CROWN to keep a definite record of the oil and gasoline purchased by their employees. No detached coupons are accepted and if requested a receipt will be given showing the exact amount of products delivered. \$10.00 and \$25.00 books are for sale by any Standard Oil Company (Indiana) Service Station.



ESSENTIALS TO SUCCESS.

They Are Inspiration, Aspiration and Perspiration.

Inspiration, aspiration, perspiration, these three, but the greatest of these is perspiration.

I have said that your first need is the inspiration to excel, and that is so. Work alone will not do, for work that is only of necessity is mere drudgery. Work of some kind is a necessity for every healthy, normal human being, but it should be much more than that. Real work is a duty, a privilege, an expression of love; for back of all true work is the conscious or unconscious thought of helpfulness to others.

It is for this reason I have put first the thought of inspiration. I have advised you to study the lives of successful men and women with the hope that you would see how work is dignified, glorified, in their lives and be led to make of your work something more than a mere means of livelihood.

But given the inspiration to excel and the aspiration to attain, there yet remains the necessity for labor.

"I wish" waits for the thing to come to pass.

"I will," sets to work to compel it.

Your discontent does not ripen into ambition until you get into action.

The word I have used in the title of this talk denotes not only work, but hard work. If you are going after big things, no half-way measures will do. How little do we understand the true value of work when we go after the easy job.

The only safe easy job is the job made easy by the spirit in which we do it. Whatsoever thy hand findeth to do, that do with all thy might, is the only safe maxim, and, putting your whole heart into the effort, go after the thing you have set your mind upon, determined to work for it and, if need be, to sweat for it. That is the only kind of work that gets results.

There are thousands of plodders who work all their lives but never accomplish anything because their work is done as a matter of necessity and without interest or definite purpose. To be effective, your work must first of all be with a definite end in view.

I stood on the rifle range at Sea Girt, N. J., a couple of years ago watching the men at target practice. Of the many men I saw shooting, only a few hit the bullseye, while many of them missed the target altogether. I asked the man in charge why it was that some of the men did so much better than others, and his answer was that the poorer ones were beginners who had not learned to aim properly. He further explained that the men shooting must take careful aim, with proper allowance for wind pressure. Another thing he told me was that the bullet did not travel in an exact horizontal line from the rifle to the target, so that if the man aimed exactly at the center of the target his shot would strike low. To make a good shot he had to aim a trifle higher than the spot he wished to strike. I am not a marksman, so I don't know whether that is all so or if the man was just stringing me, but I think there are two business lessons in it for you.

The first is to take definite aim. The trouble with many people is that, although they work hard, they never accomplish anything worth while because their work lacks a definite purpose. They are shooting at random and wasting their ammunition. So, I say again, be definite. Having set a mark for yourself, keep shooting at that mark, making careful note, day by day, of your score.

The second lesson is, be sure you aim high enough. As the bullet in its flight from the rifle to the target is influenced by the law of gravitation, so your progress will be influenced by many circumstances over which you have no control, and unless you are careful your shots will strike low.

Then, your work must be steady. Many people work like the Southern dandy who has the ague—they shake every other day. One honest day's work seems to use up all their energy and they have to rest up the next day. That kind of work is much like the fabled efforts of the frog who climbed up one foot each day and fell back two. You not only do not accomplish anything on the idle day, but lose much of the value of the busy day. If the athlete neglects his training, he soon gets out of condition. If the mechanic is idle, his muscles become soft; if the mind is not employed, it becomes sluggish. You can have firm muscles and an active mind only at the price of constant exercise.

"In the sweat of thy face shalt thou eat bread" was the sentence of Eden, and the sentence has never been recalled. If there is any other road to success, I do not know it, and every man or woman I have ever met who was worth knowing was a worker.

Probably you have read the joke about the man who told his secretary to make an appointment for him in Schenectady, and when he found that neither he nor his secretary could spell Schenectady, told him to change the appointment to Troy. We laughed at that as a good joke, but do you know, when you stop to think about it, the joke loses its flavor. It so aptly illustrates a failing that has been the stumbling block in the path of so many young men and women.

They start out well, with high ideas, but at the first contest with difficulty they turn aside and take the easier way. It is told of Cary, the great English missionary, that when a lad he tried to climb a tree and fell and broke his leg. When he recovered, the first task he set himself was to climb that tree. And he did it. If you have read the story of his life you will recognize the incident as characteristic of the man. Now I believe this. If he had not climbed that tree he would never have had the same courage to climb any other tree. On the other hand, having climbed that tree he would not have been afraid to try others even more difficult.

So it is with you. If you turn aside from one difficulty, you will have less courage for the next one: while a difficulty met and overcome is the best of all training for a greater.

And finally, you must be sincere. Sincere first of all with yourself. It seems to be a human failing to blame all our shortcomings on someone else

or on circumstance. We could do so much more if we were somebody or somewhere else. The problem you have to face is that you are you and your job is to win out in spite of the hindrance of other people or circumstance. Be honest with yourself and, as I have said before, look first within yourself for the reason of every failure.

Be sincere with your fellow workers. You will never win any success worth while at the expense of those working with you. If you outstrip them, let it be by fair means. The Golden Rule is just as true a guide to-day as the day it was uttered. Practice this rule with your fellow workers. Treat them always as you would like them to treat you.

Be sincere with your customers. There seems to be an idea in the minds of some people that you cannot sell goods without lying about them. There never was a greater fallacy. There is no successful selling that is not based on the truth. The lying salesman may have a temporary appearance of success; he may, in fact, dispose of a great many goods, but he cannot last. Your most valuable asset as a salesman is the confidence of your customers, and I defy you to build a structure of confidence on a foundation of falsehood. If you are the right kind of salesman, your customer will depend to a great extent on your judgment. Be careful that your advice is sincere. Think of the Golden Rule. Treat him as you would like to be treated. And lastly, be sincere with your employer.

It seems to be superfluous to say this after what has gone before, yet the habit of slacking up when the boss is not around is so prevalent that I cannot stop without a word about it. It is needless to say that the person who needs watching is not the kind of person who is going to be helped by me or anyone else, unless he can be persuaded that pilfering time from his employer is stealing opportunity from himself. If you are going to amount to anything in the business world, you cannot afford to do anything that would lower your own self respect, and you cannot retain a proper self respect if you are defrauding your employer.

Now a final word. This means you; not the fellow next to you. Whether this advice has any value to you or not will depend on how you apply it.

If what I have said is so and the suggestions I have offered are helpful, somebody is going to be benefited, but it will not be you unless you get to work.

H. T. Dougherty.

Work That Must Be Done.

Now, vacation days are over
And we're back again in town.
From the sea or fields of clover,
And our face and hands are brown;
Let's remember we are finished,
For a while, with idle fun,
That our holidaying's over,
And there's work that must be done!
We have played with merry laughter
Every game that came our way;
When fatigue came hurrying after,
We still laughed and called it play;
And nothing, then, could hinder,
And nothing, then, could hold
Us back from fun and pleasure
That lured like minted gold.
And now, a debt we're owing—
It's up to us to pay.
And who's not game for showing
We had the right to play!
And as we, then, were willing,
Nor sought to quit nor shirk,
Let us prove that, good at playing,
We know better how to work!
Edmund Leamy.

Bankruptcy Proceedings in the Grand Rapids District.

Grand Rapids, Sept. 19.—On this day were received the order of references and adjudication in bankruptcy in the matter of Edward J. Saslow, Bankrupt No. 2110. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon and conducted a garage at such place under the name of Muskegon Garage. The case is an involuntary one and the court has written for the bankrupt to file schedules, at which time a list of the creditors of the bankrupt will be given and the date for the first meeting fixed.

Sept. 23.—On this day was received the matter of A. J. Morton, as Morton Hardware Company, Bankrupt No. 2145. The matter is an involuntary case and has been referred to Benn M. Corwin as referee. The bankrupt is a resident of the village of Marion and conducted a hardware store at such place. When the schedules have been filed the first meeting will be called and a list of the creditors of the bankrupt given.

On this day also was held the first meeting of creditors in the matter of Bert S. Smith, Bankrupt No. 2144. The bankrupt was present in person and by attorney, A. E. Ewing, Francis L. Williams, C. G. Turner and J. Claude Youdan were present for various creditors. Several claims were allowed against the estate of the bankrupt. Francis L. Williams was elected trustee and the amount of his bond placed at \$1,000. The bankrupt was then sworn and examined without a reporter. The first meeting was then adjourned without date.

Sept. 25.—On this day was held the first meeting of creditors in the matter of John J. Rakauskas, Bankrupt No. 2121. The bankrupt was present in person and by attorney, Clay P. Olmstead. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. It appeared that there might be an equity in the growing crops which the bankrupt had planted, therefore a trustee was appointed by the referee in the person of Clark B. Jagger, of Ludington, and the amount of his bond fixed at \$200. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Hielkema & Co., Bankrupt No. 2142. The bankrupt was present by Henry Hielkema, its secretary and treasurer. One claim was allowed against the estate. C. C. Woolridge was elected trustee and the amount of his bond placed at \$100 by the referee. Henry Hielkema was then sworn and examined without a reporter. The first meeting was then adjourned without date.

On this day also was held the special meeting for the sale of assets in the matter of Advance Brass Manufacturing Co., Bankrupt No. 2055. An offer was made by Harry Spillman of \$510 for the assets of the company, and the property was finally sold to this party at \$500, other bidders having raised his bid to such figure. The special meeting was then adjourned without date.

Sept. 23. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of George R. Chubb, Bankrupt No. 2150. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon. The occupation of the bankrupt is not given in his schedules. The schedules of the bankrupt list assets in the sum of \$204.50, all of which are claimed as exempt, and liabilities in the sum of \$2,873.08. No date has been placed for the first meeting, for the reason that the court has written for funds as indemnity for expense of the first meeting. A list of the creditors of the bankrupt is as follows:

Milwaukee Woven Wire Works.	\$659.30
Grand Ledge Furn. Co., Grand L.	59.50
John D. Martin Furn. Co., Grand Rapids	132.91
Baldwin Stove Co., Cleveland	43.75
Towner Hardware Co., Muskegon	9.63
Jacobson Tire & Battery Co., Muskegon	11.78
Kiel Furn. Co., Milwaukee	52.50
Congoleum Co., Chicago	45.40
G. R. Felting Co., Grand Rapids	325.00
Sieberg Manufacturing Co., Youngstown, N. Y.	70.00
Evansville Furn. Co., Evansville	13.00
Harvey Fiber Carpet Co., New Y.	62.02
Coleman Mfg. Co., Salem, Mass.	55.92
Muskegon Chronicle, Muskegon	125.00
W. D. Sager, Chicago	100.90
G. R. Bedding Co., Grand Rapids	140.20
Cleveland Metal Products Co., Cleveland	18.00
Lock Haven Chair Co., Lock Haven, Pa.	25.00
Simmons Mfg. Co., Kenosha	24.51
Acme Co., Muncie, Ind.	31.20
Deich Stove Repair Co., Milwaukee	28.80
Robbins Table Co., Owosso	34.00
Moore Mfg. Co., Muncie	22.50
Falcon Mfg. Co., Big Rapids	30.50
Arcadia Furn. Co., Arcadia	54.00
Henry Schmidt Mfg. Co., Evansville	31.50
East Jordan Canning Co., East Jordan	80.94
Texoleum Co., Chicago	39.77
Chronicle, Muskegon	92.00
Dave De Young Furn. Co., Grand Rapids	39.00
United Home Tel. Co., Muskegon	24.55
National Lumberman's Bank, Muskegon	80.00
Marshall Rogers, Muskegon Hgts.	300.00

100 MILLION HANDS

Every hand in America—every man, woman and child—is reaching out for health every day. For health is a human essential. Now, Sunsweet advertising is making these 100 million hands reach out for prunes as the essential fruit-food. How? By hammering home the slogan, "Shake hands with health every day." And by focusing the eye of the consumer on the new idea 2-lb. carton of Sunsweet Prunes.

To you—the man behind the counter—this country-circling campaign means just this: a real, man-sized opportunity to "Shake hands with profit every day." Ask your jobber or supply house about the 2-lb. shelf-handly carton—and send for Paul Findlay's new book specially written for his Sunsweet friends. If you want to be sure of your copy—mail the coupon now!

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with **profit**
every day

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Apricot Growers Assn.
1058 Market Street, San
Jose, California.

Send my copy of Paul Findlay's
new book, "Shake Hands with Profit
Every Day."

Name _____

Address _____

Sept. 23. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Franz A. Matz, Bankrupt No. 2149. 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 cafe at that city. The schedules of the bankrupt list assets in the sum of \$4,294.95, of which \$250 is claimed as exempt to the bankrupt, and liabilities in the sum of \$9,119.30. The first meeting of creditors in this matter will be held at the office of the referee Oct. 6. A list of the creditors of the bankrupt is as follows:

Wages of employees	\$ 404.69
G. R. Savings Bank, Grand Rapids	1,200.00
Morris Plan Industrial Bank, Grand Rapids	300.00
G. R. Savings Bank, Grand Rapids	201.45
Arctic Ice Cream Co., Grand Rapids	170.30
Hotel Browning, Grand Rapids	789.50
Besteman-De Vries & D. Belot, Grand Rapids	7.92
Bell, Conrad & Co., Chicago	19.30
J. J. Burgroff, Grand Rapids	40.13
J. Edw. Brown, Grand Rapids	175.35
Canchois Coffee Co., New York	229.50
Mary Craw, Grand Rapids	7.00
Coffee Ranch, Grand Rapids	13.00
Durfee Co., Grand Rapids	2.50
E. De Young Bros., Grand Rapids	323.25
Wester-Stevens Co., Grand Rapids	10.40
Fleischman Yeast Co., Grand Rapids	4.30
G. R. Water Cooler Co., Grand Rapids	1.00
G. R. Ins. Agency, Grand Rapids	106.93
Gast Soap Co., Grand Rapids	116.03
G. R. News, Grand Rapids	30.14
G. R. Herald, Grand Rapids	32.00
G. R. Press, Grand Rapids	15.35
Chas. Jandorf, Grand Rapids	91.34
H. J. Heinz Co., Detroit	27.80
Lewellyn & Co., Grand Rapids	111.83
Kent Storage Co., Grand Rapids	127.60
Katz Market, Grand Rapids	644.32
H. Leonard & Sons, Grand Rapids	63.99
J. A. Mohrhardt, Grand Rapids	2,658.23
Meyer Transfer Co., Grand Rapids	2.07
National Biscuit Co., Grand Rapids	2.77
National Grocer Co., Grand Rapids	57.72
M. Plowaty & Sons, Grand Rapids	109.35
Peterson Beverage Co., Grand Rapids	2.40
G. B. Reader, Grand Rapids	557.69
Radcliffe Storage Co., Grand Rapids	15.90
Swift & Co., Grand Rapids	122.10
Sprague Warner Co., Chicago	43.33
Van Driele & Co., Grand Rapids	110.90
Vander Werf Printing Co., G. R.	30.00
Voigt Milling Co., Grand Rapids	60.78
Chas. Trankla & Co., Grand Rapids	28.69
Weest Michigan Pictorial Co., Grand Rapids	40.00

Sept. 23. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Producers Fuel Co., Bankrupt No. 2148. The matter has been referred to Benn M. Corwin as referee, and who also has been appointed receiver. A custodian has taken charge of the assets of the bankrupt. The bankrupt is a resident corporation of the city of Grand Rapids, and carried on a retail coal business at that city. The schedules of the bankrupt list assets in the sum of \$66,000, and liabilities in the sum of \$67,837.71. The first meeting of creditors will be held at the referee's office on Oct. 6. A list of the creditors of the bankrupt is as follows:

State of Michigan	amount unknown
City of Grand Rapids (pref. tax.)	\$11,116.23
Village of East Grand Rapids	114.23
Michigan Finance Corp., Flint	35,000.00
Morris Ind. Bank, Grand Rapids	1,000.00
First State Bank, South Haven	3,600.00
Chattel Loan Co., Grand Rapids	140.88
Guarantee Bond & Mortgage Co., Grand Rapids	170.88
C. W. Hoyle, Grand Rapids	3,600.00
Amer. Hotel Supply Co., Chicago	36.00
Acme Welding Co., Grand Rapids	19.40
Adjustment Co. of Amer., Chicago	50.10
Chas. W. Ambrose Co., Big Rapids	129.15
Amerst Fuel Co., Cincinnati	174.25
Wm. C. Atwater & Co., Cleveland	128.64
Austin Gavage, Grand Rapids	41.92
Buistraan Co., Grand Rapids	38.55
Barkwell Buick Sales Co., G. R.	107.84
Bixby Office Supply Co., Grand Rapids	12.80
Bob-Lo Coal Sales Co., Pittsburgh	83.98
M. C. Boyle, Chicago	100.00
Ell Cross, Grand Rapids	5.00
Eastern, Curran & Bullitt, Cincinnati	750.00
Christianson Ice & Fuel Co., Grand Rapids	119.36
Commonwealth Printing Co., Grand Rapids	23.32
E. J. Conroy, Grand Rapids	119.12
Consumers Power Co., Grand Rapids	unknown
W. H. Cunningham, Huntington, W. Va.	10.00
Creston Battery Service, Grand Rapids	4.25
De Soto Coal Co., Grand Rapids	29.69
J. W. Dopp & Co., Detroit	24.44
Dunn's Com. Service, Chicago	14.50
Enterprise Electric Co., Grand Rapids	1.24
East End Advocate, Grand Rapids	66.00
Ehling, Fletcher & Diamond, Grand Rapids	7.00
Grimes & Madigan, Grand Rapids	158.75
Grandville Ave. Garage, Grand Rapids	1.95
Gibraltar Coal & Coke Co., Columbus	1.23
G. R. Brass Co., Grand Rapids	38.00
G. R. Gas Light Co., Grand Rapids	704.60
Herald, Grand Rapids	118.05
News, Grand Rapids	38.08
Press, Grand Rapids	61.64
Grand Trunk R. R. Co., Grand Rapids	1.41
C. W. Hoyle, Grand Rapids	29.59
Henke, Inc., Chicago	15.20
Paul M. Hutchings, Grand Rapids	7.73
Kinsey & Buys, Grand Rapids	75.00
Kalamazoo Ice & Coal Co., Kalamazoo	2.04

Kalamazoo Loose Leaf Binder, Grand Rapids	13.67
Kentucky River Coal Mining Co., Chicago	124.88
Knappen-Uhl & Bryant, Grand Rapids	35.00
Lewis Electric Co., Grand Rapids	9.24
Locke & Roeloff Fuel Co., G. R.	128.66
Mich. Ret. Coal Merchants Association, Detroit	8.50
Mich. Tire & Accessories Co., Grand Rapids	82.22
C. F. Peterson Coal Co., Grand Rapids	73.65
Postal Telegraph Co., Grand Rapids	7.47
Powers-Tyson Ptg. Co., Grand Rapids	24.10
Proudfit Loose-Leaf Co., Grand Rapids	12.50
Republic Coal Co., Grand Rapids	77.38
W. C. Robertson, Grand Rapids	78.82
Saugatuck Auto Co., Saugatuck	18.90
Lawrence Scudder & Co., G. R.	24.00
Seidman & Seidman, Grand Rapids	215.00
Semet Solvay Co., Detroit	479.78
Silver Creek Coal Co., Grand Rapids	199.75
Spade's Vulcanizing Co., G. R.	5.82
Standard Bulletin Pub. Co., G. R.	8.40
Sunny Brook Coal Co., Detroit	118.50
Transo Envelope Co., Chicago	30.52
United Motors Co., Grand Rapids	86.03
United Autographic Register Co., Chicago	180.00
Vigil Pub. Co., Grand Rapids	28.40
Arthur L. Ware, Hazard, Ky.	50.00
Wealthy Heights Pet. Co., G. R.	7.25
Welfare Union, Grand Rapids	30.00
Western Union Tel. Co., Grand Rapids	1.28
The following are notes payable: Lake & Export Coal Sales Corp., Chicago	3,764.19
Mich. Tire & Accessories Co., Grand Rapids	150.00
Central Poco. Coal Co., Cincinnati	1,152.70
American Coal & Coke Co., Detroit	250.00
Amherst Fuel Co., Cincinnati	174.25
Kelly's Creech Colliery Co., Charleston, W. Va.	400.00
Anderson Tool & Sup. Co., Detroit	143.20
Rawleigh Smokeless Fuel Co., Detroit	644.40
Chas. W. Ambrose Co., Bay City	129.15
The following are demand notes: A. D. Williams, South Bend	2,500.00
De. Free, Buckingham & Eaton, Chicago	600.00
Sunday Creek Coal Co., Columbus	900.00
Kalamazoo Ice & Fuel Co., Kalamazoo	700.00
Amer. Coal & Coke Co., Detroit	302.30
Brown & Biglow, Chicago	176.40
Patterson Ptg. Co., Grand Rapids	105.75
E. J. Conroy Coal Co., Grand Rapids	200.00
Kelly's Creech Colliery Co., Charleston, W. Va.	695.95
Cahawaka Eagle Coal Co., G. R.	100.00
J. S. Crosby Co., Grand Rapids	530.51
Steel Bros., Grand Rapids	197.86

Operations of Department Stores Surveyed.

Written for the Tradesman.

