

The American Flag

When Freedom, from her mountain height
Unfurled her standard to the air,
She tore the azure robe of night,
And set the stars of glory there;
She mingled with its gorgeous dyes
The milky baldric of the skies,
And striped its purest, celestial white
With streakings of the morning light;
Then, from his mansion in the sun,
She called her eagle bearer down,
And gave into his mighty hand,
The symbol of her chosen land.

Majestic monarch of the cloud!
Who rear'st aloft thy regal form,
To hear the tempest-trumpings loud,
And see the lightning-lances driven,
When strive the warriors of the storm,
And rolls the thunder-drum of heaven—
Child of the sun! to thee 'tis given
To guard the banner of the free,
To hover in the sulphur smoke,
To ward away the battle stroke,
And bid its blendings shine afar,
Like rainbows on the cloud of war,
The harbingers of victory!

Flag of the brave! thy folds shall fly
The sign of hope and triumph high,
When speaks the signal-trumpet tone,
And the long line comes gleaming on:
Ere yet the life-blood, warm and wet,
Has dimmed the glistening bayonet,
Each soldier eye shall brightly turn
Where thy sky-born glories burn,
And, as his springing steps advance,
Catch war and vengeance from the glance.

* * *

Flag of the seas! on ocean wave
Thy stars shall glitter o'er the brave;
When death, careering on the gale,
Sweeps darkly round the bellied sail,
And frightened waves rush wildly back
Before the broadside's reeling rack,
Each dying wanderer of the sea
Shall look at once to heaven and thee,
And smile to see thy splendors fly
In triumph o'er his closing eye.

Flag of the free heart's hope and home,
By angel hands to valor given;
Thy stars have lit the welkin dome,
And all thy hues were born in heaven.
Forever float thy standard sheet!
Where breathes the foe but falls before us,
With Freedom's soil beneath our feet,
And Freedom's banner streaming o'er us?

Joseph Rodman Drake.

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

NEW PERFECTION
The best all purpose flour.
RED ARROW
The best bread flour.

Look for the Perfection label on
Pancake flour, Graham flour, Gran-
ulated meal, Buckwheat flour and
Poultry feeds.

Western Michigan's Largest Feed
Distributors.

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

THE BIG, LITTLE SALES BUILDER—

Grocers the country over are profiting by the Fleischmann
Yeast-for-Health campaign now running in newspapers and
magazines.

They realize that this campaign is more than a medium for
yeast profits. It is actually the means of making new customers,
for people who buy Yeast cakes three or four times a week are
certain to buy other groceries. And new customers soon
become regular customers.

In the final analysis, Yeast-for-Health is the big, little sales-
builder.

THE FLEISCHMANN COMPANY

Yeast

Service

RAMONA PARK

RAMONA

is a feast of fun that leaves
"a good taste in your mouth"—because
everything offered for your amusement is nothing
but "pure fun spiced with thrills." Old Man Joy is pilot on every
fun ride at RAMONA, be it the "Jack Rabbit" Derby
Racer, the Caterpillar, the Miniature Rail-
way, the Aeroplane Swings, the Whip
or the Mystic Chutes.

"Famous For Fun"

39% Profit for You in WILDER'S

LION DISPLAY

CABINET OF LEATHER



Cost \$18.00

Retails for \$25.00

Ask Your
Jobber
or write us
for full information.

WILDER & COMPANY
Established 1877

226 West Lake St.
CHICAGO

Larabee's Best Flour

"The Most Bread from the
Least Flour"

Economy

Distributors of LARABEE'S BEST FLOUR

Rademaker-Dooge Grocer Co.	Grand Rapids, Mich.
Hume Grocer Company	Muskegon, Mich.
Nelson & Matthews	Carson City, Mich.
McMorran Milling Co.	Port Huron, Mich.
Abrams Burt Co.	Eaton Rapids, Mich.
Richard Early & Son	Kalamazoo, Mich.
Phillips Produce Co.	Battle Creek, Mich.
Tanner & Daily	Bay City, Mich.
Beaverton Elevator Co.	Beaverton, Mich.
Breckenridge Farmers Elevator Co.	Breckenridge, Mich.
Harrington Coal Co.	Holland, Mich.
Michigan Butter & Egg Co.	Lansing, Mich.
Merrill Farmers Elevator Co.	Merrill, Mich.
J. A. Kenney & Son	Mt. Pleasant, Mich.
F. Mansfield & Co.	Remus, Mich.



MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, JUNE 20, 1923

Number 2074

MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

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STOCKS NOT ACCUMULATING.

Business news of the past week must be characterized as "spotted." Car loading figures continue at a high record for this season of the year, and from several cities reports have come of a noticeable quickening in trade after the recent lull. There was, however, a further tendency for prices of basic commodities to soften. In the Pittsburgh district pig iron declined a dollar per ton, and a tendency for its output to run ahead of steel production has been noted. The market for coke meanwhile remains dull. With the exception of corn, the grains have all moved to lower levels, and some traders are even predicting dollar wheat in the Chicago market. The high price of corn has forced the rapid selling of live stock and has sent prices to pre-war levels. Cotton consumption during May was very close to the best record for the year, but this was offset by the slump in export demand and prices have moved irregularly. Meanwhile the part-time operations of cotton mills in the Fall River district has spread to other centers in New England. Foreign trade figures for May show a further gain in the import surplus for the calendar year, and this occurred, too, in the face of heavy imports of gold. Money continues easy with bond prices firm, but stocks have moved to lower levels, with trading in small volume.

In reports on business conditions the statement that stocks are not accumulating is constantly repeated. In a broad sense this is true. The record-breaking movement of freight during the spring and early summer indicates that the industrial output was not going into stocks at the factories, but was getting into the channels of merchandise distribution. There have been, nevertheless, certain exceptions to this rule. The supply of petroleum has outrun demand, but

this is a matter where adjustment is not practicable once the oil wells are flowing. There appears also to have been some overproduction of rubber tires and of cotton textiles. It is a trite saying that general overproduction is impossible, yet it is not at all difficult to have overproduction in a given line at a given time.

This does not mean that a certain sort of goods exists in quantities in excess of total demand, but that the existing supply is too large to be marketed at a profit. In other words, oversupply sometimes really means underdemand; it may be due not to a growth in volume of stocks, but to a slump in the call for goods of a certain character. When prices are steadily rising supply nearly always appears to be less than demand; but a change in the trend of the price curve will usually have the effect of arresting demand, and the supplies which a short time before seemed too small suddenly become too large. If there should be any substantial recession in price levels in the near future much less would be heard about the small amount of stocks on hand.

UNITY IN SOUTH IRELAND.

Even more impressive as a sign of unity in South Ireland is the announcement of President Cosgrave that the Free State will take up the bonds issued on behalf of murderer De Valera's unrealizable republic. By this act the victorious element of the Irish people makes formal recognition of the services rendered to the common cause by those who fought for a different outcome. It is also a shrewd practical stroke, since it declares to the world that the Free State proposes to discharge its financial obligations in a way to silence the criticism of the most captious. President Cosgrave's announcement is on a par with the policy of Hamilton in insisting that the new American Government should assume the debts of the various states. In each instance there is the assertion that the new member of the family of nations is something more than a mere clamor for independence.

South Irish unity, of course, will be like the unity of every other nation, new or old. That is to say, it will not be perfect. There will be irreconcilables in South Ireland, as everywhere else. Some of them will dream of absolute separation from Great Britain, just as there are Frenchmen, who dream of a restoration of the empire. But the presence of such elements of discord will not seriously interfere with the rapid advance of the South Irish nation to the position which this country hopes to see it occupy.

WOOLS AND WOOLENS.

If there is any tendency at all in the wool markets it is toward lower levels of prices. All concerned seem to agree that higher ones are not probable. A cable received from a representative of the Department of Commerce in London states that wool brokers there were receiving requests to resell purchases of wool made at the previous auctions. The inference was that of a probable smaller demand from the United States at the coming auctions, which begin on the 26th inst. Another peculiar circumstance is the quantity of foreign wool, of low grades, being reshipped from this country to Europe. This attained quite large proportions last month and is being continued this month. A shipment of 300,000 pounds of carpet wool to the Continent was an incident last week. It was said to fetch several cents a pound more there than could be obtained for it here. A reduction in price is noted in Western territory wool, but with little activity. At the end of March over 500,000,000 pounds of wool, grease equivalent, were reported in the hands of dealers and manufacturers. A lessened consumption of wool by the domestic mills in April as compared with March was also shown. It is interesting to note that wool prices in this country are above those for similar grades in London by almost exactly the amount of the duty of 31 cents a pound, scoured basis. Domestic mills show a reduction in the quantity of output. This reflects the lessened business of the cutters-up of men's wear on suitings for Fall. Interest is shown in the probable price advances for the Spring season, the openings for which will take place in a few weeks. Guesses range all the way from 5 to 10 per cent. The only notable circumstance about dress goods is the continued preference for pile fabrics for Fall coats.