Domestic developments in the business situation during the past week were generally favorable, but the effects of foreign news were somewhat unsettling. Uncertainties due to tariff and bonus legislation were removed, and Congress adjourned to give both itself and the country a breathing spell. Further progress was made in clearing up what is left of the three big strikes. Reports of coal production were especially encouraging, and there was some easing in prices of bituminous coal. The steel mills have now attained an output 50 per cent. above the August rate, but still below that of the high-water mark reached in June. The largest automobile manufacturer, who had suspended operations owing to the alleged difficulty of getting coal, reopened his plants near the end of the week. The securities markets showed considerable irregularity, with a tendency towards reaction at the end of the week and call loans on the New York Stock Exchange advanced to 6 per cent., the highest rate since last February. The tightening of money was explained as due to withdrawals of funds by banks in the interior for the purpose of financing withdrawals of goods from the custom houses in order to escape the higher duties provided by the new tariff act. Grain and cotton prices fluctuated on news of troubles in the Near East, and the "war scare" also produced unsettlement in the foreign exchanges. The weekly Reserve Bank statement showed an increase of over \$27,000,000 in rediscounts for member banks and

a gain of \$5,000,000 in note circulation. This points to a seasonal advance in the demand for commercial credits.

A study of the operating expenses of department stores in 1920 and 1921 by the Harvard Bureau of Business Research shows that net sales by 149 establishments were 4.3 per cent. greater in 1921 than in 1920. This in spite of the lower prices in 1921. The study covers 301 department stores in thirty-six States, but there were only 149 for which there were comparable statistics for both 1920 and 1921. This gain in sales is very striking in view of the fact that studies by the bureau of other lines of merchandising showed a decrease of business in 1921, as compared with 1920, amounting to 30 per cent. for the wholesale grocery trade, 9 per cent. for the retail shoe trade, and 15 per cent. for the retail jewelry trade. The proportion of operating expenses to net sales by the 149 department stores was 27.7 per cent. in 1921, compared with 25.7 per cent. in 1920. In view of the oft-repeated statements of curtailed running expenses after the severe depression began in 1920 this showing is somewhat surprising. Nevertheless, it is to be noted that the department stores showed an average profit for 1921, while the other lines of merchandising just enumerated showed an average net loss for that year. The common figure for net profits in 1921 was 0.9 per cent. of net sales, compared with average net losses of 1.9 per cent. in the retail shoe trade, 6.6 per cent. in the retail jewelry trade, and 1.9 per cent. in the wholesale grocery business.

Not all of the 301 stores covered by this survey were able to show a profit. Indeed, the figures ranged all the way from a loss of 17.3 per cent. up to a profit of 13.6 per cent. A most significant feature of the report is the fact that the percentage of profits varied directly with the volume of sales. Establishments with net sales of less than \$250,000 during the year showed a loss of 0.8 per cent., while establishments with sales of \$2,500,000 and over showed a profit of 3.1 per cent. on their sales. These figures substantiate the conclusions regarding the relative profitability of small and large mercantile businesses set forth in the Secrist report on the clothing trade, to which reference has been made in the Tradesman. The Harvard study of department stores also brings further confirmation of the conclusion that there is a vital connection between the rate of stock turn and the net earning capacity of a store. In the establishments whose sales were below \$250,000 the rate of stock-turn was only 2.2 times. As the volume of sales increased the rate of stock turn increased, and so did the profits. Stores with sales of \$2,500,000 and over, whose profits as already shown, were greatest, had a stock-turn of 4 times, which was the highest figure. The common figure of stock-turn for all establishments in 1921 was 3 times.

This road-breaking study of representative department stores brings out several important facts. First, it shows that this type of establishment was better able to meet the industrial depression prevailing in 1921 than the

other mercantile lines which have been subjected to statistical study. Next, it shows that department stores actually sold more goods in 1921 than in 1920, in spite of this depression, but that the sales were effected at greater cost per unit in the year of "hard times." Third, it shows that while the stores were able to make an average profit in a bad year, yet the profits were surprisingly small, and that a further readjustment of operating expenses is to be made if profits are to be restored to a normal percentage. Incidentally, the statistics of profits utterly refute the indiscriminate charges of profiteering by these establishments which were recently made by the majority members of the Senate Finance Committee and which they have circulated broadcast in a document printed at public expense.

William O. Scroggs.

Uncertainties of the Wheat Industry.

Few economic and business truths have been more forcibly illustrated by the four years of the kaiser's war and the four years that have followed it, than that of the great elasticity of the world's production of the necessities of life. Striking instances of this are seen in the situation of the world's wheat supply to-day. Probably no crop in the world has more direct contacts with business and the cost of living. Bread is on every table, from that of the multimillionaire to that of the lowest working man. Back of it all is the weather, and that is something nobody can regulate. The weather greatly affects the yield per acre, and, if it is unfavorable, diminishes the total crop available, consequently reacting on the price. But worse than the weather is the development of a situation such as now exists in Russia, where the blotting out of that once vast empire from the world's economic map destroyed, it is estimated, about 40 per cent. of the world's surplus. Before the war, Russia exported 25 per cent. of the world's wheat and the United States 15 per cent. To-day the United States is the greatest wheat producing and wheat exporting country in the world. In 1920 the yield per acre of the six grain crops in the United States was 13 per cent. more than in 1919, and was the third largest crop ever known.

The chief problems to-day in connection with grain raising are how to reduce distributing and marketing costs and how to produce more economically. As to whether the United States will continue to be able to be a great wheat exporting country, time alone can tell. In Argentina, according to reliable authorities, cattle raising seems to prevail over any extension of wheat growing. The vagaries of the monsoon and the uncertain tropical climate will deter India from increasing her wheat acreage.

The telephone people use the slogan, "The voice with the smile wins." If that goes in telephoning, how much more must it count in personal conversation.

You should probably have more friends if they were sure they could use you before you had occasion to use them.



Illustrations by Mr. Franklin Booth

Both are the leading style—both, big sellers

SPENCER

the smart new style in

SLIDEWELL
STARCHED
COLLARS

SLIDEWELL starched collars are all made with the patented tie-protecting shield and the graduated tie-space that save tie, time and temper. Priced to retail at 20c each.

TWAINTEX

the new semi-soft style in

Mark Twain
HALLMARK
COLLARS

MARK TWAIN HALLMARK collars are semi-soft, preshrunk, will not wrinkle and they are laundered without starch. Grades to retail at 25c, 35c and 50c each. TWAINTEX is the 35c grade.

Some 400 leading wholesalers throughout the United States act as distributing stations for the full line of—

SLIDEWELL and *Mark Twain*
COLLARS

They carry all the leading styles and sizes in stock for immediate delivery.

HALL, HARTWELL & CO., Troy, N. Y.

Also Makers of HALLMARK Shirts and HALLMARK Athletic Underwear.



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. Gripton, Britton.

Cater To the Housewife in Stove Selling.

Written for the Tradesman.

"I've been in this neighborhood only a year or so," a hardware dealer told me not long ago, "but I have developed as good a stove business as any dealer could want. I give credit to the fact that from the very start I have tried to interest the women in my store.

"Women are the real stove buyers, nowadays. If you interest the mistress of the house in your make of range or heater, ten to one that is the make that will ultimately be bought.

"More than that, the initiative for most stove sales comes from the women folk. They are the ones who agitate—yes, and nag and clamor—until the man of the house gets tired and goes stove-hunting. So you have to appeal to the woman to get things started, and to interest the woman in order to close the sale."

This dealer's experience and methods are neither startling nor revolutionary; but they are for that reason all the more illuminating.

A little over a year ago he bought a business in a residential section. The store was fairly well established; and the new owner set himself aggressively to the task of interesting the ladies.

His first step was to renovate and brighten the store. In the first two months of his occupancy, he made some very sweeping changes. Old counters were removed and replaced by silent salesmen, the ceiling was cleared of goods and given a fresh coat of paint, and the whole aspect of the place made different. From a dingy, uninviting hole it was transformed into a bright and cheery store with an attractively arranged showing of goods.

The next step was to get in a stock of goods that would appeal especially to the women. The merchant studied catalogs and trade papers in search of information about new goods; and every novelty that had practical value was given a trial. The latest articles in the way of household conveniences and labor-saving devices were stocked. Every time a woman customer entered the store, in those first few months, it seemed that the merchant had something new to show her. It might be a combination sauce pan and strainer, a kettle with the lid at the side or some such innovation. As the

neighborhood was a well-to-do one, many of the housewives could afford to purchase these innovations; and the result was a pretty steady sale of these articles.

The sales thus made were, however, a minor matter, from the dealer's standpoint. The great benefit, as he saw it, lay in the fact that the women got into the habit of dealing at his store regularly.

The first fall he was in business the merchant began to reap the larger benefits of his campaign. Having secured the interest of the women-folk, he was in a position to introduce his stove proposition to a large number of them.

He arranged a demonstration and sent out personal invitations to every woman in his territory to attend. The back of the store was arranged for the purposes of the demonstrations, with plenty of chairs placed in a semi-circle around the range to be featured. On three afternoons there was a large attendance; and the demonstrations resolved themselves into pleasant, chatty little affairs. Some wives brought their husbands; but the men, all through, were conspicuous by their absence.

The proprietor of the store watched the development of the campaign through the succeeding three weeks; and was able to compile some figures fairly bearing out his contention that the women were the dominant factor in the stove trade.

"I sold nine ranges," he said, "which the men of the house never even saw. The women conducted the negotiations all through. I offered in one case to send the range up to the house to let the husband see it, but the wife vetoed the suggestion as quite unnecessary.

"In about a dozen other cases the husbands were brought down to see the ranges purely as a matter of form. I could see that the sale in each case had been made before the men entered the store; and for that matter, they appeared quite willing to acquiesce in anything their wives said.

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
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W. M. Ackerman Electric Co. Electrical Contractors

All Kinds of Electrical Work.

Complete Line of Fixtures.

Will show evenings by appointment.

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

Citizens 4294

Bell Main 288



VIKING TIRES do make good

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

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

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

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

"The rest of the sales were made to couples; but in nine out of ten the women did most of the talking and gave the final decision one way or another."

This was, of course, a residential suburban district; and the same proportion might not hold good where the merchant catered to the whole of a smaller community or to rural trade. But the principle that the woman is the dominant factor, and especially to be catered to, in stove selling, seems to be correct in all cases; though under different circumstances from those cited the men might take a larger part in the actual selection.

Realization of this fact on the part of hardware dealers has had a great deal to do with the improved appearance of hardware stores in the past 15 or 20 years. There was a time when the hardware store was exclusively a men's store; when dinginess and dirt were the rule, and little attention was given to arrangement or display of the goods. To a woman, such a store was necessarily uninviting; and she entered it only when she positively had to.

This condition has very largely changed; and hardware dealers now realize the importance of catering to the feminine trade. The modern hardware store is almost pre-eminently a store for women, and is more and more specializing in labor-saving devices for the home.

The experience of the merchant cited above brings to mind the value of side lines in securing stove business. By interesting the feminine customer in a new article, something as a rule connected with heating or cooking, it is often quite possible to pave the way to a stove sale.

Thus it is often good policy to handle and feature a line of brass grate supplies—hods, brass and copper kerbs, fire irons, and a long list of similar goods which combine a high degree of practicability with an unusually attractive appearance. Goods of this class sell well, and they draw new custom, thus serving as feeders for more stove business.

Speaking of goods of this nature, it is a good time early in the fall—or a little later too, for that matter—to put on a "Winter Comfort Window." No trim is more effective when the days grow short and cool than one which reflects the comforts every home should have during the cold weather.

One effective trim of this sort was shown in a hardware store early last fall. In the center was a table of early English design covered with an assortment of articles such as books, papers and magazines, a pack of cards, an electric shaded lamp, which was kept lighted every evening. A couple of chairs were placed nearby, and in one corner was a mantel fitted with a complete brass equipment. In the grate was shown a semblance of fire, contrived by means of electric lights placed under red tissue paper. The scene was homelike; and a good many people halted in the cold on the other side of the plate glass window to scrutinize and admire it.

Such displays are not difficult to contrive; and they drive home the

salient idea of getting the house ready for the winter.

Along the same line, it would be timely—and of interest to the women folk—to put on a display suggesting the idea of "Brighten Up for the Holidays." Young people living at a distance will be home for Thanksgiving and Christmas; now is the time to brighten up the old home in preparation for their coming. The idea is one which links up with a number of hardware lines—new heaters and ranges, vacuum cleaners and similar labor-saving devices, flat wall paints and other interior finishes, linoleums, brass goods, electric and other lamps, etc. It should not be difficult to contrive a very effective and appealing display which, helped out by catchy show cards, should stimulate fall business in these lines.

Victor Lauriston.

Maple Syrup Pack Large.

Nearly 3,700,000 gallons of maple syrup were produced last spring in the thirteen important producing states. This production is the largest in four years and is 53 per cent. more than in 1921, when only 2,400,000 gallons were made. The production of maple sugar in the same states was 5,321,000 pounds—an increase of only 9 per cent. over last year—and was much less than the usual output. These thirteen states produced 98.7 per cent. of the maple sugar and syrup made in the United States in 1919 as reported by the Bureau of the Census. The combined production of maple sugar and syrup this year, expressed in terms of equivalent sugar, was 34,806,000 pounds, compared with 24,178,000 pounds in 1921, although the number of trees tapped increased only from 15,219,000 to 16,385,000. Most of the increase in total production was in syrup, one gallon of which is equivalent to eight pounds of sugar. The average production per tree was much less than in the previous year and the average quality of the product, expressed as a percentage of high medium grade, was 100 compared with 90, 96, 97 and 101 in 1921, 1920, 1919 and 1918, respectively.

Pullman Car Rates Will Not Be Cut.

Washington, Sept. 26—Chief Examiner Quirk of the Interstate Commerce Commission to-day recommended dismissal of the complaint of the National Council of Traveling Salesmen's Association, and other traveling men's organizations against the 20 per cent. increase in Pullman car rates which became effective May 1, 1920.

The examiner's report found that the increased rates were not unreasonable despite the complaint of the traveling men that it increased gross revenues approximately \$13,000,000 annually.

"The rate reduction here sought would, if granted," the report said, "practically dissipate the revenues derived from the rate increase. Any such reduction without reductions in operating expenses—more substantial than can now be foreseen—would not only unduly impair defendants' operating income but would create a deficit. The claim that the rate reduction sought, if made, would stimulate travel in Pullman cars to such an extent as to increase rather than diminish defendant's revenue is too speculative to be accepted as a basis for condemning the rates."

RICH & FRANCE

MANUFACTURERS OF

Guaranteed Brooms

The DANDY Line

ALSO

The BEST ON EARTH Line

OF PATENT BROOMS

SEE GROCERY LIST FOR CURRENT PRICES

CHICAGO

607-9 W. 12th Place

ILLINOIS

SCHOOL SUPPLIES

Pencils

Tablets

Paints

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WRITE US FOR SAMPLES

The Dudley Paper Co.

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MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
No. 53 for Hotels, Clubs,
Hospitals, Etc.
No. 72 for Grocery Stores
No. 84 for Meat Markets
No. 75 for Florist Shops

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

The Name on the Sack is a Guarantee of its Contents

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

NEWAYGO PORTLAND CEMENT

on every sack.

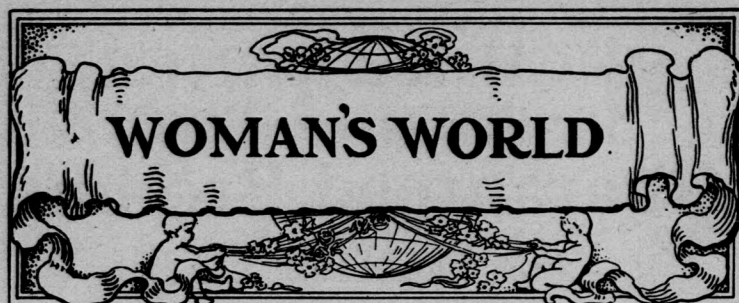
You can then be assured that this important part of your construction work is being supplied with material that has proven its worth, one that will readily adapt itself to your job, no matter what problems or complications may arise.

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

Newaygo Portland Cement Co.

General Offices and Plant
Newaygo, Mich.

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



Hard For Grown-Ups To See Children Grow Up.

Written for the Tradesman.

It is so hard to be wisely helpful to children! To guard them against being crushed under burdens too heavy for them, without cheating them of the strength and experience and wisdom that come from bearing them for themselves. "They are such little hands!" we say, and try to save them from the work that they must do for their own sakes, if they are not to be weaklings.

"That is so heavy, dear—let mother carry it," we cry, fancying we are doing it for the child's sake, when really, half the time it is for our own. Much of what we do for our children is mistaken in both motive and method.

"It is easier for me to do it myself; Mary doesn't do it well—half the time I have to do it over after her."

"How will Mary ever learn how to do it if you don't let her make the beginning?" I asked of the mother who said this to me.

"Well, to tell you the truth," she replied, "there is another reason, and I guess it is the real one. I hate to see that little girl working so hard. I had to do it when I was small myself, and I can't bear to keep her in here when I know she wants to be out playing with the rest. I remember how it felt."

It was plausible. I have been through all that myself—both ends of it. I can remember how it felt to have to do hard work about the house when I wanted so much to be out at play with the other girls, and I can remember the temptation to spare my own children by doing myself the things they might have done, in order that they might have an easier time. I've yielded to that temptation many times.

But I wasn't doing them any kindness. It is no kindness to a child to give him an easy time; to carry his burdens for him. It certainly is no kindness nor any form of wisdom to do what the child ought to do simply, because it is easier for yourself!

What a dreadful thing it is to have a child who stays a child. I know one person who is more than forty years old, but who by reason of an illness when he was eleven years old never will be mentally more than eleven. He plays now with the same toys and enjoys the same things that satisfied him then. He is a heart-breaking sight.

Delightful as little children are, and however much we sometimes imagine that we would like to have them stay so, we do not really wish it. They must grow up, and we must help them

to grow up, strong and self-reliant, carrying always heavier loads, doing always more difficult things. Only so can they develop into the kind of men and women we want them to be.

We must realize, too, that they are growing up. About the hardest thing for parents to understand is that their children are catching up with them; that as time goes on authority must relax, obedience becomes less and less a factor in their relationship; individual judgment and increasing skill come more and more into play. Most of the disagreements and misunderstandings that I have seen between parents and their children are due largely to failure on the part of the parents to recognize this fact and to adjust themselves to it.

This is far from saying that the child should be either a household drudge or go out to help earn the family living before he is out of childhood; or that his individuality should be given free play to such an extent as to make him selfish and inconsiderate. The sensible thing is to give him steadily increasing responsibilities, increasingly difficult things to do; hard things to do—and see that he does them. I have no sympathy with the modern tendency to allow children to do only what they like to do; only such tasks as "interest them." This is not that kind of a world—life keeps loading upon us duties that we detest, sufferings that wring our hearts, problems that call for utmost exertion in ways that are most distasteful.

We are most kind to our children when we accustom them, within the limitations of their strength and experience, to doing what needs to be done, bearing what needs to be borne; to taking disappointment and sorrow bravely and cheerfully.

So, dear mother, see to it that your little daughter has things to do that call out all of her resources; that she bears for herself the self-denials and disappointments that will prepare her for the larger and more bitter ones that surely will come. As I see the business of parents, it is to fit their children to get along without them. We cannot do that by bearing their burdens for them. It is our duty to see that they are not too heavy or too arduous. Sometimes it takes a lot of self-control to keep from cheating our children of the experience which is their right.

Prudence Bradish.

(Copyrighted, 1922.)

Unless you know how much is paid into your store each day and how much is paid out and by whom and for what, you lack the knowledge you ought to have of your finances.

Buy It From the Navy

Navy Clothing

Unused—Seasonable Merchandise

Will be sold by sealed bids opening in Washington, D. C., during the latter part of OCTOBER, 1922.

Consisting of

**JERSEY'S
UNDERWEAR
SHOES
MIDDIES
GLOVES
PEA-JACKETS**

The bulk of these materials are stored in Brooklyn, N. Y., Hampton Roads (Norfolk) Va. and the remainder in Boston, Mass., Philadelphia, Pa., Puget Sound, Wash., and Mare Island, Calif.

Catalogue No. 142-B fully describing these materials giving detailed quantities, sizes, locations and terms of sale will be available for distribution by October 10th.

Write or wire for Catalogue No. 142-B by October 10th, 1922, to any of the following, who will also arrange for inspection.

Supply Officer at Navy Yards

Boston, Mass.
Norfolk, Va.

Philadelphia, Pa.
New York, N. Y.
Charleston, S. C.

Puget Sound, Wash.
Mare Island, Calif.

Naval Training Station,
Great Lakes, Ill.

Board of Survey, Appraisal and Sale,
Naval Supply Depot, S. Brooklyn, N. Y.

U. S. NAVY CENTRAL SALES OFFICE
Navy Yard,

Washington, D. C.

Food and Clothing Cheaper, But Fuel Higher.

Written for the Tradesman.

Living costs, according to the National Industrial Conference Board, dropped .7 per cent. during the month ending August 15. The most significant thing in the board's latest index number is the fact that without the coal strike and the consequent advance in prices of fuel the decline would have been considerably more. Food prices dropped 2.1 per cent. and clothing .5 per cent., while fuel prices rose 5.5 per cent. Other items were unchanged. Under the system of weighting adopted for this index the sharp advance in fuel was just slightly more than offset by the decline in the price of food and clothing. Fuel prices were 94 per cent. above the level on July, 1914, and were 1 per cent. higher than when the cost of living was at the peak in July, 1920. It is becoming increasingly evident that price inflation has as yet appeared in a very limited field, and that where it is found it is to be attributed directly to the strike.

It has recently been shown in the Tradesman that in spite of inflationist talk the Government index for wholesale prices during August made no advance, and that without the increases in prices of fuel and metals during the month as a result of labor disputes the index would actually have been lower than in July. The index of retail prices of food in fifty-one principal cities actually did decline in August and, as cited above, the index for living costs based on the budget of a typical workingman's family also declined. There is loud complaint in the grain belts with regard to low prices. Against such evidence pointing away from inflation may be set the advance in wages of steel workers, the return of the miners to work without cuts in their pay, and the restoration of former wage scales in the cotton mills of New England. These higher wages and the higher tariff duties afford some support for predictions of further advances in prices, and the coming of a real wave of inflation later in the fall is not beyond the range of possibility. Yet it is also to be noted that since the first prophecies of a return of inflation were made steel prices have ceased to advance and the price of bituminous coal has shown a tendency to recede. Prices of cotton and wheat have fluctuated from day to day with varying news from the center of ferment in the Near East, but there has been no pronounced upward swing in the quotations. The weight of opinion among business observers is that a steady improvement, such as has been noted during the past year, will continue through the fall and winter.

Prices naturally tend to swing upwards under the stimulus of a growing demand for goods, but the hardening of prices may in itself be a stimulus to demand. If buying should become more active this fall it will be important for every dealer to know whether it is in response to a call for goods by actual users or whether it is due to a desire of "middlemen" to forestall further advances in prices. In other words, it is important to realize the difference between consumers' demand

and speculative demand. In 1919-20 both kinds of demand were in evidence. Dealers were laying in great stocks of goods in anticipation both of heavier consumer demand and also of further inflation, and the effect upon prices was thus intensified. The results of this now belong to history. The moral to the story is for business men to watch the consumer. So long as every increase in the volume of trade turnover is represented by a corresponding gain in the flow of goods to consumers the expansion is healthy. When merchants' orders outrun the takings by consumers it becomes evident that purely speculative demand has developed, and that somewhere along the line between the manufacturers and ultimate consumers the flow of commodities is being dammed up. That is the time for buyers to watch their step. Information with regard to the movement of goods to consumers is now available in the comparative statistics of retail sales compiled by the Federal Reserve banks.

Another agency which has recently expanded its service to business by the collection of trade statistics is the Department of Commerce. About a year ago this department began the compilation of summaries on business movements, and now each month publishes its "Survey of Current Business," giving a general review of the month's developments, with diagrams showing the trend in various lines recognized as "business indicators" and detailed tables showing the trend in basic industries, banking, finance, and foreign trade. Much of this information is compiled by the department through co-operation with trade associations, the Government acting only as a clearing house and coordinator for the data. So long as the Government acts in this capacity and the statistical information gathered by the trade associations is made available to both buyers and sellers the benefits of the associations' activities are not to be disputed. Not all trade bodies, however, are yet willing to co-operate in this manner with the Department of Commerce. As Dr. Frank Surface, assistant to Secretary Hoover, recently pointed out in an address in New York before the convention of chain store grocers, some of the trade bodies naturally take the view that since this information has been compiled by the members at their own expense it should be used for their exclusive benefit. The Federal Trade Commission and the Department of Justice, however, have taken a firm stand against the exchange of price information exclusively among members of a trade, owing to the possibility of its abuse. Secretary Hoover's plan of co-operation and publicity removes all such suspicion and the information thus compiled serves a useful purpose to many others besides those in the trades directly concerned.

William O. Scroggs.

When some competitor is handling a line of goods more efficiently than you, it is time for you to improve on your methods if you want to hold your trade.

WHITE HOUSE

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

COFFEE

Incomparable, Unapproachable, Splendid



HIGHEST QUALITY—

HONEST WEIGHT—

FULLEST FLAVOR—

MOST ECONOMY. For every penny of its selling price it renders the full intrinsic value people have a right to expect—and GET.

NONE BETTER AT ANY PRICE

IDENTIFYING CUT OF THE WHITE HOUSE, AT WASHINGTON, ON ALL CONTAINERS. IN 1, 3 AND 5 LBS., ONLY. NEVER IN BULK.

LEE & CADY—Detroit

Wholesale Distributors of

Dwinell-Wright Co.'s Products

GOOD WILL — Your Chief Asset

The good will of your customers is as valuable to you as the stock on your shelves. But unlike the stock you cannot buy it. You must build it through your own efforts.

One of the best ways is by recommending standard high-quality products such as

ROYAL

Baking Powder

Absolutely Pure

The best known—the best liked—sells itself

Contains No Alum—Leaves No Bitter Taste



Michigan Retail Dry Goods Association.
 President—J. C. Toeller, Battle Creek.
 First Vice-President—F. E. Mills, Lansing.
 Second Vice-President—W. O. Jones, Kalamazoo.
 Secretary-Treasurer—Fred Cutler, Ionia.
 Manager—Jason E. Hammond, Lansing.

Questionnaire For Dry Goods Merchants.

Battle Creek, Oct. 3—During the convention held at Lansing last month the writer of this letter was elected President of the Michigan Retail Dry Goods Association. The organization, you will agree, has a place in the scheme of the dry goods and kindred line of merchants in the State. Your officers, however, can function successfully only to the extent that they receive the whole hearted co-operation of the membership. It is not alone necessary that you pay your annual dues promptly, but that you cheerfully and willingly give co-operation by attending committee group meetings and conventions of the Association.

A convention which lacks the attendance of a majority of the membership cannot be considered a successful convention. The convention at Flint in March was splendidly attended. The convention at Lansing a few weeks ago was not so well attended, notwithstanding the fact that the program was, perhaps, the best ever developed by the Association. The addresses were excellent and full of good thoughts for the merchant.

It may be that two conventions a year are too many or, perhaps, the time at which the conventions are held is inopportune particularly the September date. Your entire board of directors and your officers, I am sure, will do everything within their power to make the organization a success and to retain the supremacy and the high name which the organization has over the entire United States; always provided, as above stated, that the actual support of the membership warrants doing that work.

In order to get an expression from the membership, I have asked the manager, Mr. Hammond, to send to you questionnaires which you will kindly fill out now while the matter is in your mind. Your directors and officers will be governed by the results of this referendum.

J. C. Toeller,
 Pres. Mich. Retail Dry Goods Ass'n.

Questionnaire.

This questionnaire is being mailed to you for your attention so that the directors and officers and the Lansing office may be exactly in line with the sentiments of the greatest number of members, and for no other reason. Kindly answer questions set down below and mail to the Lansing office at once. Offer remarks, suggestions and criticisms freely.

Do you attend the March convention?

Do you attend the September convention?

Would it be a good plan and would it increase the convention attendance to hold one meeting a year?

If one meeting per year, during what month can a merchant leave his business best to attend?

Do you expect to attend the 1923 conventions?

Will you attend committee meetings if appointed on a committee?

Are you in favor of group meetings?

How many each year in each district?

Will you attend group meetings?

How can group meetings be made most interesting for you?

How can conventions be made most interesting and of most value to all members?

What can the Association do for you?

What should headquarters office and manager Hammond do to improve the Association generally and to make it more valuable to all merchants?

Would a display of merchandise made by jobbers and manufacturers during convention tend to increase or decrease interest in the convention, and would it be a good thing?

Kindly make your criticisms and suggestions freely as directors and officers want the benefit of your thoughts. Include here your comments regarding the advisability of securing outside speakers.

To Picture Silk Story.

One of the features of the historical exhibition which will form part of the second International Silk Exposition to be held at the Grand Central Palace, at New York, next February will be a group of dolls portraying interesting periods in the story of silk. The dolls will be 24 inches high and will depict silk costumes from the time of the mythical Chinese Empress who is credited with the discovery of silk to the latest vogue in evening gowns. Mme. Bennati, a leading costume designer, will dress the dolls from sketches provided by the committee in charge of the historical side of the exposition.

Included in the other historical exhibits, which will occupy five of the window spaces on the mezzanine floor of the Grand Central Palace, will be coronation robes from Japan, embroidered cloaks from Bokhara, a bathrobe made of native silk in Guatemala and the costume worn by a Chinese actor who took the part of the Chinese Emperor several centuries ago. A new map made of silk will be shown in the central window, bordered by two curtains, one with a design of old Peking and the other with a silhouette of modern New York. It is expected that the exhibit will be sent to some of the leading retail stores throughout the country to be used as a window display after the exposition.

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.

SERVICE TO RETAILERS

The Wholesalers trip last week convinced us that the merchants of Western Michigan realize that they can get a good assortment of good merchandise in Grand Rapids in much quicker time and at much less cost for freight, etc.

However, the biggest asset is the personal knowledge and acquaintance that the Grand Rapids Wholesalers have with Retailers.

At the present time we are fortunately in position to give better service to our friends and customers than has been possible for two years. We felt that the market would advance this Fall and began early to lay in a well assorted stock of staple merchandise, which was bought on the old market. It will be our aim so long as we can to share this merchandise with you on the basis of the old market, because we feel that this is the kind of real service that you expect of us.

It is to your interest to see our salesmen or visit us at an early date and protect yourself for fall. We will be glad to serve you to the best of our ability.

Mail orders shipped at lowest prevailing prices the day received.

EVERY WEDNESDAY is CITY DAY—BARGAINS in ALL DEPARTMENTS for those who visit us.

GRAND RAPIDS DRY GOODS CO. WHOLESALE ONLY

DuroBelle

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.

Meet your requirements for Silk and Wool Hosiery by ordering from our complete stocks.

No. 500—Black and Gold . . . }
 No. 501—Black and White . . } \$13.50 doz.
 No. 503—Camel's Hair Shade }

3-12 dozen to the box.

Send for samples.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

The niftiest 2-pocket

SPORT JACKET

on the market.

Made of ribbed cotton in a dandy brown heather shade.

Number T458 at \$19.50
 per dozen.

You can't go wrong. Try a dozen.

Daniel T. Patton & Company

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

The Men's Furnishing Goods House of Michigan

PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.	
32 in. Wool Mixed Storm Serge	42 1/2
36 in. All Wool Storm Serge	77 1/2
44 in. All Wool Storm Serge	97 1/2
50 in. All Wool Storm Serge	1 20
French Serges proportionately,	
Danish Poplar Cloth	42 1/2
Juilliards Novelty Checks & Plaids	1 85
54 in. All Wool Coating	1 50@2 00

Linings.	
30 in. Black Satine	18 1/2
36 in. Satine, black & colors	23 1/2@32 1/2
36 in. Radiant Bloomer Satin	45
36 in. Percaline	16 1/2
Windsor Cambric	10 1/2
36 in. Radiant Charmeuse	45

White Goods.	
All widths and both finishes of Indian Head, account strike, at value only.	

Ginghams and Wash Goods.	
27 in. Plain Colors	15@17 1/2
27 in. Checks & Plaids	17 1/2
32 in. Checks & Plaids	21 1/2
32 in. Checks & Plaids, better quality from	23 1/2@32 1/2
32 in. Tissues	35 @42 1/2
30/40 in. Voiles	37 1/2
40 in. Organdy all colors	42 1/2
32 in. Romper Cloth	22 1/2
27 in. Apron Ginghams	12 1/2@14 1/2
27 in. Cheviots	16 1/2
Plisse & Serp. Crepe, from	25
36 in. Challies	13 1/2
32 in. Madras	25
32 in. Suitings, from	22 1/2@35
36 in. Chiffon, from	32 1/2@42 1/2
27 in. Poplins	30
36 in. Poplins, from	25 @42 1/2

Percalcs.	
36 in. 64x60	Lights 13 1/2, Darks 14 1/2
36 in. 68x72	Lights 15 1/2, Darks 16 1/2
36 in. 80x80	Lights 18 1/2, Darks 19 1/2

Crashes.	
18 in. P. Bleached	22
18 in. P. Brown	21
Other grades accordingly and less 10% for quantities.	
16 in. Irish Imp. Br. Linen Crash	16 1/2
15 in. Bleached Toweling	06 1/2
17 in. Glass Toweling, Red Stripe	12 1/2
18 in. Absorbent Toweling	15 1/2
16 in. Blea. Linen Crash, from 18 1/2@20	

Diaper Cloth.	
18 in. Red Star	1 15
20 in. Red Star	1 25
22 in. Red Star	1 35
24 in. Red Star	1 45
27 in. Red Star	1 70
Less 10 per cent.	

Damask.	
64 in. Mercerized	67 1/2
72 in. Mercerized	82 1/2
58 in. Mercerized	45
58 in. Bates or Imp. Hol. Red Dmk.	75

Pattern Cloth.	
58x72 Mercerized	1 25
Larger sizes, good qual. from 2 50@3 00	

Towels & Wash Cloths.	
Turkish Towels from \$2.25@9.00 depending on size and quality, and whether plain or fancy.	
Huck Towels from 62 1/2c@\$.60 per doz. depending on size and quality and whether part linen, hemstitched, etc.	
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.	
Bath Sets from 75c@1.30 each.	

Draperies.	
32 in. Cretonne	16 1/2
Harmony Art Cretonne	25
Normandy Silkoline	19 1/2
36 in. Better Grades Cretonnes from 25c @62c, depending on quality.	
Scrim & Etamines, from	10 1/2@19 1/2
36 in. Plain & Fancy Marquisettes from 16 1/2c@32 1/2c, depending on quality.	
Curtain Nets from 25c@62 1/2c, depending on width and quality.	

Blankets.	
45x72 Cotton Felted Blankets	1 07 1/2
50x72 Cotton Felted Blankets	1 20
54x74 Cotton Felted Blankets	1 30
60x76 Cotton Felted Blankets	1 45
64x76 Cotton Felted Blankets	1 55
68x80 Cotton Felted Blankets	1 80
72x80 Cotton Felted Blankets	1 90
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
64x76 Barlan Heather Plaid	1 85
72x80 Barlan Heather Plaid	2 20
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Plain Woolnaps	2 30
60x80 Plain Woolnaps	2 50
64x76 Plain Woolnaps	2 55
66x80 Plain Woolnaps	2 65
66x84 Plain Woolnaps	3 05
72x80 Plain Woolnaps	3 00
72x84 Plain Woolnaps	3 15
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Woolnap Plaids	2 50
60x80 Woolnap Plaids	2 65
66x80 Woolnap Plaids	3 00
72x84 Woolnap Plaids	3 45
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	

Comfortables, Indian Blankets & Bath Robe Blankets.	
64x78 Bath Robe Comfortables	2 50
66x80 Bath Robe Comfortables	3 10
72x80 Bath Robe Comfortables	3 25
64x78 Comfortables	3 00
66x80 Comfortables	3 50
66x84 Two in one	3 50@3 75
72x90 Bath Robe Blankets with Cords, Tassels & Frogs	4 00

Crib Blankets.	
30x40 Stitched	70
30x40 Scalloped	75
36x50 Stitched	1 00
36x50 Scalloped	1 10
36x50 Bound	1 37 1/2

Camp Blankets.	
Camp Blankets	2 50

Auto Robes.	
Auto Robes	2 50

Wool Blankets.	
66x80 Wool Mixed	5 75@6 25
66x 80 All Wool	7 50@8 50
70x80 Wool Mixed	6 50@7 50
70x80 All Wool	8 50@12 00

Comforts.	
Small sizes cheap Grades	22 50
Larger sizes, better grades from	24 00@48 00

Sheets.	
63x90 Pequot	13 75
63x99 Pequot	15 04
72x90 Pequot	15 25
72x99 Pequot	16 69
81x90 Pequot	16 75
81x99 Pequot	18 34
63x90 Pepperell	12 25
63x99 Pepperell	13 39
72x90 Pepperell	13 45
72x99 Pepperell	14 71
81x90 Pepperell	14 35
81x99 Pepperell	15 70
72x90 Lockwood	13 45
72x99 Lockwood	13 71
81x90 Lockwood	14 65
81x99 Lockwood	16 03
Cheap Seamless Sheets	13 50
Cheap Seamed Sheets	9 00

Pillow Cases.	
42x36 Pequot	3 96
45x36 Pequot	4 20
42x36 Pepperell	3 43
45x36 Pepperell	3 72
42x36 Lockwood	3 43
45x36 Lockwood	3 72
Cheap Pillow Cases	2 25

Bedspreads.	
72x84 Bedspreads	1 50
Better qualities and larger sizes up to	
to	
5 00	

Carpet Warp.	
White	45
Colors	50

Oilcloth.	
5-4 White	2 85
5-4 Meritas White	3 35
5-4 Meritas Fancy	3 25
6-4 Meritas White	4 50
6-4 Meritas Fancy	4 35

Batts.	
3 lb. Quilted Cot. Batts	72 per batt
3 lb. Plain Cotton Batt	69 per batt
8 oz. Small Cotton Batt	10 1/2 per batt
10 oz. Small Cotton Batt	12 per batt
12 oz. Small Cotton Batt	16 per batt
1 lb. Wool Batts	1 45 per batt

Wide Sheetings.	
7-4 Pequot Bleached	43
8-4 Pequot Bleached	48
9-4 Pequot Bleached	53
10-4 Pequot Bleached	58
7-4 Pequot Brown	38
8-4 Pequot Brown	43
9-4 Pequot Brown	48
10-4 Pequot Brown	53
7-4 Pepperell Bleached	38
8-4 Pepperell Bleached	42
9-4 Pepperell Bleached	45
10-4 Pepperell Bleached	48
7-4 Pepperell Brown	38
8-4 Pepperell Brown	42
9-4 Pepperell Brown	45
10-4 Pepperell Brown	48
7-4 Lockwood Bleached	38
8-4 Lockwood Bleached	42
9-4 Lockwood Bleached	45
10-4 Lockwood Bleached	50
7-4 Lockwood Brown	38
8-4 Lockwood Brown	42
9-4 Lockwood Brown	45
10-4 Lockwood Brown	46

Tubings.	
42 in. Pepperell	30
45 in. Pepperell	31 1/2
42 in. Pequot	34
45 in. Pequot	36
42 in. Cabot	30
45 in. Cabot	31 1/2
36 in. Tubing	25

4-4 Bleached Cottons.	
Lonsdale	18
Hope	17 1/2
Cabot	16 1/2
Fruit of the Loom	19
Auto	16 1/2
Big Injun	13 1/2

4-4 Brown Cottons.	
Black Rock	14 1/2
Velvet	13 1/2
Giant	13 1/2
Cheaper Cottons	10 1/2@11

Cambrics & Nainsooks.	
Knights	21
Berkley, 60	20
Old Glory, 60	19 1/2
Diamond Hill	15 1/2

Ticking.	
Straw Ticking	15
Feather Tickings from	22 1/2@30
Fancy Satine Tickings from	29 1/2@35
36 in. Imp. Hol. Ticking	42 1/2

Denim.	
220	21 1/2
240	20
260	18 1/2

Prints.	
In Various colors	10 1/2

Cheese Cloth.	
36 in. Bleached Curly Gauze	06 1/2
Better Grades	07 1/2@08 1/2@10

Flags.	
Small Spearheads, doz.	1 90
Larger sizes from 4x6 ft. to 10x15 ft. ranging from, each	\$2.00@8.00

Napped Goods.	
25 in. White Shaker	11
25 in. White & Twill. Shaker	12 1/2@14 1/2
Cashmere Twill	16
27 in. Light Outings	13 1/2@14 1/2
27 in. Dark Outings	14 1/2@15 1/2
36 in. Light Outings	16 1/2@17 1/2
36 in. Dark Outings	17 1/2@18 1/2

Notions.	
Star Snaps, gro.	60
Kohlnoor Snaps, gro.	60
Wilsnaps, gro.	75
Satin Pad S G Garters, doz.	2 00
Sampson fly swatters, doz.	75
Roberts needles, per M.	2 50
Stork needles, per M.	1 00
Self Threading Needles, paper	06 1/2
Steel Pins S. C., 300, per box	43
Steel Pins M. C., 300, per box	45
Brass Pins S. S., 160, per box	43
Brass Pins S. C., 300, per box	75
Brass Pins M. C., 300, per box	80
Coats Thread, doz.	59
Clarks M. E. Thread, doz.	59
J. J. Clarks Thread, doz.	56
Belding Silk, 50 yd. doz.	90
Cobro Silk net with elastic, gro.	4 50
Gainsborough Hair Nets	
Single Strand	80
Double Strand	1 00
Wolverine nets, gro.	9 00
R. M. C. Crochet Cotton, per box	75
B-4 O. N. T. Cro. Cotton, per box	90
Silkene Crochet Cotton, per box	90
Sansilk Crochet Cotton, per box	55
M & K or Dexters Knit. Cot., white, per box	1 50
Black and colors	1 75
Allies Yarn, bundle	6 50
Fleishers Knitting Worsted Skeins	2 30
Fleishers Spanish worsted bals	2 60
Fleishers Germant' Zepher Balls	3 70
Fleishers Saxony Balls	3 70
Fleishers Knitting Worsted Balls	2 60
Fleishers Scotch & Heather Balls	2 90
Excella Suspenders, doz.	4 50
President Suspenders, doz.	4 50
President Suspenders, Ex. Heavy	6 00

Infants' Hosiery.	
Cotton 1x1 Rib Hose	1 00
Combed Yarn 1x1 Rib Hose	1 85
Mercerized Lisle Hose, Cashmere	
Silk Hl. & toe, 60% Wool Hose	4 12 1/2
Silk & Wool Hose	6 12 1/2

Children's Hosiery.	
BS No. 1 Cotton Hose	2 10/8
	R. & F. 07 1/2
2 Thread 200 Needle, 3 lbs. on 9 2 25/8	
	R. 10 F. 05
Misses Mercerized 300 Needle	
Combed Yarn Hose	2 25/7
	R. 10 F. 05
Misses Cot. 23 oz. Dou. card. Hose	1 35/7
	R. & F. 05
Misses Merc. 344 Needle Hose	3 35/7
	R. 10 F. 05

Ladies' Cotton & Silk Hosiery.	
176 Needle Cotton Hose	1 15
220 Needle Cotton Hose	1 35
220 Nee. Co. Yarn, seam back Hose	2 50
232 "Burson" rib top	4 25
232 "Burson" rib top, out size Hose	4 50
520 "Burson" split sole Hose	4 25
220 Needle Mercerized	4 00
Pmt. 110, lisle, hem top	4 00
440 Needle full Mercerized	5 25
Fibre Silk Hose	4 62 1/2
12 Strand Pure Silk Hose	12 00
Pmt. 110 Silk & Fibre	8 50
260 N'dle 18 in. fibre boot mock sm.	6 75
10 Strand 18 in. Boot Silk	9 00
Ladies' Full Fash. all silk Hose	21 00

Ladies' Fleece & Wool.	
220 needle, 2 lb. combed yarn	2 25
200 needle, 2 1/2 lb. comb. yarn hose	3 00
200 n'dle, 2 1/2 lb. O.S. comb. yn. hose	3 25
176 needle out size Hose	2 50

Men's Hose.	
E. & F. Hose Cotton	1 40
Record med. weight Cotton	1 90
R. & D. Heavy Cotton Hose	1 50
176 needle Cotton Hose	1 25
200 needle combed yarn Hose	2 00
200 needle full mercerized Hose	2 85
240 needle fibre plated Hose	4 50
Pure Thread Silk Hose	6 00
Nelson's Rockford socks, bdl.	1 30
Nelson's Rockford socks, bdl.	1 45
Nelson's Rockford socks, bdl.	1 55
2 1/2 lb. Wool Sox	2 25
3 lb. Wool Sox	3 50@3 75

Childs Waists.	
"Cub" Knit Waist	2 50
"Bear" Knit Waist	3 75
Muslin Waist	2 25@3 50@4 50

Boys' Underwear.	
Fleece Union Suits	7 00/2
	Rise 75
Egypt Ribbed Union Suits	4 25/20
	Rise 62 1/2
"Hanes" No. 953 Ribbed U. S.	6 00/20
	Rise 62 1/2
Part Wool Union Suits, all sizes	10 50
50% Wool Union Suits	13 50/24
	Rise & Fall 75
Heavy Fleece Vests & Pants	3 50/16
	Rise 50
Part Wool Vests & Pants	5 50/16
	Rise of 50

Spring.	
Boys' 72x80 pin check Ath. Stan. S. 4	75
"Hanes" 756 & 856 72x80 pin check Athletic Suit -----	6 12 1/2



Meat Consumption and Livestock.