END OF THE SILVER BOUNTY.

Last Friday the Government suspended its purchase of silver bullion at the fixed price of a dollar per ounce. Practically the whole amount of the silver taken from the mint and sold to Great Britain during the war has been replaced at this artificial price fixed by the Pittman act. It would be difficult to justify such price fixing on economic grounds, and the best thing that may be said in its favor is that it was done under the emergency of the war. Silver which is sent to India disappears for the most part from circulation, and the releasing of the Government's holdings for export to that country during the war was not a factor to depress the market appreciably. In fact, in 1919 silver bullion sold in

the world market for more than a dollar per ounce and, of course, none of the domestic output went to the mint. It was only when the price broke in the following year that the producers found the Government price attractive. For some time the Pittman act has been equivalent to a subsidy of about 33 per cent for the domestic production of silver. Quite naturally the necessity of surrendering this bounty is disturbing to its beneficiaries, and reports that they are going to make a fight for its retention or for other Government aid are not surprising. This is just another illustration of the effect of artificial aid to any industry. The longer such aid is rendered, the harder it is to dispense with it.

GREAT WASTES OF INDUSTRY

Long before the war this country was noted for its standardized production. Mass output was the means whereby unit costs were kept down while wages were retained on a higher plane than in foreign countries. This it was that rendered futile and absurd comparisons of production costs based on differences in weekly or monthly wages here and abroad. The exigencies of war, however, disclosed a number of weak spots in manufacturing methods which had to be got rid of in order to put production at maximum capacity. Scrutiny brought to light almost at the outset the tremendous waste due to the multiplicity of "sorts." Every manufacturer appeared to have his own special contrivances which did not fit into the products of any other, although intended for the same uses. This applied even to the bolts and screws of machines and vehicles. Such things had to be standardized and the sorts made as few as possible. The benefits were at once apparent, and the lesson has not been forgotten. Since the war, the Department of Commerce has been devoting considerable attention to the matter and has been trying to secure the co-operation of domestic manufacturers in attaining the use of fewer types, to the manifest advantage of all concerned. Two such instances came to notice during the past week. In one of them it was agreed, after a conference, to reduce the types of hotel chinaware from 700 to 160 and in another to cut down the eighty-eight varieties of asphalt for paving to nine. More of the same kind of action will result in the elimination of one of the great wastes of industry.

Sometimes we feel like being lazy and think we would be happier without any work to do. The most unhappy people in the world are those who have no work to do, whether they want work or not.

DREAM OF EFFICIENCY.

How One Worker Would Counteract Profiteering.

I recently read a letter of Dr. Eliot's in regard to the housing shortage, and think, perhaps, the experience of a man who has actually built in a crisis of this kind may supplement the generalities which the worthy professor outlines. It is all very well to rave against high prices, it is another thing to remedy them. As was ably demonstrated during the war the profiteer is the other fellow, we are never profiteers ourselves; we are actuated solely by the most patriotic motives; look at the sacrifices we made to win the war, who bought more Liberty bonds in proportion to our means than we? Who had more sugarless, meatless, coalless days than we?

Our critics are very much at their ease, they live very nicely, in spite of the housing shortage; they charge pretty stiff prices for their services if the truth were known, but it bores them to death that hard-working mechanics who daily risk their lives on rickety scaffolds, whose hands are callous from our zeal to supply the demand for homes and schools and factories and buildings of all kinds, it bores our worthy critics to death to see us get a living wage. Who are we, that we should have homes? that our children should have education? that we should receive our share of the general prosperity? Like Tommy Atkins, we are neither heroes nor criminals, but men most remarkably like you. There is no more reason for blaming us than there is for blaming the much belabored malefactors of great wealth; both of these are bogies, the thing which is really to blame is stupidity.

There is no earthly reason why there should be a building, housing or factory shortage. We have all the means of relieving it at hand, if we only use them, all that is needed is leadership. When the war broke out we were confronted with the necessity of setting up at a month's notice housing for thousands of troops. Every lumber yard, every material supply house, every man who could wield a hammer or a trowel or a pick, was commandeered and we beat the record for erecting camps. We can do the same thing for housing any time we really get down to business. Yankee ingenuity is by no means exhausted. You say the cost will be prohibitive. I will guarantee to build all the houses you need, at less than half the present prices, without lowering any one's wages or interfering with any building operations at present under way.

There is no magic or trick about this; we simply need to utilize methods familiar enough in the manufacturing world. The first requisite for cheap housing is cheap land, within a nickel carfare of the business centers. Of this we have an abundance. The second requisite is cheap labor. Ah, you will say, that does not exist unless you let down the bars and further complicate the congestion by overrunning us with the starving

wage-earners of Europe, of Asia or of Africa. We are building in the most inefficient, wasteful manner. Does it take a very great flight of imagination to conceive of applying the same devices that are used in ship-building to the building of houses?

All of these devices are in existence and rusting away from disuse or for sale at the price of scrap iron. The Government has plenty of traveling cranes, coal conveyors, worm and gear outlookers for elevating scaffolds.

There are 3,000 able-bodied boys in one high school alone industriously putting in their time learning to play basket ball, lawn tennis and a lot of equally valuable misinformation, earning nothing; but eating their hardworking sisters and mothers out of house and home, and when they are graduated taking a postgraduate course in warming the bleachers at the polo grounds or the stadium. And yet we talk of a shortage of labor and the pressing need of still more schools to train more loafers! Give me these boys, I will teach them and pay them union wages, and instead of a new crop of criminals I will teach them the dignity of labor, so that they may be useful citizens. But you will say it cannot be financed. The money is spent, a thousand times over, in chewing gum, in cigarettes, in face powder, in bootleg rum, in rotten movies, but we have no money to put into decent housing.

Besides all this we can't get the materials! Brick is priceless, cement commands unheard of prices, steel, glass, wood, all these are beyond the means of modern progress and civilization! That's what we make tariffs for. There is no lack of materials, but if we use ordinary common sense and use them, the unions will set up a holler that will rock the citadel of protection to its base. Well, in spite of your tariffs and the yells of red handed walking delegates, I will get all the materials I want, and if any cheap imitation of a man, union or otherwise, interferes, I will guarantee to convey him bodily to Russia, Mexico or Turkey, whichever he prefers. I will fly the American flag over my building operations, and guarantee freedom to 100 per cent. Americans, and read the proclamation of emancipation from the slavery of unionism, landlordism or any other form of hoggishness.

But you say if these things are so easy why aren't they being done? It is inconceivable that with such things at hand, we are starving in the sight of plenty, drowning within sight of land. The world has always been full of too easy despairers. What it needs is leadership, a Moses to take them out of their present bondage. How is one to make one's self heard? No one wants to listen, all want to talk and expound their pet theories.

The one sure way to get attention is by advertising. You can sell anything from sky blue dreams to mouse traps, if you understand the psychology of publicity.

J. Arthur Holly.

Be flush and the world is with you.
Be broke and you must go it alone.

QUAKER

Salad Dressing

When we told you some months ago that we were presenting you with the finest salad dressing that has ever been produced, it was said after about two years study of the manufacture and sale of this product.

To-day, after a few months on the market, we find from those dealers who have bought it, that they agree with us in saying that QUAKER Salad Dressing is absolutely the best salad dressing ever sold.

If you want your share of the salad dressing business, you must be sure to stock QUAKER Salad Dressing, put it in a prominent place, and tell your customers about it.

Also, our new idea of a wonderful spread for Kiddies' bread is very popular with the mothers and you can recommend QUAKER Salad Dressing for this purpose without hesitation.

Again we say—QUAKER Salad Dressing is absolutely the best salad dressing to be had.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

Items From the Cloverland of Michigan.