Due to many causes but particularly by reason of high prices, propaganda in favor of other foods and somewhat widespread belief that meat is not good for the health and other similar contributing factors, meat consumption has declined from 181 pounds per capita in 1900 to 156 pounds in 1921. This means a decrease of 25 pounds per person in 20 years. If we multiply this by 110,000,000, the present approximate population it is easy to sense what this has meant for the livestock industry in the way of loss of market outlet.

A successful livestock industry is essential to permanent agriculture and to a successful industrial nation.

It is evident that a Federal department, representative of all of the people and responsible for scientific production, distribution and utilization can not take a partisan or inaccurate position either in favor of or adverse to any particular agricultural interest or with respect to a particular agricultural product.

Meat, by reason of its wholesomeness, excellence, and adaptability, provides a larger proportion of the nutritional requirements of our population than any other class of food; it is now known not to be responsible for many of the bodily ills ascribed to it in the past; and its production is an essential factor in the conduct of a well-balanced, successful, and permanent agriculture in the United States. Help given the livestock industry aids both the producer and the consumer.

The supply of both beef and pork that will be available during the coming year is, when business and industrial conditions are considered, plentiful. This means that livestock growers, who received very severe punishment in 1920 and 1921, may again suffer misfortune if not disaster.

The sheep population of the country is far smaller than it has been for a large part of the past 20 years. Nevertheless, the sheep husbandman also needs reasonable assistance.

Many unfair and inaccurate statements are constantly appearing in the daily and magazine press and in trade papers, occasioning fear on the part of consumers that even the reasonable consumption of meat is hurtful to health. The best information of the expert dietitians of the world does not bear these propagandist statements out. Public bodies of every character, both during the war and since then, have urged generous production of crops. The livestock industry in common with other industries has responded.

Having the whole situation in mind, as the Department of Agriculture which is representative of all the peo-

ple has, and also being faithful to its duty with respect to milk, poultry, eggs, cereals, fruits and vegetables, and other food products, the Department recommends to the people that they use meat wisely to secure a well-balanced diet. Economic consideration will determine for most consumers whether the meat they eat will be pork, beef, or mutton. When prices of one are high, substitution of the other will naturally be affected. The Department suggests particularly the use of a variety of kinds and cuts of meat, not to the exclusion of other foods but in the planning of well-balanced meals.

Pumpkin Is Perfect in Enameled Cans

Pursuing the discussion of the potency of quality in the sale of goods, and permanent establishment of a demand for food products, it is notable that the demand for canned pumpkin has fallen off in the last five years, and as it is an excellent and cheap food product the reason for the falling away of the demand should be found and counteracted. The decrease in the sale of canned pumpkin is not because of the price, as it has been low. It should have sold enormously; but until this year it has had a carry over for several years and would have had this year except that the canners last year packed very closely to the quantity they had advance orders for and packed no surplus.

It is unquestionable that pumpkin packed in plain inside cans will discolor, frequently within a short time after it goes into the cans, and almost certainly if carried over from one season to another. If packed in inside enameled cans pumpkin will not turn black where it comes in contact with the can. Then the sale has not fallen off because the housewives found in canned pumpkin black discoloration, from coming into contact with unprotected tin, and not understanding the reason for it concluded that all canned pumpkin was so affected and therefore quit using it? Why, then would it not be best to pack it altogether in inside enameled cans, and thereby remove the objection which some think is gradually killing the demand for canned pumpkin?

I see from can quotations that the additional cost of enameled cans is not important, about four cents a dozen for twos, five and a half cents a dozen for threes, and twelve cents a dozen for number ten size cans. The certainty of its keeping indefinitely without stain or discoloration should surely be worth those trivial differences.

John A. Lee.

Education that leads to knowledge is fine. Education that leads to action is better.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

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Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

BLUE GRASS



KENT STORAGE COMPANY

GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

NEED NEW CASH REGISTER? BETTER SEE

Grand Rapids Store Fixture Co.

7 Ionia Ave. N. W.

Grand Rapids, Michigan

They have a splendid line—both "new and rebuilt."

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

Life Is the Mystery of All the Ages.

Grandville, Oct. 3.—What is life? There are too many mysteries in this world to be solved in a moment.

The question, what is life, has more in it than at first appears. When the human mind comprehends an answer, then we may know that all mysteries which have been beyond our ken for centuries are on the way to a solution.

There is animal life, vegetable and insect life, the latter, however, pertaining more nearly to the life of the animal kingdom. We say he or she is full of life. That is, fully alive to everything passing around. Enthusiasm kindles into being and the brightest pictures mirrored on the human brain falls to the lot of the one who is alive.

Enthusiastic and wholly alive as one may be, from the tips of the fingers to the ends of the toes, a little tap on the temple from the smallest hammer and lo! that which we call life is gone in the twinkling of an eye. Where has it gone? Tell me that and the greatest mystery of the world will be solved. Where has that life gone which once animated so effectively this mass of cold clay? Dead! That is another word that has more of horror than aught else when it is pronounced by the physician above the silent form of one we love.

Life and death are intimate companions. There is but an instant of time from one to the other. We may envy the statesman his massive comprehension of matters pertaining to the welfare of the Nation, yet the tap of this same little hammer and he is naught. Where has he gone? His cold clay is possessed of no more intelligence than is that of the lowliest born in the land. Death may well be called absence of life. When we can understand the nature and conditions of life then may we expect to know all things, but whether that day will ever come is another of the uncertainties of human existence.

We all cling to life, even the one in his dotage as well as the youth entering his early manhood. It is this love of life that has been one of the most interesting puzzles of our world. We cling to that with the tenacity of an absorbent plaster to the back of a sick sinner. It is natural to want to live. What do we mean by that expression natural? Simply a feeling implanted in our brain to cling to what we have and what nature has endowed us with.

Life, the simple act of living, is the mystery of to-day, as it has been the mystery of all the ages since the creation of man, and undoubtedly will continue to puzzle and perplex the wisest throughout all time. That other poser, why do we die? is equally puzzling and demoralizing to the mind of man. One of the sages of the past said this, but did he know this to be a fact? What is spirit? Something intangible, we know, and beyond that we have never gone.

Spiritualism was thought by a few to open the door to an after life and to reveal the secrets of life and death, but that cult has never become popular with the better class of people. In past years it has appealed to short haired women and long haired men to the exclusion of men and women of brains with capacity to understand and reason things out to a sensible conclusion.

Spiritism, however, has to be reckoned with, and it may sometime prove a stepping stone to revelations of which we little dream.

Life and death go hand in hand in this world. Death, being simply the absence of life, is far more dreaded by those who are thoroughly alive than it would be were there a certainty that with life plucked out here it continued in an endless existence hereafter. No such assurance has been given to man, hence the continued dread of death and the grave.

I have seen a strong man, a man of splendid powers of intellect—in the prime of vigorous manhood, feeling

life and vigor coursing through every vein, and enjoying to the top all that life holds for such as he, stricken in an instant. That life, that ambition, that fullness of hope, joy and happiness plucked as by a stroke of lightning. There lay in place of the bubbling young manhood—what? Inanimate clay, without feeling, without thought, without a spark of that thing called life—a clod of earth gone—where?

No one has as yet been able to answer that question which has been the appeal of all hearts in all the ages of mankind from the first man down to the wonderful yet baffling now.

Why can life be so quickly snuffed out?

When we can answer the question, what is life? we may be able to find out more of unseen things which have so baffled the best minds of the world in all ages. Even vegetable life has its secrets, its baffling puzzles, its unknown qualities that defy the wisdom of man to penetrate. How does the kernel of corn planted in the earth burst its bonds and grow into that exquisite and nourishing grain for which the Western world is famous?

We can no more answer that than can we unravel the mystery of life in the human. Life is here, death is here. The one is the antithesis of the other. Life, so abounding in strength and feeling, so full of glad humanity, meets its sovereign enemy and is naught in the twinkling of an eye. There is so much in life, absolutely nothing in death, we shrink from losing the one and embracing the other.

Again I ask, what is life? When that question can be answered truthfully, then may we expect a new deal all around and, perhaps, a more friendly feeling for its absence called death.

Old Timer.

Adding Water To Sausages.

Referring to part of the United States Department of Agriculture regulations, permitting the addition of water in excess of 3 per cent. to certain classes of sausages, this regulation is not intended to permit the addition of unlimited quantities of water to sausage of this type, but only to permit the addition of sufficient water to compensate the unavoidable losses incident to smoking and cooking. The bureau, therefore, will regard as adulterated any sausage of this class found to contain, in the finished product, more water than is normal to fresh meat. Inspectors in charge of meat inspection will be instructed, it is said, to pay close attention to the addition of water to sausages of this type and submit samples for laboratory inspection if excessive quantities of water are used or if the methods of preparation do not appear to be such as will eliminate the excessive water.

You Make Satisfied Customers

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“SUNSHINE” FLOUR

Blended For Family Use

The Quality Is Standard and the Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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

ONIONS

When you want fancy red or yellow globe onions, in any quantity, get in touch with us. We will take care of your needs to your complete satisfaction.

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Grand Rapids, Michigan



Ready Sellers to Increase Volume

Franklin Sugar Honey
Franklin Cinnamon & Sugar
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Unusually attractive packages, lending themselves to beautiful display, quick sellers at a good profit.

Get your sugar profits by concentrating on

Franklin Sugar in Packages

The Franklin Sugar Refining Company

PHILADELPHIA, PA.

“A Franklin Cane Sugar for every use”

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

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

Why Do So Many Retailers Fail in Business?

The average commercial life of a retail merchant is short, because so few are good merchants.

The successful ones build up a business which endures; the others get discouraged, and sell out, or misfortune overtakes them.

Therefore, the task of educating the young merchant to be a better merchant in a constructive way is the jobbers, and we must help him in every way that he may stay in business and succeed.

Why does the successful merchant make good?

A large majority of successful merchants are self-made men. They start in a small way and build up.

Character, capacity and capital are important factors in the building. Most men are honest and have character. Capacity to make money produces the capital. The self-made man needs and seeks all the help he can get. His greatest opportunity is with a few principal creditors.

Therefore, it is to his advantage to confine his purchases to as few wholesale houses as possible with whom he is on the most intimate terms. It is a matter of confidence on both sides. The cards are laid on the table. Everything is open and above board. With perfect understanding the jobber is satisfied and the merchant is well supported.

The jobber and the merchant have a mutual interest. The jobber is vitally interested in the success of the merchant. They are in fact partners in a way.

Now if the merchant lacks confidence in the jobber and scatters his purchases without discrimination, his business is not worth much to any one, and he loses the interest and support which are his for the asking.

Many a merchant does not know what the jobber can do for him, what he is doing for the merchant every day. The jobber has a duty to the retailer which he is organized to perform. He does not wait to be asked for help but offers it in all departments of service.

Many merchants have failed by reason of having their indebtedness scattered among so many creditors that it gets beyond their control. Scattered purchases result in a large number of small creditors whose bills falling due at about the same time demand so much of the income that there is not enough to go around and unsatisfied creditors rebel and become troublesome. A merchant should not have to meet this embarrassment if he deals with comparatively few creditors—he plans ahead and if he needs accommodation he gets it.

It is so easy to get behind and into a rut and to follow the line of least resistance instead of planning ahead to meet all emergencies, in some way, as they arise.

The many ways a well organized credit department can help the merchant are well known, and the good merchants are always frank about their affairs and hold nothing back. They are not afraid to tell the truth whatever it is and then bravely face the situation. Every problem is of course

to be solved in some way. Any man can get into a hole; the wise man gets out rather than stay in. Many successful captains of industry attribute their success to helpful creditors at some important stage in their careers.

Suggestion and assistance of every kind from any source are helpful for the betterment of a business, but a merchant must do his own thinking, and use his own judgment after thoroughly investigating all sides of a proposition.

New things are coming out every day, styles and methods are changing constantly. A live progressive merchant must move with the times.

Sales on credit cannot be made successfully on a limited capital because it is soon either wholly or in part trusted out, and consequently the merchant owes for his entire stock of merchandise or a large part thereof.

The extension of credit should depend upon the amount of capital the merchant can invest in accounts receivable so as not to interfere with the discounting of his bills and prompt payment of his obligations.

Every merchant tries to save all the discount he can.

A discounter is generally looked upon as being "gilt-edged"—there is pride in this.

Any merchant can well afford to borrow money in order to save his discount if he is able to do so.

The buying end of a business is, of course, of paramount importance. The balancing up of a well assorted stock requires the utmost care; that is where good merchandising comes in; and good judgment is used to produce maximum sales out of a minimum quantity. The better the turn-over the better the net return in every way.

It is easy enough to get the goods. The big thing is to get the business. Business is like a street car, there seems to be always room for one more, and so new stores are opening up constantly, but there is only a certain amount of business in every town.

Some merchants get the best of it and succeed, the others just keep store and drift along.

The good merchant gets the best of it because:

He goes after business aggressively.

He advertises intelligently.

He has the best help.

He aims to please and to make his store popular.

His stock is clean, up-to-date, and well displayed.

It is the intention to get a legitimate net profit over and above expenses and

living, otherwise a business is not on a paying basis. The merchant knows this and to be safe he watches his expenses so he knows what the per cent. is against his current sales, by day, by week, or by month, and gross profit

Moseley Brothers

GRAND RAPIDS, MICH

Jobbers of Farm Produce.

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



Michigan's most successful Business School for over a quarter century.

Why not get out of the rut? Write for our beautiful new catalog. It is free.

ADDED PROFITS PAY FOR THIS MILL

Install a
HOLWICK

Electric Coffee Mill, carry out the sales plan we give you free, and the added profits from your coffee trade will take care of the small monthly payments.

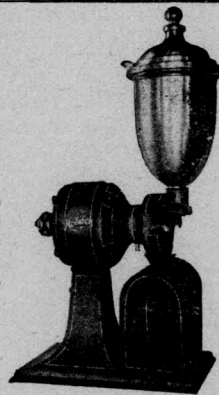
You can't over-look with a shrug, the judgement of the best men in the merchandising field—thousands of them have acted on our suggestions and doubled or trebled their profits. Why Not You? Nothing kills the coffee business quicker than stale, ground-package, or canned, coffee. Let us tell you more about it.

B. C. HOLWICK (Maker)

Electric Coffee Mills and Meat Choppers

Dept. F

Canton, Ohio



Lily White

"The Flour the Best Cooks Use"



A GOOD RECIPE FOR NUT BREAD

1 egg, 1 cup sugar, 1 cup sweet milk, 1 teaspoon salt, 1 cup nuts, 4½ cups Lily White Flour, 4 level teaspoons baking powder. Mix well and let stand twenty minutes in two pans nine inches long, four and three-quarters inches wide, three inches deep. This amount just fills these two pans. Grease pans and over top of loaves with melted butter; bake in moderate oven until done. (Use one-half cup of flour to knead in soft dough.)

Our Guarantee

We Guarantee you will like Lily White Flour, "the flour the best cooks use" better than any flour you ever used for every requirement of home baking.

If for any reason whatsoever you do not, your dealer will refund the purchase price.---He's so instructed.

Bakes So Evenly

Everything baked with Lily White Flour has an even, firm texture. Loaves of bread are good looking, light, flavory and tender. Biscuits and rolls are delicious—the kind you will enjoy making and everyone enjoys eating. The reason for this is the perfectly uniform granulation and the absolute cleanliness of Lily White.

Why You Should Use Lily White

REASON No. 6

Scientifically Milled from the Best Wheat

Sixty years of milling experience stand behind Lily White Flour. It is milled of the finest wheat grown in America. The grain is cleaned, washed and scoured eight times. It is milled by the six-break system. It is untouched by human hands. Every process to produce a better flour is employed by the Lily White millers and a better flour is the result.

One Sack Will Convince You

VALLEY CITY MILLING COMPANY

GRAND RAPIDS, MICHIGAN

"Millers for Sixty Years"

Ads like these are being run regularly and continuously in the principal papers throughout Michigan. You will profit by carrying Lily White Flour in stock at all times, thereby being placed in position to supply the demand we are helping to create for Lily White Flour.

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

on those sales must produce a greater per cent. than the per cent. of doing business.

In figuring percentages of gross profit, expense and net profits it is necessary to figure the per cent. on the selling price. A comparative table of relative per cent. is used.

While the mark-up to some extent is governed by competition, nevertheless an average mark-up, to produce a legitimate profit is necessary. It is not necessary for a good merchant to follow the methods of a poor one on his way to ruin.

Outside influences have caused many wrecks in business and in the home. These influences are many. The merchant who concentrates his mind and his effort on his business and allows nothing to interfere with it wins out. Speculation of all kinds, and particularly real estate and land deals, are very common pit-falls. Capital taken out of its usual channel for such purposes is, of course, to the detriment of any business.

Too large an expense account. Too large withdrawals by owners of the business. Careless buying.

Careless charging and extension of sales slips.

Careless weighing and measuring.

Defective scales.

Leakage in barrel goods and packages.

Shoplifting and stealing.

Too much help.

Careless extension of credit.

Non-productive advertising.

Salvage through empty boxes, waste paper and empties of various kinds wasted.

Stock out of proportion to sales.

Loss of interest on accounts receivable.

Notes and accounts receivable out of proportion to annual sales.

Too small a gross profit.

Loss on produce.

Victor Robertson.

Business the True End of Man.

Business is a comprehensive word. It means much. In its general meaning it includes all the occupations and industries of men, mental and physical. It is one's constant employment, his principal interest; imposed service, duty or mission. In a special sense, it means mercantile transactions, buying and selling, and commercial and industrial enterprises—that is to say, trade in general.

In its broadest, as well as its narrowest sense, all business is for profit—the profit of man who busies himself at it, for the profit of nation, state, community or church, when one adopts either of them as his chief concern. And in all these various ramifications of human effort business principles apply—in everything—in education, religion, science, law, government, trade, work of every kind under the sun. Only by adherence to those principles can true success come to any man or institution.

The qualities universally recognized as essential to good business apply to all human affairs—another indication of the universality of business and the divine purpose that every man should be diligent therein. Honesty, thrift, intelligence, prudence, honor, truthfulness,

business, courage, industry, fairness, charity, kindness, brotherhood, patience, promptness, the fulfillment of contracts, the keeping of promises, proper deportment, good habits, courtesy, strength of purpose, ambition to excel, willingness to strive. The list might be lengthened indefinitely, but enough have been mentioned as necessary in business to convince one that the busy man, the man of business, is the only true exponent of what is best in life.

Business is work and service. It has built the world from the weary ages when men roamed in the woods seeking daily food, ate raw meat and clothed himself in the skins of animals slept in caves and prostrated himself in terror before the phenomena of nature, to the present era of civilization, enlightenment, comfort, reason, and progress in every direction. Business taught men to save, to provide for the future, to build homes. It invented money and good uses for it, stirred the imaginations of men to achievement on land and sea, brought government into being, and established human rights and liberty. Business made all that we enjoy to-day necessary, and we dare say, made the warm sun of happiness to shine on the security won through centuries of disorder and ignorance.

Business educated the world to the value of good deeds, sound principles and noble emotions. With no business there could have been no human rights, no religious or intellectual liberty. Business has provided the ways and means for all these fundamental blessings and many besides music, art, architecture, books, a free press, and every useful invention the world has to-day. With and through business our farms are cultivated, our railroads operated, and all the innumerable activities which protect the race from discouragement and despair fostered to the strength and glory of modern civilization. To be busy is the true end of man.

On July 1, 1847, the United States Government placed on sale its first issue of postage stamps, although letters were not required to have the postage prepaid by means of stamps until 1855. A uniform postal rate of five cents per half ounce and ten cents per ounce was established, and the little engraved heads of Washington and Franklin spread over the United States. In 1851 the five cent rate was reduced to three cents, where it remained for thirty years until 1882, when it became two cents. The United States Post Office has been called the "Biggest Business in the World." Its transactions involve hundreds of millions of dollars annually. The Rural Free Delivery and the Parcel Post would seem amazing to the Postmaster General in 1847.

The way to handle competition on cheap goods at cut prices is to have those goods at those prices, and then to use salesmanship to induce people to buy what will please them better.

Why are some people willing to walk a block or two out of their way to a side street store instead of coming into your store, which was right on their way?

SOLD EVERYWHERE

RYZON
REG. U.S. PAT. OFF.

**BAKING
POWDER**

Ryzon-raised cakes
keep fresh longer.

You use less

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

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

If your jobber cannot supply you address 40 Rector St., New York

Your Best Advertising

is not the printed announcement you place in your local newspaper. It is the word-of-mouth advertising you get when your customers are particularly pleased with your service and products.



**VAN DUZER'S
CERTIFIED
FLAVORING EXTRACTS**

is one line that is sure to make every user a delighted booster for your store. There are no other extracts that impart such an indescribably delicious flavor to desserts of all kinds.

Discriminating customers insist on getting these high-grade, reliable extracts.

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

We are making a special offer on
Agricultural Hydrated Lime

in less than car lots.

A. B. KNOWLSON CO

Grand Rapids Michigan

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

**Merchant
Millers**

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks

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.



New Addition To Stearns Hotel Nearing Completion.

Glen Lake, Oct. 5—Approaching completion is the new fifty room addition to the Stearns Hotel, Ludington. It is of concrete construction, 100 feet deep, North and South, on the West side of the present structure, corresponding in architecture and symmetry with the original building, which was erected nineteen years ago.

It is three stories in height, seventeen feet wide in front and sixty feet wide from the inside court to the alley. The same architect who drew the original hotel plans, prepared the new ones, and the rooms will, when completed, represent the last word in heating, plumbing, lighting and decorative features.

Concurrent with the new construction work the floor of the main lobby in the original structure will be relaid in modern mosaic pattern tile, while the walls, etc., will be newly and tastefully decorated.

Next year the Stearns will have the added attraction of a one-story sunlight breakfast room made entirely of glass and steel, which will run along the entire East end of the hotel and connect with the present dining room, its size being 30 x 60 feet.

Upon the completion of these improvements the Stearns will contain 100 rooms; fifty with bath, forty-five with private toilet and the remainder with running water.

All the work done on the new building was done without any contract whatever, but rather by what is known as "day's work," without any delay or strikes and at a comparative saving of many thousands of dollars. This was an idea of its owner, J. S. Stearns, whose experience in industrial affairs covers a period of several decades.

The atrocious crime of being a young man has been laid to the door of Emil R. Elkstrom, the present manager of the Stearns, but he has lived it down and has most emphatically demonstrated that, in spite of the fact that he accepted his present position without previous hotel experience, he had the right ideas of the requirements of the traveling element, and to-day is most favorably spoken of by such as have had the satisfaction of coming in contact with him in a business way or socially. Under his management the established reputation of the Stearns has been maintained and many improvements in service, adding comforts and conveniences for patrons have been inaugurated.

The Stearns is run on the quasi-American plan, by which the guest is provided with a room at a certain stated price and supplied such regular meals as he may require at any time he may desire them, being charged only with such meals as he actually obtains. Upon arrival each guest is provided with a meal and room ticket, such meals as he may have had supplied him in the dining room being punched thereon, and only these are charged for in final liquidation of hotel bill.

This is a most excellent arrangement giving such as desire them, the full advantage of an American plan hotel, with the option of dining outside if desirable.

The meals are served in a spacious and attractive dining room by trained waitresses.

My antagonism to the use of the words "choice of" on any table d'hôte bill of fare is well established, and I think my friend Elkstrom could eliminate same from the Stearns menus to the advantage of the hotel, yet I must admit that he has reduced my objections to a minimum, and I have heard very little criticism concerning his treatment of the problem.

The room rates at the Stearns are \$1.50 without bath, and \$2.50 to \$3 with bath. All rooms are scrupulously neat and clean, well lighted and furnished and provided with many attractive features not to be found in any other hotel outside of the Post Tavern, Battle Creek, of which you are reminded in many ways.

The charges per meals are: Breakfast, 60c; dinner and supper, \$1.

Mr. Elkstrom is constantly in evidence around the hotel lobby, and his chief ambition is to try and make his patrons enjoy his hotel. He has told me on many occasions that he realizes that he does not know all the minutia of hotel operation, but he is anxious to learn and not resentful of suggestions or criticisms.

At a luncheon of the Exchange Club at the Stearns last week, I was asked to speak of my own hotel proposition, but I advised the chairman I preferred to and did talk about the Stearns, with which I have been familiar for many years, and predicted that the present management would set them all a pace in the direction of enterprise and hospitality.

At the Chippewa Hotel, Manistee, August Field, its manager, has introduced a most satisfactory and popular dinner at 75 cents per plate. I have mislaid the menu, but it is satisfying and well served and, if it continues, will demonstrate that every day is "bargain day" at this excellent establishment.

Recently I asked traveling men to give me their idea of the ideal country hotel which they visit in their travels. I am in receipt of many suggestions which will be taken care of in the near future and will be glad to have more. I believe the fraternity will be glad to hear of and know about them, and expect within the next few weeks to visit several of such and publish the results of such investigations in the Tradesman.

Also, if you feel that you have a grievance against any particular hotel or similar institution, write me freely and I will, if necessary go out of my way to correct the trouble.

Don't satisfy yourself with the statement that I am simply casting bouquets at certain establishments and overlooking those which fail to "toe the mark." I am not constructed on that plan, though I still believe I will find much to commend, of which the traveling public are to a degree, ignorant.

C. H. Montgomery, President of the Michigan State Hotel Association and Manager of the Post Tavern, at Battle Creek, is the recipient of many felicitations over the entertainment provided the members of the Association at their most recent convention. "Monty" has certainly dissipated the idea that a "prophet is not without honor except in his own country," for he certainly had the full co-operation of everyone in Battle Creek who could contribute toward the entertain-

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.

OCCIDENTAL HOTEL FIRE PROOF

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

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

HANNAFORDS NEW CAFETERIA

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

For The Past 10 Years
Prop. of Cody Hotel Cafeteria



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

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

HOTEL WHITCOMB

St. Joseph, Mich.
European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurbished 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.

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.

New Hotel Mertens GRAND RAPIDS

Union
Station

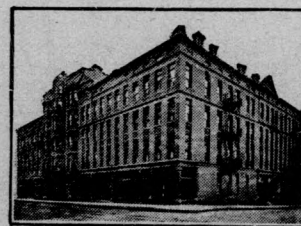
Rooms without bath,
\$1.50-\$2.00; with shower or tub, \$2.50.
Club Breakfast 20c to 75c or a la Carte.
Luncheon 50c.
Dinner 75c.
Wire for Reservation.



75 Steps East

Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

ment of the visiting hotel men, as the wonderful results of his efforts certainly proved.

Also in accomplishment of real, substantial benefits in a business way, the late convention set a pace that will keep the executive head of the organization busy for some time to come.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 3—Landlord Peck, at Montague, has a gold mine in his own dooryard in the shape of an edible mushroom bed, where the celebrated horse tail or shaggy-mane variety frequently grows to the length of six inches. This fungi, which is defined by experts as *coprinus comatus*, has a nearly cylindrical white shaggy cap with often white scales and white gills when young, but these turn black and liquify with age. Mr. Peck is able to serve his guests with mushrooms of this greatly esteemed variety from midsummer until the coming of frost, especially after showers.

One of the most interesting sights in the vicinity of Allegan is the chicken ranch of a Frenchman one-half mile South of town on the Paw Paw road. He has 1,700 White Leghorn fowls in one flock—400 hens and 1,300 pullets. When they assemble for feeding they make a most pleasing picture.

Saturday, Oct. 7, is the date set to open the fall and winter Saturday noon luncheons and the Pantlind has been unanimously selected for the opening. There will be no change in price from luncheons served by this Club since it was started. There will, however, be an improvement in quality, service and all other details. The greeting and talk for this meeting will please all. There will be good music and it will be ladies day. The glad hand is extended to all traveling men, their wives and friends. If not a U. C. T., join with the Club Saturday. Please let some member of the committee know by 10 a. m., Saturday, Oct. 7, how many will be in your party. The committee is Harry Behrman, Homer R. Bradfield and John D. Martin.

"The National Council of Traveling Salesmen's Associations," according to Managing Director Adams, "is the only Nationally organized co-operative group of traveling salesmen's associations representing all divisions of American industry. The last census shows that there are 912,999 traveling men in the United States. We chose Cincinnati as our meeting place not only because of its being the most central big city in the Nation, but because of the additional fact that its people are so hospitable. There will be no amusement program at the convention. We are strictly for business and to do our 'bit' in restoring confidence to the business world. We believe the traveling salesman is the most potent factor in the commercial life of the Nation."

The House of Representatives has adopted a bill which would result in bringing about the relaxation of the restrictions which now surround American traveling men visiting certain South American countries on business. The measure has already been passed by the Senate. The bill would make effective certain provisions of conventions between the United States and Uruguay, Guatemala, Salvador, Panama and Venezuela, which provide that manufacturers, merchants and traders domiciled within the jurisdiction of any country party to the treaties may operate in any other of the countries involved as commercial travelers, either personally or by means of agents, or employees, on obtaining from the government of the country to be visited a certificate of identification and a license which will be valid throughout its entire territorial jurisdiction. Such certificates of identification and licenses for South Americans traveling in the United States would be issued by the Secretary of Commerce. At present, American travelers and other commercial men

visiting South America find the license regulations difficult to comply with, as it is often necessary to secure several different licenses in one country, each good in a certain section, but not honored in other parts. Under the provisions of the conventions only one license fee is to be charged in any country.

The traveling salesman is the barometer of business. Meeting all classes of people, he is enabled to get in better touch with conditions than any other citizen. The greatest public forum in America is the smoker of a Pullman, and it is there that the traveling man gets insight into what business men are thinking.

Let's hope Providence will punish the coal schemers by the mildest of mild winters. No other power seems able to teach them a wholesome lesson.

If you can't do what you like, like what you do.

Lying taxes the memory. Truth-telling is tax-exempt.

In trying to work off a Sunday grouch, or he might have been puffed because he couldn't get home at the week's end, a Grand Rapids salesman relieved himself somewhat by delivering the following spiel to a bunch of fellow travelers who sat around the fireplace in a Northern Michigan hotel on a Sunday evening: "Lo, the poor farmer! Twice in the past few weeks the Tradesman has contained references to injustices done the farmer. Now, is he to be pitied so much as all that? Is he not himself at fault for half his ills? The commission man, jobber, wholesaler, retailer and a whole army of go-betweens have been blamed with slipping it over on the farmer. They are charged with every crime against tillers of the soil short of murder in cold blood. None other than the farmer himself is responsible for the existence of commission men and jobbers. Any fair-minded farmer with but a limited knowledge of salesmanship and located within reasonable distance of the ultimate consumer can become independent of the middleman in short time. If he would but divide profits with the consumer, even taking the greater share for himself, be careful of his grading, measures and weights, make regular trips and cultivate acquaintances, a clientele could be established in a single season that would be profitable to both producer and consumer. With parcels post advantages he could do a thriving business by mail even as mercantile houses are doing everywhere. Have you ever stopped at a farmhouse on your week-end trips in the country and enquired the price of potatoes? Were you ever quoted a figure below the price you pay the corner grocery? Did the farmer tell you he didn't want to bother with an order of five bushels, even if you were willing to haul the load home in your flivver? Did you ever buy a brace of pullets for your Sunday dinner direct from the grower at a saving of even a nickel over the butcher's price? If he doesn't know the market price you are asked to wait until he telephones to town, for he wants the long end of the bargain in every transaction. About this time each year, when there is little market for farm produce owing to immense crops being harvested, it is common for growers to invade the cities with loads of apples, potatoes and other vegetables which are sold direct to the consumer. If you find one of these whose goods are equal to the samples, whose prices are lower, and one who is willing to make good as must your grocer and the huckster who calls daily, ask him to come again. After his second or third visit, if he is still giving you a slight advantage in price it is well to tie to him and tell your neighbors that they may also patronize him. Let the farmer quit sobbing about the sins of commission men. They and the jobbers were created by the farmer. He feeds them and clothes their families. It is he who

buys their cars and the gas to run them. He pays for the woollens worn by their babies while his own often shiver in cotton flannels. What the farmer needs most is a few lessons in salesmanship. He should learn that there are two profits to every successful sale, first to the purchaser always. The second and largest profit, to the seller who may also be the producer. Salesmanship and a little get-up-and-git on the part of growers would come nearer to regulating the scheme of supply and demand than all the legislation for the control of commission merchants that could be enacted in a hundred years."

Harvey Koon has engaged in the drug business at 1808 South Washington street, Lansing. The stock, fixtures and soda fountain were furnished by the Hazeltine & Perkins Drug Co. Mr. Koon is a nephew of Charles Summer Koon, the well-known Muskegon druggist.

The Hazeltine & Perkins Drug Co. has recently furnished soda fountain outfits to M. H. Dean's Sons and M. E. Bidwell, both druggists at Niles.

Mark Brown, who has traveled in Northeastern Michigan for about twenty years for the Hazeltine & Perkins Drug Co., has resigned to take the agency of the Durant car for several counties contiguous to Saginaw county. He is succeeded by P. B. Gilkey, of Bay City, who covered Northeastern Michigan about fifteen years for the Michigan Drug Co. and who has traveled in the same territory for the past year for Peter Van Schaack & Co., of Chicago. Mr. Gilkey will cover all available towns on the J., L. & S. and D. & M. North of Bay City and also call on the trade in ten towns in the Upper Peninsula, including St. Ignace, Newberry and the Soo.

The Hazeltine & Perkins Drug Co. has been accorded the exclusive sale of Wilmarth goods in the Lower Peninsula, with the exception of Wayne, Monroe, McComb and Oakland counties.

J. E. Lillis has been appointed assistant sales manager and director of sales promotion for the Jackson Corset Co. Mr. Lillis was formerly sales manager of the radio division for the Reynolds Spring Co., of Jackson. Mr. Lillis, who is a Canadian by birth, served with the Canadian forces during the kaiser's war and saw most of the hard fighting. He has been in this country since the war ended.

Claud Hamilton, who returned from a trip to Europe last Saturday, will discuss the European situation before the Community Club of Alto Thursday evening. Mr. Hamilton possesses the happy faculty of being able to summarize a situation with great accuracy and thoroughness and the good people of Alto have a treat in store. They will also be fortunate in that they will receive the first vocal dissertation on the subject Mr. Hamilton has delivered.

Those who took part in the trade extension excursion last week assert that it was the most successful event of the kind ever pulled off by the wholesale dealers of Grand Rapids. The receptions accorded the visitors were most cordial at every stop. Many new acquaintances were made and many old friendships further cemented. A noticeable feature of the trip was that several towns which were apparently on the down grade, due to the decline in lumbering operations, on the occasion of the last excursion in that territory, have rallied and are now on the broad highway to better things.

They Came, They Saw and They Conquered.

Boyne City, Oct. 2—They came in force and a train of Pullmans. They blew in along the middle of the afternoon and proceeded to make themselves at home. They glad handed all the merchants and dispensed beautiful music to the populace. Anyway,

they let us know they were in town.

After supper they took possession of the hotel and invited the business men, their wives and sweethearts, sisters, cousins and aunts to a feast of reason. The guests were very delightfully entertained by the visitors. Music, both by the band by some very fine singers, varied the evening's programme, and we judged by the applause that burst from the room that the audience was more than satisfied. The room was filled with the beauty and chivalry of the city. We knew that the chivalry was there, for we saw them lined up around the walls and on the window ledges. The bulk of the business men were out in the lobby. We want to compliment the Grand Rapids bunch on their astuteness. They sure know who rules in the retail business world and they made a dead set to please and interest the ruling class of Boyne City. Our Mayor gave the visitors a hearty welcome and William Judson told us what a fine bunch of folks we are. Of course, we all knew that, but we sure like to be reminded of it. Lee Bierce followed, after an interlude of music. To paraphrase St. Paul, Bierce knows nothing, thinks nothing, talks nothing, but West Michigan glorified and he has, apparently, lost none of his faith and enthusiasm as the years go by. Hugh Gray was here, of course. He did not say much, but was busily making friends with our people.

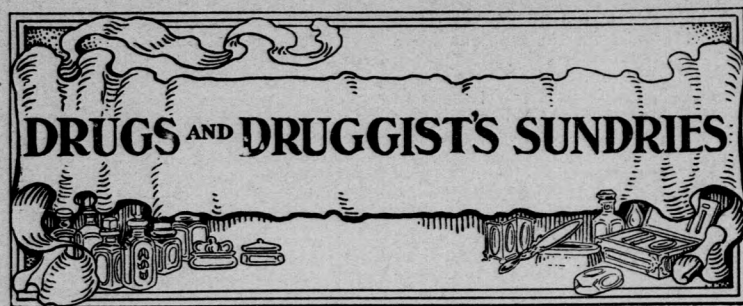
The local paper says that the visitors left here at 4 o'clock in the morning. Personally, we don't know. We were very busy. Neither do we think that the local gentry knew anything about it and we have grave doubts that the visitors themselves retain any distinct memory of the entrancing loveliness of Boyne Valley at that hour.

We are glad they came. We hope they will come again. And when they do come again, we are going to see that we get them all corralled, where they can't get out while we tell them what we have to barter, sell or exchange with them for their dry goods and groceries and things. Not what can be carried away in box cars and flat cars to be used up, thrown away and worn out, but things of the heart, of the mind and of the soul, things that will stay with them as long as life shall last. The memory of state-ly, verdure crowned hills, of green and restful valleys, of bright sunshine on sparkling waters, of crystal clear brooks, of cooling breezes that set the blood dancing like new wines. We have little to show of man's handiwork, but nature has been lavish with those gifts that are eternal, the memory of beauty.

Director C. S. Morrison, with the aid of the Eastern Stars, gave a very fine dinner to the members of the Boyne City marine band. The dinner was given in the dining room of the masonic temple and was a very satisfactory function, which goes without saying to those who know Mr. Morrison and the Stars.

The steamer Griffin brought the first load of iron ore which has come to the local furnace in almost two years last Sunday. It certainly seemed good to hear Captain Gallagher's familiar bellow again. It is not all sentiment, either. It means days' work, food and clothing for the children for the coming winter. It is not hoards of gold in the vaults of the banks which make prosperity. It is work. They have lots of money in Russia, but are starving and wretched for lack of work.

We opine that our friend Stowe does not think much of our native ability to estimate distance. Most everyone drives a flivver, without a speedometer, and he is so darn busy navigating the thing that the miles pass unnoticed. Five minutes is a mighty long time when watching the clock, but it is a mighty short time to say good night to your sweetheart. Maxy.



Mich. State Pharmaceutical Ass'n.
 President—George H. Grommet, Detroit.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—E. E. Faulkner, Middlesville.
 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.
 November Meeting—Grand Rapids, Nov. 21, 22 and 23.

Thoughts of a Veteran Druggist.

Robert J. Frick is a druggist, and has been so classified for upwards of 35 years. He lives where the softened "r" first greets the ear and the Jim Crow car the eye—in Louisville, by the turgid Ohio. He is a veteran of the day when drug stores were institutions in which drugs were on sale.

Mr. Frick remembers when ice cream soda was a summer drink, when every drug store included a mortar and pestle in its equipment, when no show window was complete without its gas flare behind a jar of red or blue or green colored water, when the druggist who wore no skull cap was looked on as lacking the proper professional dignity. He goes as far back as the time when 10-cent cigars occupied the front row of the show case and the nostrils of incoming customers were greeted with invigorating waves of iodoform rather than the boudoir breezes of this decadent day.

During the convention of the National Association of Retail Druggists, which met here last week, Mr. Frick, after the fashion of all veterans was talking over the good old days with his cronies. He harked back to the wasteful methods of those days, when the druggist prepared all his own medicines. He told of how the mid-Victorian pharmacist besmirched a shirt and collar that represented 12 cents worth of laundry work in grinding up five cents worth of charcoal. He recalled how hard seeds hopped ceiling high while being macerated in the mortar, with the resultant shrinkage of about two-thirds the original bulk in the final product.

"That phase of the old days will never come back, because the medicines can be bought fully prepared much cheaper than they can be made," he said.

"But I do believe that the day of the drug store as a simon pure purveyor of drugs is returning, to some extent. There is a growing tendency, I believe, for drug stores to specialize in some branch of their business, as doctors and even dentists do. Stores are coming into existence that handle none of

the sidelines, and do a prescription business entirely. Another type is handling only vaccines and serums. In Louisville last year, half a dozen stores had their soda fountains removed. Then there are stores that are doing away with their prescription business, and are handling only sidelines and the prepared medicines. These are coming to be known as "commercial" druggists, while the strict drug purveyors are called "ethical" druggists.

"So that I think the time is coming when we will have drug stores specializing in prescription and others in other forms of medicines proper, while the greater number, perhaps, will carry the present day drug store adjuncts and package medicines only.

"The chain drug store movement is becoming popular and is making itself felt. I think that the competition of the chain stores will be felt keenly by the large downtown cut rate stores. The chain stores will be able to meet the rates of the big stores, and will have the advantage of being in the buyer's immediate neighborhood."

Mr. Frick ascribed the metamorphosis of the old-time drug store into its present form of a miniature of the old country general store to three reasons.

First, he said, the large use of patent medicines by the poorer classes, led by advertisements to believe they can save doctor's bills, has reduced the demand for prescriptions appreciably.

Second, the growth of faith-healing cults has likewise reduced the sale of medicines.

Thirdly, the science of medicine itself is reducing the sale of medicines, the veteran pharmacist believes. With medical schools teaching and newspapers and magazines preaching preventive medicine, people are becoming healthier, he declares, and they are demanding less and less medicine as the years go on.—Detroit News.

What Is Sound?

The most wonderful achievement in acoustics that we know of is represented by the violin. Suggestion has more than once been made that an auditorium might be built in the shape of a fiddle; but obvious difficulties in the seating of an audience have prevented the carrying out of the idea.

It is only within recent years that much has come to be understood in regard to sound. Formerly churches and other places of public assembly were designed more or less by guesswork, so far as acoustics were concerned, each such building being a hopeful experiment. To-day, however, the architect is able to rely upon definite principles which have been scientifically worked out.

Scientific investigators are still working on problems of the kind, and one of the sections of the Bureau of Standards is devoted to the study and measurement of sound. Often, by its expert advice, the bureau has been able to lend important help in remedying acoustic defects of theaters, assembly halls and churches.

A few months ago a request was received from Johannesburg, South Africa, for help in improving the acoustics of the town hall in that city, which contains a very large auditorium. Although the whole matter had to be arranged by correspondence, the bureau was able, from plans and data concerning the structure, to suggest what proved to be a satisfactory remedy for the trouble.

Considering their lack of scientific data, it is wonderful how successful the architects of old-time cathedrals in Europe were in the matter of acoustics. The most remarkable building in the world, in this respect, is the Mormon Temple in Salt Lake City, wherein a whisper can be heard in all parts of the vast auditorium.

Distributing Population.

Why is China crowded? Her population is nearly four times as great as ours. But would this country be crowded if our people numbered 400,000,000? Surely not. And China, be it realized, is one-fourth larger than the United States.

Julian Arnold, our commercial attache at Peking, explains the matter by saying that there is really plenty of elbow room and to spare in China. The Chinese are crowded because they are huddled together in a comparatively small area, leaving vast regions, abounding in rich resources, undeveloped and sparsely populated. It is this fact that has created the impression that the country is over-peopled.

The chief reason why the Chinese are thus crowded is lack of railways and other means of transport and communication. Six-sevenths of the population of China to-day lives in one-third of its area. There are in that country 2,000,000 square miles of territory with an average of less than four persons to the square mile. But China is building railways, and they are altering this condition of affairs. The iron horse is opening up Inner Mongolia, a region which until recently was sparsely populated, and the Chinese are flocking thither by the

tens of thousands. Building of railways in Manchuria has been followed by the migration of millions from over-populated Shantung, who are transforming the Manchurian province into a granary for a very large part of Asia.

The most strangely situated people in the world are 70,000,000 in West China, embracing the provinces of Szechwan, Shensi, Shansi and Kansu, who are virtually cut off from economic communication with the rest of China, and hence with the world. But for this very reason, West China is the cheapest part of the world to live in. Wheat costs twenty-five cents a bushel, and six cents is the price of a dozen eggs.



**STRAIGHT
SIZE—**

*The Johnson
Original 10¢ Cigar*

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

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

Character as a Trade-Mark.

In the days of wildcat capital in the West, the famous Ames shovels were used as currency. Their price did not vary a cent in twenty years. They were as stable as gold coin, simply because character was worked into every shovel. They were sent to nearly all civilized countries. The very name of Ames was a synonym of honesty all over the world. This firm was not obliged to go out and sell shovels; the world came to buy. The brand, "Oliver Ames & Son," was as good as gold.

Maydole's name on a hammer carried equal weight. He did not need any agent to sell his goods. Every carpenter wanted one of Maydole's hammers, if he could get it. It was a hammer, made just as good as it could be made.

Some one once said to Maydole, "You make a pretty good hammer."

"No, I don't," he replied. "I make the best hammer that has ever been made."

He put his character into every hammer that he produced.

A Maine farmer put up apples with his name on every barrel, with the request that the buyer be so kind as to send him word in regard to the condition in which they were received, and what they were like. A letter from England came to the farmer requesting that the entire crop be sent to the writer.

Character pays. It is the best sort of capital. Every barrel of flour which bore the brand "George Washington, Mount Vernon," such was the faith in Washington's honesty, was exempted from otherwise uniform inspection, even in West Indian ports. Washington's name was regarded as ample guarantee as to quantity and quality.

There is no capital, no asset like character. It is the best sort of trade-mark.

Demonstrations are the most effective way to introduce and establish firmly in the minds of consumers the intrinsic value and benefit derived from the use of the particular product. Retailers in all branches should realize the same proportionate benefit to their trade that the manufacturer does both in that community and from a National standpoint. It is best for the retailer to concentrate on one Nationally advertised brand of a line rather than try to carry many of the same sort. The retailer's job is primarily to sell and the promotion of sales should come from the manufacturer together with the dealer co-operation in the local community papers and window displays, and demonstrations. Co-operation of retailer with manufacturer in standardized articles will result in increased sales and turnover with corresponding profits.

The greatest advantage in standardized articles is that the consumer need not be an expert judge of the quality. But standardization and advertising are not enough. The retailer must help the sales. He should have accurate statistical knowledge of the worth of demonstration in selling. "Shopping goods" such as the department stores and the hardware stores offer and 'convenience goods' offered by groceries and drug stores have their individual problems, but both are benefited by demonstrations.

Pecuniary benefit is only one consideration. Demonstrations also improve merchandising, raise standards, and have altruistic significance. They build better business financially, economically and scientifically. They make for better service and better friends.

Charles E. Young.

1922—HOLIDAY SEASON—1922

Grand Rapids, Sept. 10.

We are pleased to announce that our line of Holiday Goods and Staple Sundries will as usual be displayed here in Grand Rapids in our own building for the months of September, October and November. The line is complete and will be ready for inspection on or about September 10th. We cordially invite our friends and customers to visit us and see the line.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Wholesale Drug Price Current

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

Acids		Almonds, Sweet.		Tinctures	
Boric (Powd.)	17 1/2 @ 25	Amber, crude	60 @ 1 00	Aconite	@ 1 80
Borix (Xtal)	17 1/2 @ 25	Amber, rectified	2 25 @ 2 50	Aloes	@ 1 45
Carbolic	39 @ 44	Anise	1 25 @ 1 50	Arnica	@ 1 10
Citric	62 @ 70	Bergamont	6 00 @ 6 25	Asafoetida	@ 2 40
Muriatic	3 1/2 @ 8	Cajeput	1 50 @ 1 75	Belladonna	@ 1 35
Nitric	9 @ 15	Cassia	3 00 @ 3 25	Benzoin	@ 2 10
Oxalic	20 1/2 @ 30	Castor	1 40 @ 1 75	Benzoin Comp'd	@ 2 55
Sulphuric	3 1/2 @ 8	Cedar Leaf	1 50 @ 1 75	Buchu	@ 2 65
Tartaric	40 @ 50	Citronella	1 20 @ 1 40	Cantharides	@ 2 85
Ammonia		Cloves	3 50 @ 3 75	Capsicum	@ 2 20
Water, 26 deg.	10 @ 18	Cocoonut	25 @ 25	Catechu	@ 1 75
Water, 18 deg.	8 1/2 @ 12	Cod Liver	1 30 @ 1 40	Cinchona	@ 2 10
Water, 14 deg.	6 1/2 @ 12	Croton	2 25 @ 2 50	Colchicum	@ 1 80
Carbonate	20 @ 25	Cotton Seed	1 25 @ 1 35	Cubeba	@ 2 00
Chloride (Gran)	10 @ 20	Cubebs	8 50 @ 8 75	Digitalis	@ 1 80
Balsams		Eligerson	4 00 @ 4 25	Gentian	@ 1 35
Copaiba	60 @ 1 00	Eucalyptus	75 @ 1 00	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	@ 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	@ 1 40
Cassia (Saigon)	50 @ 60	Lavender Gar'n	1 75 @ 2 00	Nux Vomica	@ 2 50
Sassafras (pw. 45c)	@ 40	Lemon	1 75 @ 2 00	Opium	@ 3 50
Soap Cut (powd.)	15 @ 20	Linseed Boiled bbl	@ 97	Opium, Camp.	@ 3 85
Berries		Linseed bid less	1 04 @ 1 12	Opium, Deodor'd	@ 3 50
Cubeb	1 75 @ 1 85	Linseed, raw, bbl.	@ 95	Rhubarb	@ 1 70
Fish	25 @ 30	Mustard, artill.	@ 50	Paints	
Juniper	7 @ 15	Neatsfoot	1 15 @ 1 30	Lead, red dry	12 1/2 @ 13 1/4
Pricky Ash	@ 30	Olive, pure	3 75 @ 4 50	Lead, white dry	12 1/2 @ 13 1/4
Extracts		Olive, Malaga, yellow	2 75 @ 3 00	Lead, white oil	12 1/2 @ 13 1/4
Licorice	60 @ 65	Olive, Malaga, green	2 75 @ 3 00	Ochre, yellow bbl.	@ 2
Licorice powd.	70 @ 80	Orange, Sweet	4 50 @ 4 75	Ochre, yellow less	2 1/2 @ 2
Flowers		Origanum, pure	@ 2 50	Putty	@ 50
Arnica	25 @ 30	Origanum, com'l	1 00 @ 1 20	Red Venet'n Am.	3 1/2 @ 7
Chamomile (Ger.)	50 @ 60	Peppermint	2 50 @ 2 75	Red Venet'n Eng.	4 @ 8
Chamomile Rom	75 @ 1 25	Pepper	4 50 @ 4 75	Whiting, bbl.	@ 4 1/2
Gums		Rose, pure	12 00 @ 15 00	Whiting	5 1/2 @ 10
Acacia, 1st	50 @ 55	Rosemary Flows	1 50 @ 1 75	L. H. P. Prep.	2 60 @ 2 75
Acacia, 2nd	45 @ 50	Sandalwood, E.	@ 10 00 @ 10 25	Rogers Prep.	2 60 @ 2 75
Acacia, Sorts	25 @ 30	L.	10 00 @ 10 25	Miscellaneous	
Acacia, powdered	30 @ 35	Sassafras, true	1 50 @ 1 80	Acetanalid	55 @ 75
Aloes (Barb Pow)	25 @ 35	Sassafras, artill	1 00 @ 1 25	Alum	38 @ 12
Aloes (Cape Pow)	25 @ 35	Spearment	4 50 @ 4 75	Alum, powd. and	@ 15
Aloes (Soc. Pow.)	70 @ 75	Sperm	2 40 @ 2 60	Bismuth, Subn-	@ 3 10 @ 3 27
Asafoetida	65 @ 75	Tansy	16 50 @ 16 75	trate	@ 15
Fow.	1 00 @ 1 25	Tar, USP	50 @ 55	Borax xtal or	@ 13
Camphor	1 12 @ 1 15	Turpentine, bbl.	@ 1 49 1/2	powdered	0 75 @ 1 00
Guaiac	@ 1 10	Turpentine, less	1 54 @ 1 62	Cantharides, po	1 75 @ 2 00
Guaiac, pow'd	@ 1 25	Wintergreen, leaf	6 75 @ 7 00	Calomel	1 50 @ 1 77
Kino	@ 75	Wintergreen, sweet	@ 6 75 @ 7 00	Capsicum	1 50 @ 1 75
Kino, powdered	@ 85	birch	3 25 @ 3 60	Carmine	6 00 @ 6 50
Myrrh	@ 70	Wintergreen art	85 @ 1 20	Cassia Buds	25 @ 30
Myrrh, powdered	@ 75	Wormseed	5 00 @ 5 25	Cloves	50 @ 55
Opium	9 50 @ 9 80	Wormwood	17 00 @ 17 25	Chalk Prepared	14 @ 16
Opium, powd.	11 00 @ 11 20	Potassium		Chloroform	45 @ 55
Opium, gran.	11 00 @ 11 20	Bicarbonate	35 @ 40	Chloral Hydrate	1 35 @ 1 85
Snellac	1 00 @ 1 15	Richromate	15 @ 25	Cocaine	11 60 @ 12 25
Shellac Bleached	1 05 @ 1 20	Bromide	35 @ 45	Cocoa Butter	55 @ 75
Tragacanth, pw.	2 25 @ 2 50	Carbonate	30 @ 35	Corks, list, less	40 @ 50 1/2
Tragacanth	2 50 @ 3 00	Chlorate, gran'r	23 @ 30	Copperas	4 @ 10
Turpentine	25 @ 30	Chlorate, powd.	16 @ 25	Copperas, Powd.	4 @ 10
Insecticides		Cyanide	35 @ 50	Corrosive Sublim	1 54 @ 1 71
Arsenic	12 @ 20	Iodide	4 25 @ 4 50	Cream Tartar	35 @ 45
Blue Vitriol, bbl.	@ 7 1/2	Permanganate	25 @ 40	Cuttie bone	55 @ 75
Blue Vitriol, less 8 1/2 @ 15		Prussiate, yellow	45 @ 55	Dextrine	4 1/2 @ 15
Bordeaux Mix Dry	14 @ 29	Prussiate, red	65 @ 75	Dover's Powder	3 50 @ 4 00
Hellebore, White	@ 20	Sulphate	35 @ 40	Emery, All Nos.	10 @ 15
powdered	20 @ 30	Roots		Emery, Powdered	8 @ 10
Insect Powder	45 @ 75	Alkanet	@ 40	Epsom Salts, bbls.	@ 3 1/2
Lead Arsenate Po.	29 @ 31	Blood, powdered	30 @ 40	Epsom Salts, less 4 1/2 @ 5	
Lime and Sulphur	@ 20	Calamus	25 @ 35	Ergot, powdered	1 75 @ 2 00
Dry	09 1/2 @ 23 1/2	Elecampane, pwd	25 @ 30	Flake, White	15 @ 20
Paris Green	30 @ 43	Gentian, powd.	20 @ 30	Formaldehyde, lb.	13 @ 20
Leaves		Ginger, African,	@ 23 @ 30	Gelatine	1 30 @ 1 50
Buchu	1 75 @ 1 90	powdered	23 @ 30	Glassware, less 55 %	
Buchu, powdered	@ 2 00	Ginger, Jamaica,	52 @ 60	Glassware, full case 60 %	
Sage, Bulk	67 @ 70	powdered	42 @ 50	Glauber Salts, bbl.	@ 03 1/4
Sage, 1/4 loose	72 @ 78	Goldenseal, pow.	5 50 @ 6 00	Glauber Salts less 84 @ 10	
Sage, powdered	55 @ 60	Ipecac, powd.	@ 30	Glue, Brown	21 @ 30
Senna, Alex.	75 @ 80	Licorice	40 @ 45	Glue, Brown Grd	12 1/2 @ 20
Senna, Tinn.	30 @ 35	Licorice, powd.	20 @ 30	Glue, White	25 @ 35
Senna, Tinn. pow	25 @ 35	Orris, powdered	30 @ 40	Glue, White Grd.	80 @ 85
Uva Ursi	20 @ 25	Poke, powdered	30 @ 35	Glycerine	24 @ 32
Oils		Rhubarb, powd.	1 15 @ 1 25	Hops	65 @ 75
Almonds, Bitter,		Rosinwood, powd.	30 @ 35	Iodine	6 06 @ 6 51
true	10 50 @ 10 75	Sarsaparilla, Hond.	@ 1 25 @ 1 40	Iodoform	6 75 @ 7 20
Almonds, Bitter,		Sarsaparilla Mexican,	@ 65	Lead Acetate	18 @ 25
artificial	2 50 @ 2 75	ground	@ 65	Lycopodium	1 50 @ 1 75
Almonds, Sweet,		Squills	35 @ 40	Mace	75 @ 80
true	1 00 @ 1 25	Squills, powdered	60 @ 70	Mace, powdered	95 @ 1 00
Seeds		Tumeric, powd.	15 @ 20	Menthol	8 50 @ 9 00
Anise	33 @ 35	Valerian, powd.	40 @ 50	Morphine	8 70 @ 9 50
Anise, powdered	33 @ 40	Seeds		Nux Vomica	@ 30
Cardamom	1 50 @ 1 75	Anise	33 @ 35	Nux Vomica, pow.	15 @ 25
Cardamon	1 50 @ 1 75	Cardamom	1 50 @ 1 75	Pepper black pow.	32 @ 35
Celery, powd.	45 @ 50	Cardamon	1 50 @ 1 75	Pepper, White	40 @ 45
Coriander pow.	30 @ 35	Celery, powd.	45 @ 50	Pitch, Burgundy	10 @ 15
Dill	10 @ 20	Coriander pow.	30 @ 35	Quassia	12 @ 15
Fennell	25 @ 35	Dill	10 @ 20	Quinine	72 @ 1 33
Flax	08 1/2 @ 13	Fennell	25 @ 35	Rochelle Salts	30 @ 40
Flax, ground	08 1/2 @ 13	Flax	08 1/2 @ 13	Saccharine	@ 30
Foenugreek pow.	10 1/2 @ 15	Flax, ground	08 1/2 @ 13	Salt Peter	11 @ 22
Hemp	8 @ 15	Foenugreek pow.	10 1/2 @ 15	Seidlitz Mixture	30 @ 40
Lobelia, Powd.	@ 1 50	Hemp	8 @ 15	Soap, green	15 @ 30
Mustard, yellow	12 1/2 @ 20	Lobelia, Powd.	@ 1 50	Soap, mott cast.	22 1/2 @ 25
Mustard, black	15 @ 20	Mustard, yellow	12 1/2 @ 20	Soap, white castle	@ 11 50
Poppy	30 @ 40	Mustard, black	15 @ 20	case	
Quince	2 25 @ 2 50	Poppy	30 @ 40	Soap, white castle	@ 11 50
Rape	15 @ 20	Quince	2 25 @ 2 50	less, per bar	@ 1 25
Sabadilla	20 @ 30	Rape	15 @ 20	Soda Ash	04 @ 10
Sunflower	11 1/2 @ 15	Sabadilla	20 @ 30	Soda Bicarbonate	3 1/2 @ 10
Worm American	30 @ 40	Sunflower	11 1/2 @ 15	Soda, Sal	03 @ 08
Worm Levant	@ 4 00	Worm American	30 @ 40	Spirits Camphor	@ 1 85
		Worm Levant	@ 4 00	Sulphur, roll	04 @ 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

Cheese
Currants
Herring
Twine
Cream of Tartar
Citron
Peel
Wheat

DECLINED

Evap. Apples
Candy—Hard Goods

NEW GOODS—

Mason Fruit Jars
No. 10 Blackberries
No. 10 Raspberries

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton,
per doz. 1 75
I 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. 5 50
10 lb. pails, per doz. 8 20
15 lb. pails, per doz. 11 20
25 lb. pails, per doz. 17 70

BAKING POWDERS

Calumet, 4 oz., doz. 97 1/2
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c doz. 92 1/2
K. C., 15c doz. 1 37 1/2
K. C., 20c doz. 1 80
K. C., 25c doz. 2 30
K. C., 50c doz. 4 40
K. C., 80c doz. 6 85
K. C., 10 lb. doz. 13 50
Queen Flake, 6 oz. 1 35
Queen Flake, 50s, kegs 11
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 21 20
Rumford, 10c, doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50
Ryzon, 4 oz., doz. 1 35
Ryzon, 8 oz., doz. 2 25
Ryzon, 16 oz., doz. 4 05
Ryzon, 5 lb. 18 00
Rocket, 16 oz., doz. 1 25

BLUING

Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. Case (15c) 3 75

BREAKFAST FOODS

Cracked Wheat, 24-2 4 85
Cream of Wheat 7 50
Pillsbury's Best Cerl 2 20
Quaker Puffed Rice 5 45
Quaker Wheat 4 30
Quaker Biscuit 1 90
Ralston Purina 4 00
Ralston Branzen 3 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 30
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

BROOMS

No. 4, 4 String 5 50
Standard Parlor, 23 lb. 7 50
Fancy Parlor, 23 lb. 8 25
Ex. Fancy Parlor 25 lb 9 00
Ex. Fcy. Parlor 26 lb 10 00
Toy 2 00
Whisk, No. 3 2 25
Whisk, No. 1 3 00
Rich & France Brands
Special 6 75
No. 24 Good Value 7 45
No. 25 Velvet 7 50
No. 27 Quality 9 75
No. 22 Miss Dandy 9 75
No. B-2 Best on Earth 9 00

BRUSHES

Scrub
Solid Back, 8 in. 1 50
Solid Back, 1 in. 1 75
Pointed Ends 1 25
Stove
No. 1 1 10
No. 2 1 35
Shoe
No. 1 90
No. 2 1 25
No. 3 2 00
Butter Color
Dandelion, 35c size 2 85
Nedrow, 3 oz., doz. 2 50

CANNED FRUIT.

Apples, 3 lb. Standard 1 75
Apples, No. 10 5 50
Apple Sauce, No. 2 2 35
Apricots, No. 1 1 90@2 00
Apricots, No. 2 2 25
Apricots, No. 2 1/2 2 25@3 50
Apricots, No. 10 9 00@13 50
Blackberries, No. 10 9 00
Blueberries, No. 2 2 50
Blueberries, No. 10 11 50
Cherries, No. 2 3 00@3 50
Cherries, No. 2 1/2 4 00@4 50
Cherries, 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
Pineapple, 1, slic. 1 60@1 75
Pineapple, No. 2, slic. 2 90
Pineapple, 2, Brk slic. 2 25
Pineapple, 2 1/2, sliced 3 90
Pineapple, No. 2, crus. 2 25
Pineapp., 10, cru. 6 50@7 00
Pears, No. 2 2 25
Pears, No. 2 1/2 4 25
Plums, No. 2 2 25
Plums, No. 2 1/2 3 00
Raspberries No. 2, blk. 3 25
Raspb's, Red, No. 10 9 75
Raspb's, Black No. 10 11 00
Rhubarb, No. 10 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 85
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 75
Clams, Minced, No. 1 2 50
Clams, Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 25
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, 1/4 Oil, 4 25@4 75
Sardines, 1/4, Smoked 7 80
Sardines, 1/4, 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. 1/4, ea. 10@23
Sardines, Cal. 1/4, ea. 10@23
Tuna, 1/2, Albore 1 95
Tuna, 1/2, Nekore 1 60
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 65
Beef, No. 1, Roast 2 65
Beef, No. 1/2, Rose Sil. 1 75
Beef, No. 1/2, Qua. sil. 2 25
Beef, No. 1, Bnut. sil. 2 35
Beef, No. 1/2, B'nut sil. 3 15
Beefsteak & Onions, 1 3 35
Chili Con Car., 1 1 35@1 45
Deviled Ham, 1/2 2 20
Deviled Ham, 1/2 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 45
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 90
Potted Ham, Gen. 1/2 2 25
Vienna Saus., No. 1/2 1 35
Veal Leaf, Medium 3 30

Derby Brands in Glass.

Ox Tongue, 2 lb. 18 00
Sliced Ox Tongue, 1/2 4 30
Calf Tongue, No. 1 5 50
Lamb Tongue, Wh. 15 00
Lamb Tongue, sm. sil. 1 60
Lunch Tongue, 1 lb. 1 50
Lunch Tongue, No. 1/2 3 55
Deviled Ham, 1/2 3 00
Vienna Sausage, sm. 1 90
Vienna Sausage, Lge. 3 90
Sliced Beef, small 1 35
Boneless Pigs Feet, pt. 5 50
Boneless Pigs Feet, qt. 5 50
Sandwich Spread, 1/2 2 00

Baked Beans.

Beechnut, 16 oz. 1 50
Campbells 1 15
Climatic Gem, 18 oz. 1 95
Fremont, No. 2 1 15
Snider, No. 1 90
Snider, No. 2 1 30
Van Camp Small 1 10
Van Camp, Med. 1 65

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 3 90
No. 2 1/2, Lge. Gr. 3 75@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, 2s, Soaked 2 00
Red Kid., No. 2 1 30@1 55
Beets, No. 2, wh. 1 60@2 40
Beets, No. 2, cut 1 25@1 75
Beets, No. 3, cut 1 40@2 10
Corn, No. 2, St. 1 00@1 10
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 80@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 7 25
Hominy, No. 3 1 15@1 45
Okra, No. 2, whole 1 90
Okra, No. 2, cut 1 60
Dehydrated Veg Soup 90
Dehydrated Potatoes, 1b 45
Mushrooms, Hotels 38
Mushrooms, Choice 43
Mushrooms, Sur Extra 65
Peas, No. 2, E.J. 1 25@1 80
Peas, No. 2, Sift. 60@2 10
June 60@2 10
No. 2, Ex. Sift. 1 90@2 10
B. J. 1 90@2 10
Peas, Ex. Fine, French 33
Pumpkin, No. 3 1 60
Pumpkin, No. 10 3 75
Pimientos, 1/4, each 15@18
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 15
Sauerkraut, No. 3 1 85
Succotash, No. 2 21 60@2 25
Succotash, No. 2, glass 3 45
Spinach, No. 1 1 35@1 50
Spinach, No. 2 1 25@1 50
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 75
Van Camp, 16 oz. 2 75
Lilly Valley, pint 2 95
Lilly Valley, 1/2 Pint 1 80

CHILI SAUCE.

Snider, 16 oz. 3 50
Snider, 8 oz. 2 25
Lilly Valley, 1/2 Pint 4 40

OYSTER COCKTAIL.

Sniders, 16 oz. 3 50
Sniders, 8 oz. 2 25

CHEESE.

Roquefort 25
Kraft Small tins 1 40
Kraft American 2 75
Kraft Small tins 1 40
Chili, small tins 1 40
Pimento, small tins 1 40
Roquefort, small tins 2 25
Camembert, small tins 2 25
Brick 28
Wisconsin Flats 27
Wisconsin Daisy 27
Longhorn 28
Michigan Full Cream 28
New York full cream 28
Nap Sago 48

CHEWING GUM.

Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chiclets 65
Adams Sen Sen 65
Adams Yucatan 65
Beeman's Pepsin 65
Bechnut 70
Doublemint 125 00
Juicy Fruit 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Spice-Span Mxd Flavors 65
Wrigley's P-K 65
Zeno 65

CHOCOLATE.

Baker, Caracas 1/2s 35
Baker, Caracas 1/2s 33
Baker, Premium, 1/2s 35
Baker, Premium, 1/2s 32
Baker, Premium, 1/2s 35
Hersheys, Premium, 1/2s 35
Hersheys, Premium, 1/2s 35
Hunkle, Premium, 1/2s 34
Runkle, Premium, 1/2s 37
Vienna Sweet, 24s 1 75

COCOA

Baker's 1/2s 40
Baker's 1/2s 42
Bunte, 1/2s 35
Bunte, 1/2 lb. 32
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, 1/2s 28
Huyler 36
Lowney, 1/2s 40
Lowney, 1/2s 40
Lowney, 5 lb. cans 31
Van Houten, 1/2s 75
Van Houten, 1/2s 75

COCOANUT

1/2s, 5 lb. case Dunham 50
1/2s, 5 lb. case 48
1/2s & 1/2s, 15 lb. case 49
Bulk, barrels Shredded 22
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 2 75

COFFEE ROASTED

Bulk

Rio 16 1/4
Santos 23@24
Maracaibo 26
Guatemala 39
Java and Mocha 39
Bogota 27
Peaberry 26

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100 11
Frank's 60 pkgs. 4 25
Hummel's 50 1 lb. 0 9 1/2

CONDENSED MILK

Eagle, 4 doz. 9 00
Leader, 4 doz. 5 60

MILK COMPOUND

Hebe, Tall, 4 doz. 3 70
Hebe, Baby, 3 doz. 3 60
Caroline, Tall, 4 doz. 3 35
Caroline, Baby 3 25

EVAPORATED MILK

Carnation, Tall, 4 doz. 4 75
Carnation, Baby, 8 doz. 4 65
Every Day, Tall 4 75
Every Day, Baby 3 55
Goshen, Tall 4 50
Goshen, Gallon 4 50
Goshen's Dun., 4 doz. 4 75
Goshen's Dun., 8 doz. 4 75
Pet, Tall 4 75
Pet, Baby, 8 oz. 4 65
Silver Cow, Tall 4 75
Silver Cow, Baby 4 65
Van Camp, Tall 4 75
Van Camp, Baby 3 75
White House, Tall 4 50
White House, Baby 4 25

CIGARS

Worden Grocer Co. Brands
Harvester Line.
Kiddies, 100s 37 50
Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Epicure Panatela, 50s 75 00
Perfecto, 50s 95 00

The La Asora Line

Agreement, 50s 58 00
Washington, 50s 75 00
Blitmore, 50s, wood 95 00

Sanches & 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 135 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
Alvas, 1-40, Wood 125 00

Webster Cigar Co.

Plaza, 50s, Wood 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
Corono, 25s 240 00

Starlight Bros.

La Rose De Paris Line

Caballeros, 50s 70 00
Rouse, 50s 115 00
Peninsular Club, 25s 150 00
Palmas, 25s 175 00
Perfectos, 25s 195 00

Rosenthals Bros.

R. B. Londres, 50s.
Tissue Wrapped 58 00
R. B. Invincible, 50s.
Foil Wrapped 70 00

Union Made Brands

El Overture, 50s, foil 75 00
Ology, 50s 58 00

Our Nickel Brands

Tiona, 100 31 00
New Currency, 50s 35 00
Lioba, 100s 35 00
New Pantella, 100 37 50

Cheroots

Old Virginia, 100s 20 00

Stogies

Home Run, 50, Tin 18 50
Dry Slitz, 100s 26 50

CIGARETTES.

One Eleven, 15 in pkg 96
Beechnut, 20, Plain 5 65
Home Run, 20, Plain 6 00
Yankee Girl, 20, Plain 6 00
Sunshine, 20, Plain 6 00
Red Band, 20, Plain 6 00
Stroller, 15 in pkg. 96
Nebo, 20, Plain 7 00
Camels, 20, Plain 6 80
Relu, 20, Plain 7 80
Lucky Strike, 20s 6 80
Sweet Caporal, 20, pl. 6 80
Winston Castle, 20 6 90
Chesterfield 10 & 20 6 90
Piedmont, 10 & 20, Pl. 6 90
Spur, 20, Plain 6 00
Sweet Tips, 20, Plain 7 50
Idle Hour, 20, Plain 7 50
Omar, 20, Plain 8 00
Falks Havana, 20, Pl. 9 75
Richm'd S Cut, 20, pl. 10 00
Richm'd 1 Cut, 20 ck. 10 00
Fatima, 20, Plain 8 80
Helmar, 20, Plain 10 50
English Owls, 20 Pl. 10 50
Turkish Trop, 10 ck 11 50
London Life, 10, cork 11 50
Helmar, 10, Plain 11 50
Herbert Tarryton, 20 12 25
Egyptian Str., 10 ck. 12 00
Murad, 20, Plain 15 50
Murad, 10, Plain 16 00
Murad, 10, cork or pl. 16 00
Murad, 20, cork or pl. 16 00
Luxury 10, cork 16 00
Melachrino, No. 9, 10, cork or plain 16 00
Melachrino, No. 9, 20, cork or plain 16 00
Melach'o, No. 9, 10, St 15 50
Melach'o, No. 9, 20, St 16 50
Natural, 10 and 20 16 00
Markaroff, No. 15, 10, cork 16 00
Pail Mail Rd., 20, pl. 21 00
Benson & Hedges, 10 20 00
Rameses, 10, Plain 17 50
Milo Violet 10, Gold 20 00
Deities, 10 21 00
Condex, 10 22 00
Phillips Morris, 10 21 00
Brenning Own, 10, Pl. 28 00
Ambassador, 10 30 00
Benson & Hedges 55 00

CIGARETTE PAPERS.

Riz La Croix, Wh., dz. 48
Riz La Wheat Br., dz. 48
Riz Tam Tam, pr doz. 43
Zig Zag, per 100 7 25

TOBACCO—FINE CUT.

Liggett & Myers Brands
Hiawatha, 10c, doz. 96
Hiawatha, 16 oz., dz. 11 00
Red Bell, 10c, doz. 96
Red Bell, 35c, doz. 2 95
Red Bell, 75c Palls dz. 7 40
Sterling, 10c, doz. 96
Sweet Burley, 10c, doz. 96
Sweet Burley, 40c foll 3 85
Swt. Burley, 95c Dru. 8 50
Sweet Cuba, 10c, doz. 96
Sweet Cuba, 40c, doz. 3 85
Sweet Cuba, 95c Pall 8 50
Sweet Orange, 10c, dz. 96

Scotten Dillon & Co. Brand

Dan Patch, 10c, doz. 96
Dan Patch, 16 oz., dz. 7 50
Ojibwa, 10c, d.z. 96
Ojibwa, 8 oz., doz. 2 85
Ojibwa, 95c, doz. 8 50
Ojibwa, 95c, doz. 8 00
Sweet Mist, 10c, doz. 96
Uncle Daniel, 10c, doz. 96
Uncle Daniel, 16 oz. 10 30

Liggett & Myers Brands.

Briar Pipe, doz. 96
Cuban Star, L. C., 10c 96
Cuban Star, Palls, dz. 6 90
Corn Cake, Gran. 5c 48
Corn Cake, Gran., 10c 96
Corn Cake, Gran., 25c 2 40
Corn Cake, Gran., 50c 4 80
Duke's Mixture, 10c 96
Glad Hand, L. C., 10c 96
Growler, L. C., 10c 96
Growler, L. C., 50c 5 00
La Turka, Plug, C. 15c 1 44
Noon Hour L. C., 10c 96
O. U. C. Cut P. 10c 96
O. U. C. P. 90c Jars 9 00
Pilot, Long Cut, 25c 5 60
Plover Boy, 10c, doz. 96
Plover Boy, 70c Palls 7 40
Summertime, 10c, doz. 96
Summertime, 30c, dz. 3 90

J. J. Bagley & Co. Brands.

Mayflower, 16 oz., dz. 15 00

P. Lorillard Brands

Pioneer, 10c, doz. 96
Tiger, 10c, doz. 96
Tiger, 50c, doz. 4 80

Weyman Bruton Co. Brand

Right Cut, 10c, doz. 95
W-B Cut, 10c, doz. 95

PLUG TOBACCO.

SALT	
Colonial 24 2 lb. ---	99
Med. No. 1, Bbls. ---	2 70
Med. No. 1, 100 lb. bgs	90
Farmer Spec., 70 lb. ---	90
Packers Meat, 56 lb. ---	56
Packers for ice cream	
100 lb., each ---	95
Blocks, 50 lb. ---	47
Butter Salt, 280 lb bbl.	4 25
Baker Salt, 280 lb bbl.	4 25
100, 3 lb. Table ---	6 07
50, 5 lb. Table ---	5 57
30, 10 lb. Table ---	5 30
28 lb. bags, butter ---	48



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. 1	95
Vulcanol, No. 10, doz. 1	35
Stovoll, per doz. ---	3 00

SOAP.	
Am. Family, 100 box ---	5 75
Export, 120 box ---	4 65
Flake White, 100 box ---	4 50
Fels Naptha, 100 box ---	5 60
Grdina 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
Falry, 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
Teibly, 100, 12c ---	8 50
Williams Barber Bar, 9s	50
Williams Mug, per doz. 48	

Proctor & Gamble.	
5 box lots, assorted	
Ivory, 100, 6 oz. ---	6 50
Ivory Soap Flks., 100s 8	00
Ivory Soap Flks., 50s 4	10
Lenox, 120 cakes ---	4 50
P. & G. White Naptha 5	00
Star, 100 No. 11 cakes 5	25
Star Nap. Pow. 60-16s 3	65
Star Nap. Pw., 100-10s 3	85
Star Nap. Pw., 24-60s 4	85

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

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

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

WASHING POWDERS.	
Bon Ami Pd, 3 ds. bx 3	75
Bon Ami Cake, 3 ds. 3	25
Climaline, 4 doz. ---	4 20
Grandma, 100, 5c ---	3 90
Grandma, 24 Large ---	3 80
Gold Dust, 100s ---	4 00
Gold Dust, 12 Large 3	20
Golden Rod, 24 ---	4 25

Jinx, 3 doz. ---	
La France Laun, 4 ds. 3	70
Luster Box, 54 ---	3 75
Miracle Cm, 4 oz. 3 ds.	4 00
Miracle C., 16 oz., 1 ds.	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
Sanl 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 ---	4 75

SPICES.	
Whole Spices.	
Allspice, Jamaica ---	@13
Cloves, Zanzibar ---	@45
Cassia, Canton ---	@16
Cassia, 5c pkg., doz. ---	@40
Ginger, African ---	@15
Ginger, Cochin ---	@20
Mace, Penang ---	@70
Mixed, No. 1 ---	@22
Mixed, 5c pkgs., doz. ---	@45
Nutmegs, 70-80 ---	@40
Nutmegs, 105-110 ---	@38
Pepper, Black ---	@15

Pure Ground in Bulk	
Allspice, Jamaica ---	@16
Cloves, Zanzibar ---	@50
Cassia, Canton ---	@22
Ginger, African ---	@22
Mustard ---	@28
Mace, Penang ---	@75
Nutmegs ---	@32
Pepper, Black ---	@18
Pepper, White ---	@32
Pepper, Cayenne ---	@32
Paprika, Spanish ---	@32

Seasoning	
Chili Powder, 15c ---	1 35
Celery Salt, 3 oz. ---	95
Sage, 2 oz. ---	90
Onion Salt ---	1 85
Garlic ---	1 35
Ponility, 2 1/2 oz. ---	3 25
Kitchen Bouquet ---	3 25
Laurel Leaves ---	30
Marjoram, 1 oz. ---	90
Savory, 1 oz. ---	90
Thyme, 1 oz. ---	90
Tumeric, 2 1/2 oz. ---	90

STARCH	
Corn	
Kingsford, 40 lbs. ---	11 1/4
Powdered, bags ---	03
Argo, 48 1 lb. pkgs. ---	3 75
Cream, 48-1 ---	4 80
Quaker, 40 1 ---	6

Gloss	
Argo, 48 1 lb. pkgs. ---	3 75
Argo, 12 3 lb. pkgs. ---	2 74
Argo, 8 5 lb. pkgs. ---	3 10
Silver Gloss, 48 1s ---	11 1/4
Elastic, 64 pkgs. ---	5 35
Tiger, 48-1 ---	2 85
Tiger, 50 lbs. ---	05 1/2

SYRUPS	
Corn	
Blue Karo, No. 1 1/2,	
2 doz. ---	1 88
Blue Karo, No. 5, 1 dz	2 60
Blue Karo, No. 10,	
1/2 doz. ---	2 40
Red Karo, No. 1 1/2, 2	
doz. ---	2 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
48, 1 1/4 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 1/4 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
36, pint bottles ---	4 50
24, 18 oz. bottles ---	4 75

TABLE SAUCES.	
Lea & Perrin, large. ---	6 00
Lea & Perrin, small. ---	3 50
Pepper ---	1 60
Royal Mint ---	2 40
Tobasco ---	2 75
Sho You, 9 oz., doz. ---	2 70
A-1, large ---	5 70
A-1, small ---	3 60
Capers ---	1 90

TEA.	
Japan.	
Medium ---	34@38
Choice ---	45@56
Fancy ---	58@60
No. Nibbs ---	62
1 lb. pkg. Siftings ---	18
Gunpowder	
Choice ---	28
Fancy ---	38@40

Ceylon	
Pekoe, medium ---	33
Melrose, fancy ---	56
English Breakfast	
Congou, Medium ---	28
Congou, Choice ---	35@38
Congou, Fancy ---	42@43

Oolong	
Medium ---	36
Choice ---	45
Fancy ---	50

TWINE	
Cotton, 3 ply cone ---	36
Cotton, 3 ply balls ---	38
Wool, 6 ply ---	20

VINEGAR	
Cider, 40 Grain ---	29
White Wine, 40 grain 17	
White Wine, 80 grain 22	
Oakland Vinegar & Pickle	
Co.'s Brands. ---	35
Oakland Apple Cider ---	22
Blue Ribbon Corn ---	35
Oakland White Pickling ---	20
Packages no charge.	

WICKING	
No. 0, per gross ---	60
No. 1, per gross ---	85
No. 2, per gross ---	1 10
No. 3, per gross ---	1 85
Poorless 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 70
Marked, drop handle ---	75
Market, single handle ---	90
Market, extra ---	1 25
Splint, large ---	8 50
Splint, medium ---	7 50
Splint, small ---	7 00

Churns	
Barrel, 5 gal., each ---	2 40
Barrel, 10 gal., each ---	2 55
3 to 6 gal., per gal. ---	16

Egg Cases	
No. 1, Star Carrier 5	00
No. 2, Star Carrier ---	10 00
No. 1, Star Egg Trays 4	50
No. 2, Star Egg Tray 9	00

Mop Sticks	
Trojan spring ---	2 00
Eclipse patent spring ---	2 00
No. 2, pat. brush hold ---	2 25
Ideal, No. 7 ---	1 25
12 oz. Cot. Mop Heads 1	80
16 oz. Cot. Mop Heads 2	40

Falls	
10 qt. Galvanized ---	2 00
12 qt. Galvanized d ---	2 20
14 qt. Peerless ---	2 40
12 qt. Flaring Gal. Ir. 6	75
10 qt. Tin Dairy ---	4 25
12 qt. Tin Dairy ---	4 75

Traps	
Mouse, wood, 4 holes ---	60
Mouse, wood, 6 holes ---	70
Mouse, tin, 5 holes ---	65
Rat, wood ---	1 00
Rat, spring ---	1 00
Mouse, spring ---	80

Tubs	
Large Galvanized ---	7 80
Medium Galvanized ---	6 75
Small Galvanized ---	6 00

Washboards	
Banner Globe ---	5 75
Glass, 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 ---	18.00
19 in. Butter ---	25.00

WRAPPING PAPER	
Fibre, Manila, white ---	05 1/2
No. 1 Fibre ---	07 1/2
Butchers Manila ---	06
Kraft ---	09

YEAST CAKE	
Magic, 3 doz. ---	2 70
Sunlight, 3 doz. ---	2 70
Sunlight, 1 1/2 doz. ---	1 35
Yeast Foam, 3 doz. ---	2 70
Yeast Foam, 1 1/2 doz. ---	1 35

YEAST-COMPRESSED	
Fleischman, per doz. ---	28

CROOKED TREE STORIES.

Incidents of Indian Life in Emmet County.

Some of the older Indians who live in the Crooked Tree Country of Emmet county have never traveled far from home. John Chingwah, who recently died at the advanced age of 84 years, had never been farther away than Petoskey, the county seat. He told me he went there once to see a circus and at another time to attend a Fourth of July celebration.

He said a white man had insulted him the last time he was in Petoskey, and declared that a city was no place for an Indian, anyway.

I asked him how he had been insulted and he replied that he had gone to a soft drink parlor on the occasion mentioned, to buy a piece of watermelon.

After he had eaten all the ripe part of the fruit he laid the rest on the counter and started away.

"Don't leave the rind on the counter," said the proprietor of the place; and evidently wishing to have some fun at the Indian's expense, added:

"You have paid for the whole thing—why don't you eat it all?"

John gave him a piercing look and said, as he turned on his heel and left the place in disgust:

"Whatsmatter, white man? You think I'm a hog?"

Too Many Questions.

One day I met an old Indian carrying home some groceries. As I approached him he stopped, turned around and started to search for something in the road.

"How!" said I.

"How!" he replied.

"Have you lost anything?"

"Yes."

"What did you lose?"

"Tea."

"Where did you lose it?"

"Here," pointing to the road.

"When did you lose it?"

By this time he was tired of so many questions.

"Now!" he shouted.

I thought I would have a little more fun before passing on, so I further enquired:

"Why did you lose it?"

He stood erect, surveyed me in a scornful manner and said:

"Are you lawyer?"

I said: "No, why?"

"You ask so many foolish questions."

Clever Ruse of a Medicine Man.

As may be noted by the following anecdote, the older Indians would prefer to stick to original Indian names for children, instead of adopting fancy English appellations, as is the tendency among the rising generation.

A little papoose that had been christened by the euphonious title of Harold Archibald was taken suddenly ill, and despite the fact that the be-reaved parents did all in their power to restore him to health, his life was despaired of. He kept sobbing and crying all of the time and nothing could be done to quiet him.

and help themselves to the grain. He told them they could take as much as they wished without stint.

The Indians came in crowds from every direction with sacks, pails and pans and went away literally loaded down.

It soon transpired, however, that the buckwheat, although apparently perfect and sound, had been frozen and blighted and was absolutely worthless. The Indians were disappointed, but made no complaint. They simply smiled and nicknamed the mossback "Buckwheat," and he was known as "Buckwheat" Frazer as long as he lived. John C. Wright.

Do Not Disparage Yourself.

Be humble, reserved and unobtrusive, but be not authoritative, conceited or self-assertive. Do not proclaim your weaknesses or your failures, except it seem absolutely necessary or advisable to do so. There may be occasions when burdens are thrust upon us which we feel are unjust or ill-advised. Then we may take stock of our qualifications and honestly decide whether we are or can be of any service in the direction proposed.

But do not disparage yourself. It is too much like saying "I can't" before making an attempt. It may deter you from doing and being what you have a right to wish for and attempt. What you realize that you are may look poor in comparison with what you would be. But you should be very thankful that your ideals are noble, that your aims are high, and, having these commendable aspirations, you may have the assurance that you will grow in the right direction.

There will be reward and satisfaction even though you never fully attain all that you desire. Some time you may look back, and, seeing the obstacles you have overcome, the handicaps you have borne, you may well wonder that you have done as well as you have.

It is not a trifling matter to discover or realize our shortcoming or moral defects, but it is better to realize them ourselves than not to realize them until they become evident to others.

We do not want to deceive others; we do not want to pretend; we want to be our real selves and then we will have real friends. And there may be times when it is wise to discuss with real friends the things which seem hard and disheartening—our failings. True friends can sometimes help; sometimes from experiences of their own, through which they have come with flying colors, they have learned some valuable lesson which will be of help in your own difficulties.

E. E. Whitney.

I am the Misfit.

I am the woman who, having reached the age when those of my sex and generation are due to be fulfilling their promise to "love, honor, and obey," and are going about their, to some prosaic, to others, beautiful tasks of home-making and citizen-training, is not!

I am the woman who from early childhood has dreamed of the country home I should one day help make,

where little boys and girls should romp and play and grow into Americans.

I am the woman who has realized that dream in a big sunny room of an apartment, where the boys and girls smile their beautiful smiles from the walls, and never change the position of romp or repose which they have assumed under the brush of the artist or the lens of the camera.

I am the woman whose dream kitchen is relentlessly besieged and pillaged of pies, doughnuts and goodies by my dream children, a place where little girls dabble in batter and work in dough; where little boys swing into the window and sit astride dangling their feet, munching my cookies.

I am the woman whose culinary dream has found its realization in a tiny kitchenette with a two-burner oil stove, homemade kitchen cabinet and other furniture—a place where I prepare the food that keeps me physically and mentally fit to give my employers value received for the salary they pay me, and where I make a few dainties now and then for friends, shut-ins, and—other people's children.

I am the woman whose dream of planning the routine of home duties and careful expenditure of income by budget has evolved into the duty of helping keep other people's accounts, the systematizing of office routine, and managing the simple budget of a bachelor woman.

I am the woman who smiles at other people's joy when I could cry because they are forbidden me, who applauds the success of another when my soul is worn with toil unrewarded, whose material ego is a mask that hides behind it a being unknown to my everyday associates.

I am the woman who laughs at life's denial, sets the mask more tightly, and then—"Carry On!"

I am the misfit.

New Money Stunt.

This idea is a "stunt" which will be found effective in small towns, suburbs or neighborhoods only. It is one which will place any store on the tongue of residents of such a locality.

Have your bank obtain newly coined pennies, nickels, and silver money sufficient for your week's change. Pass it over your counters turning in the old money to your bank. Pay your employes and all local bills in the new money. The result will be that at the end of a week the new money will be well distributed in your locality.

Then head your next advertisements: "Have you any of the newly coined money" followed by copy which tells about the amount of it passed out by you during the preceding week, together with a store editorial about the application of the new money to the policy of your store where new goods are arriving regularly, etc. Then follow with a list of new merchandise which you are offering as features. Your bank can obtain new money from its correspondent in New York or Chicago, or wherever a mint or subtreasury is located.

BUSINESS WANTS DEPARTMENT

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

Wanted—To hear from owner of general merchandise store for sale. State cash price, particulars. D. F. Bush, Minneapolis, Minn. 914

For Sale—Stock of groceries, shoes and dry goods in good resort town. Will inventory about \$3,000. Good buildings. Poor health reason for selling. Address No. 922, care Michigan Tradesman. 922

For Sale—2,500 gum vending machines for sale or to trade for something of equal value. First class, and money makers. Geo. H. Holzbog, Jeffersonville, Ind. 923

Wanted—At once. Good all around sheet metal man. One who is willing to work and who has knowledge of laying out patterns. This is a splendid opportunity for the right man, in an established business with a large variety of work. Address Northern Corrugating Co., Green Bay, Wisconsin. 924

\$270 PER MONTH income. Business proposition. 100 horse-power feed mill, including electric light plant that lights 22 families. Ten-room house, thirty acres land. Particulars, J. Van Ness, Big Rapids, Mich. 925

FOR SALE—Business place. Barber shop, lunch room and ice cream parlor, with living rooms in connection. Good reasons for selling. Address box 163, Falmouth, Mich. 926

Barrets St. Vitus Dance or chorea remedy. Excellent antidote to this disease, in use over ninety years, can be procured, wholesale or retail, from Wm. M. Olliffe, 6 Bowery, N. Y. 927

For Sale—Coal and produce business, good town. A money maker. De Coudres, Bloomington, Mich. 928

WANTED—SALESMAN FOR RETAIL STORE. MUST HAVE THOROUGH KNOWLEDGE OF LINENS AND DOMESTICS. STATE AGE, EXPERIENCE, AND SALARY EXPECTED IN FIRST LETTER. ADDRESS 929, CARE MICHIGAN TRADESMAN. 929

Detroit Suburb Lumber Yard—Located at Wayne, on Michigan Ave. and M. C. siding. Two sheds, office, shop, etc. Best opportunity for lumber, coal and supply yard. Will exchange. J. E. Gill, Kalamazoo, Mich. 930

FOR SALE—Who wants to buy a real business, in the best little town in Southern Michigan? About \$4,500 stock. Part time. Address No. 931, care Michigan Tradesman. 931

Position Wanted—As traveling salesman in wholesale store. Experience in groceries, dry goods, shoes. Can furnish the best of reference. Address No. 932, care Michigan Tradesman. 932

Plumbers and Tinsmiths Looking for Good Location—Store to rent 21x100, at South Park, between Port Huron and Marysville. Splendid location. No opposition. Factory district, formerly occupied by Barton Bros., Plumbers. Address Waddell Bros. Hardware, 2412 Connor St., Port Huron, Mich. 933

Wanted—An experienced man for manager in general store, established thirty years. Can buy an interest if satisfactory. Address No. 934, care Michigan Tradesman. 934

GENERAL STOCK FOR SALE

Small stock consisting of Groceries, Dry Goods and Shoes. Must be sold at once. Low rent.

THE ARROW SERVICE
Cor. Wealthy St. & Division Ave.
Citz. 62374 Grand Rapids, Mich.

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickery Dick, Muskegon, Mich. 643

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 566

Bell Phone 596 Citz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

TO TRADE—I have a beautiful residence property in Reed City, well located, and modern in all of its appointments, to trade for real estate or a stock of merchandise. Address Lock Box 7, Reed City, Mich. 897

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

Want whole or part stocks shoes, men's wear or general mdse. E. C. Greene & Co., Jackson, Mich. 887

For Sale—Good paying meat market in town of 800. Only market in town. Address No. 901, care Michigan Tradesman. 901

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.

Will pay cash for stock of shoes or clothing or general merchandise. Give full particulars in first letter. Answers confidential. E. A. Wilcox, 153 Langdon Ave., Grand Rapids, Mich. 916

For Sale—Progressive country hardware business. Stock, fixtures, and building, amounting to \$25,000. All or half interest for sale, because of the death of partner. Miller & Long, Vickeryville, Mich. 917

For Sale or Trade—Fine stock of implements, hardware and groceries in live town in Central Michigan. Sales about \$20,000 per year. Business established thirty years. Good buildings. Age reason for selling. Address No. 919, care Michigan Tradesman. 919

For Sale—The Trumble Hotel, Evart, Mich. Thirty days only. The best hotel proposition in Central Michigan. No competition. No agents. J. A. Harper, Owner. 920

WANTED—Several first-class wood carvers interested in taking up same line of work in soft limestone. Permanent positions for right parties. No labor troubles. Splendid wages. Box 256, Bedford, Ind. 921

GRAND RAPIDS SAFE CO.

Dealer in

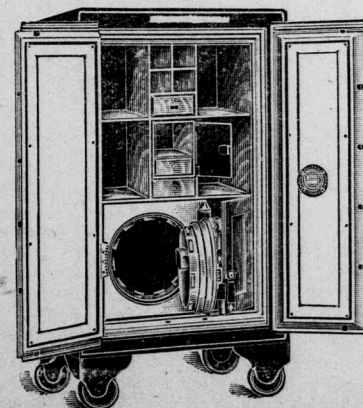
**Fire and
Burglar Proof
Safes**

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.



No Reason Why Trade Should Overbuy.

Written for the Tradesman.

The uncertainty of the outcome of the political situation in the Near East and the possibility of an armed conflict are having their effect on the price of wheat. In fact, cash wheat is selling at a high point since July 21 and present values in all likelihood will be maintained until a definite settlement has been made and the probability, and even the possibility, of war has been eliminated.

On the other hand, there is no reason to expect a marked decline. We believe both flour and wheat are selling at very reasonable prices and over a long pull purchases are safe, yet there is no reason, it seems to us, why the trade should overbuy or purchase for far distant delivery, as there is nothing in the situation outside of war that should cause a marked advance.

The total out-turn of wheat in the United States for 1922, according to the Government Report, is as follows:

Spring wheat -- 277,000,000 bushels
Winter wheat -- 542,000,000 bushels
a total of all wheat of approximately 819,000,000 bushels, against a total crop last year of 795,000,000 bushels and a five year average of 799,000,000 bushels, an increase this year over last of 24,000,000 bushels, 20,000,000 bushels compared to five year average.

It will be seen from the above that we have not an excessive crop and yet it is ample and it does not appear there is going to be a real shortage.

The official estimate for Canada this year is 388,700,000 bushels of wheat, against 300,000,000 bushels last year, an increase of 88,000,000 bushels, a record crop.

According to these figures, the United States and Canada have a total of 1,207,000,000 bushels of wheat, and while this quantity is not at all burdensome, when it is taken into consideration Europe will require approximately 600,000,000 bushels (and most of this will be drawn from North America) and that the United States' requirements are approximately 600,000,000 bushels, North America will probably have a small surplus to carry into next years crop totals.

Reports thus far received indicate an average acreage is being sown this year of winter wheat.

Farmers are not marketing wheat in as large a volume as they did a year ago, delivery from interior markets this year being 116,000,000 bushels against 153,000,000 bushels last year. The visible supply during this same period has gained only 13,300,000 bushels compared with a gain of 34,100,000 last year.

While foreign financial conditions are still a serious factor in the export market for wheat as well as in other lines, nevertheless, Europe is consuming more bread than a year ago and will very likely buy the full amount estimated, 600,000,000 bushels.

Another rather serious situation confronting the flour buyer is the shortage of cars. Considerable difficulty is being experienced by all shippers in obtaining ample rolling stock to care for their requirements, so long as the market is in a good

healthy state, the trade will exercise good judgment in carrying ample stocks to meet their trade requirements; as a matter of fact, it would be a shortsighted policy, and in all probability prove expensive, to do otherwise than amply provide for your flour trade requirements.

Lloyd E. Smith.

Confidence Back of Sugar Market.

New York, Oct. 3—Indications of a gradual waning of the uncertainty and hesitation recently existent in the sugar market, have been more manifest in the market during the last week and there has been a tendency toward a gradual return of confidence and optimism, Lamborn & Co. report. The general impression prevails that the market has again passed through a period of readjustment or a leveling process through the sale of second-hand sugars. Lately, both the raw and refined sugar markets have been devoid of offerings from second hands and consequently, fundamental factors which remained most sound are again having their effect. Raw sugars have recovered somewhat from the low point, but refined sugar prices remain unchanged. The recovery in raws, however, has automatically narrowed the differential between raw and refined.

While refined sugar prices during the week were unchanged in primary channels, second-hand offerings of such have disappeared or have been consumed. Many of the trade, owing to the fact that second-hand sugars for the last two weeks could be obtained below refiners' quotations held off purchasing, anticipating a reduction in refined, but inasmuch as this reduction did not materialize when the raw market developed a firmer tone toward the close of this week, there was a marked increase in enquiry.

The market's susceptibility to bullish developments also was readily demonstrated during the week, and it is generally believed that it is still in a sensitive condition. Consideration must be given the fact that Cuba throughout the recent decline showed strong resistance, refraining from selling and now that the market has shown indications of turning upward, it is natural to anticipate continued strength on the part of producers.

While there is still about 500,000 tons of Cuban sugar available for the balance of this year, it must not be overlooked that fully 50 per cent. of this represents sugar that will not come on the open market. Most conservative interests estimate that not more than 275,000 tons maximum will be offered on the open market in competition for shipment to the United States or Europe.

Latest estimates of the European beet sugar production this year point to an increase of about 700,000 tons, Licht's estimate of Europe's production being 4,759,000 tons. In connection with the prospective increase in European production, it is advisable to take in consideration that European consumption for the year just ended has shown an increase of fully 845,000 tons over that of last season. This indicates that Europe's consumption is increasing more rapidly than its production.

Eight Strong Reasons For Optimistic Viewpoint.

Chicago, Oct. 3—A feeling of optimism now permeates the business atmosphere, based upon the following:

1. With the settlement of the strike of 400,000 railroad shop craftsmen assured, the whole industrial machinery of the country is ready to move forward.

2. The crops of the United States are valued at one billion dollars more than they were a year ago.

3. The United States Steel companies have orders so far in excess of

a year ago that they have increased the wages of their employees 20 per cent.

4. The disturbances of the bituminous and anthracite coal mining interests are in the past, therefore 600,000 coal miners are back to work.

5. All strikes among textile workers are settled.

6. Changes in freight rates amounting in the aggregate to substantial reductions are likely to be made by Western lines.

7. Cotton and cattle are still bringing high prices.

8. To-day there are fewer strikes in America than there have been for many years.

Therefore it would seem that, considering the reasons mentioned, together with the fact that the wage-earning and salary classes representing 90 per cent. of the people and the bulk of the buying power being employed, there should be no reason why retailers should not feel safe in again purchasing merchandise according to their normal needs.

John V. Farwell Co.

Give the Old Boys a Chance.

Marquette, Oct. 2—One of the most striking features of business life at the present day is the dominating power of young men. The constant cry of employers is for young men and virtually the rule exists in advertising for help—sometimes expressed, but generally to be inferred—that old men need not apply. Age and long service, instead of carrying the credentials of wisdom, experience, skill and efficiency would seem to have become a curse and reproach.

The employer who has the painful duty of refusing situations to men whose only disqualification is that of age must often feel a pricking of the conscience, a misgiving as to the justice and humanity of his action. Is there not a questionable and dangerous side to this tendency of the times? To the youthful mind every object glitters and attracts. The young man's year is a heap of beginnings. One pursuit is given up for another. Brilliant ideas are conceived, but either not carried out or incompletely executed, and at the end of a twelvemonth there is nothing to show for them. It can be shown from Dun's reports that the bulk of failures in business, from a financial point of view, are by young or comparatively young men. Invariably youth has to make costly additions to experience before success is attained. There may be rare instances where young men show such exceptional ability as to make their lives one continual run of successes, but nature in the main vindicates her law, that intellect and power can only come with increasing age.

Skill to do comes of the doing. Knowledge comes by eyes always open and ever-working hands. The power of discrimination can only come by experience and experience can only be gained by the efflux of time.

Age presents one striking difference to youth which must ever give old men the greater advantage. While youth is always suffering from ungratified desires, age has satisfied such cravings and can look at things with greater complacency.

Therefore, what should be done is to discriminate between that age which indicates decay of the faculties, rendering a man inefficient, careless, indifferent, lazy, unimaginative and uninventive, and that felicitous old age which is strong and vigorous in intellect, alert and constantly in touch with progressive ideas and advanced methods of modern business and public affairs. Nature often puts an old head on young shoulders or makes a young heart possessed with the vigor of youth under a breast which has borne the brunt of four-score winters.

It is not merely by years that we should measure the quality of a man's head and efficiency, but the essence of age and that essence is intellect, vigor and strength. So long as the intellect,

vigor and strength and up-to-date ideas remain bright and unimpaired in old men, there still should be room for them and they should not be thrust aside in favor of precocious youth.

Solomon Slocum.

The Root of the Matter.

St. Joseph, Oct. 3—Two thousand years ago was spoken a parable whose interpretation has, to a very large extent, been spiritual, but should be material as well. It was the builders—the man who built his house on sand, and the man who built his house on a rock. The one house was destroyed, the other stood.

In our social, political and economic life to-day we are building too much on sand, and not enough on the solid foundation of fundamental principles. To any intelligent man or woman it is evident to-day that application of fundamental principles discloses the fact that there is too much artificial and too little substantial in the lives of too many people—not only in their thinking, but in their living. To too large an extent, ours is a make-believe sort of living in which we are fooling ourselves that we are succeeding in disregarding the experience of the ages and blazing a new pathway to some ideal condition or other which fundamental principles rule cannot passibly exist.

Man must live by the sweat of his brow and when there is too little production to satisfy human needs, man will either wake up and work, or succumb to the law of the survival of the fittest. Men may be born equal, but they are never created equal, yet may develop themselves to greater equality if they are willing to pay the price. But men who rise pay some price or other. It may be tremendous sacrifice of time, or expenditure of effort.

Whichever the case, they will do so in conformity to natural law, and if their improved estate be permanent, in accordance with moral law building on the solid foundation of fundamental principles. That is the root of the whole matter. James T. Monroe.

Few Tomatoes in Hands of Michigan Cannerymen.

Grand Rapids, Oct. 3—Yesterday the writer was asked by a broker to locate all the available stocks of Michigan tomatoes. The writer called every tomato canner in the State on the telephone and this is what he found: Of the nine largest packers of tomatoes, seven were entirely sold out. One had between 600 and 700 cases of extra standard No. 10, for which he was asking \$5 per dozen, and 3,000 cases of No. 3, for which he was asking \$1.55. The other canner had on hand a minimum car of sub-standard No. 10, for which he was asking \$4.25. I am sending you this information for what it is worth. A. R. Todd, Sec'y. Michigan Cannerymen Association.

There is not a single point of depression in canned foods just now, or an article that cannot be regarded as worthy of optimistic consideration. The settling of the coal strike, the utter defeat of the railroad strike, the increase of the wage scale by the steel mills, the resumption of activity and employment in the automobile factories, and many other indications of the return of prosperous conditions, point to a heavier demand for all food stuffs, and canned foods may be expected to share in this renewed activity, because the stocks in the hands of distributors have been permitted to run very low and the prices of the new pack of canned foods are so low that they are once more the most economical and convenient foods we have."

No one can reach the top without being on the level.

**THE STRONGEST
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**YORK SAFE
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Sale in Western Michigan controlled exclusively by

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Now Sun-Maids In 11 ounce Packages Will Increase Your Trade

Women buyers want a fifteen-cent package of Sun-Maid Raisins.

We are giving it to them in the new *11 Ounce Sun-Maid Package* which we have just placed on the market. Sell it at fifteen cents or two for a quarter, and make a very profitable margin.

This package will turn over fast. You'll sell more raisins, and increase your profit in this way.

Women like Sun-Maids—you know that—and now they'll like this price.

Try and see. Display this new package with a price card, reading thus:

Display
This
Card

11 OUNCE PACKAGES

Sun-Maid Raisins

15 Cents

TWO PACKAGES FOR A QUARTER

Display
This
Card

Watch the result. See Sun-Maids move even faster than they have in the past.

See how many of *your* customers want these new packages of Sun-Maids at this price.

We are adding this new package to help both your sales and ours.

Ask your jobber for a stock of the

new Sun-Maid 11 ounce packages in addition to your regular stock of Sun-Maid Raisins, Seeded and Seedless, in the regular 15 ounce packages.

Sun-Maid Raisins now cost less than for five years so that retailers everywhere today can sell at the following retail prices at a good profit to themselves.

Seeded (*in 15 oz. blue pkge.*)—20c

Seedless (*in 15 oz. red pkge.*)—18c

Seeded and Seedless (*11 oz.*)—15c

Sun-Maid Raisins

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