Sault Ste. Marie, June, 19.—F. A. Allison, who for the past eighteen years has been traveling salesman for the Cornwell Co. from the Soo branch, covering the D. S. S. & A. territory, has resigned. His successor is Fred Newton, who resides at the Soo. Mr. Newton has had several years' experience in the meat business and is well and favorably known. His many friends wish him every success in his new vocation.

Percy Elliott, for the past several years with Armour & Co., traveling the Soo line, with residence at the Soo, has resigned his position and expects to go to Detroit, where he may locate. His successor has not as yet been announced. Mr. Elliott has made many friends who will regret his departure and would like to see him stay in the good old home town.

James Raefale, the progressive Ashmun street grocer, has added a meat market to his grocery, after having installed new fixtures, a refrigerator, glass counter and show case and all modern equipment. This is a new venture for Jim, but to see him cut up the Saturday's supply of meat you would think he was an old timer at the business.

Clarence W. Tapert, of the Tapert Specialty Co., returned last week after covering the Soo line and South Shore territory. He reports business to be picking up in the smaller towns on the territory, especially in the lumbering districts where operations are starting up.

The meat interests of America have designated the week of June 25 to 30 as Meat for Health Week and will endeavor to convince the American people to eat more meat for health and strength. We who are on the hog certainly wish them every success.

Our distinguished citizen, Hon. Ex-Gov. Osborn, has returned after a prolonged sojourn in Europe. Since his return he has been delivering many lectures. We always consider it a rare treat to hear the famous orator.

It isn't the money you have, but the money that nobody can get away from you that counts.

E. Westin, who for a number of years has been conducting a drug store at Engadine, has moved to Wisconsin, having sold his stock to James Norton, who will conduct a confectionery store at the same stand.

A man's idea of going on a diet is to continue not to eat the things he doesn't like.

Mr. Bowman, manager for the Woolworth 5 and 10 c store, is spending his vacation visiting his old home town at Duluth.

Capt. Roberts, the well-known soap agent for Swift & Co., is expected here in the near future, making his annual call before spending his vacation in his commodious Summer home at Mackinaw City. Mrs. Roberts will accompany him.

Through the efforts of our Civic and Commercial Association, the railroads have decided to give special rates on the different roads leading into the Soo during the home coming week in July.

The steamer Missouri from Chicago comes here June 30 with about 350 K. of C. from Chicago. This will be the first trip of the Missouri in several years. The Missouri will run on regular trips during the summer months, making what is known as a five day cruise, leaving Chicago Saturday and arriving here each Monday, staying four hours. She will stop at all points along the line, including DeTour, Mackinac Island, Charlevoix and other places. The Missouri was put back on the Soo run through the efforts of our C and C Association. They realized the necessity of having direct connection with Chicago and the announcement of the Missouri including the Soo among its stops was received by

local business men as a stroke of good business. It will enable them to get their merchandise from Chicago cheaper and faster than in the past. D. K. Moses, proprietor of the Leader store, but residing in New York, will spend the summer here, having engaged the Semour residence on the river front.

William G. Tapert.

Resolutions Adopted at the Pharmacy Convention.

Whereas—Very great progress has been made in the last quarter of a century in all sciences, especially in those upon which the health of the public depends; and

Whereas—The pharmacist by training and association with the members of the medical and dental professions is most vitally concerned with all such advances and movements; and

Whereas—In the mind of the general public the status of the pharmacist to-day is not as important and as dignified as formerly, although his responsibilities to the State and the Nation are constantly becoming greater through legislative action; and

Whereas—The general trend in this country is toward higher educational requirements for all professions, such advanced standards being already effective in the allied sciences of medicine and dentistry; and

Whereas—Various states and colleges of pharmacy have already adopted such increased educational requirements, while other states and colleges of pharmacy apparently are content with existing standards, which condition is causing much confusion; and

Whereas—In our opinion legal and educational requirements should be more nearly uniform throughout the country, which result can be best accomplished by the adoption of standard requirements for licensure and for admission to and graduation from colleges of pharmacy; and

Whereas—The Carnegie Foundation for the Advancement of Teaching, through its searching and constructive studies on medical education in this country, Canada and Europe, contributed greatly to the present improved condition of medicine and medical education; and

Whereas—A similar study of dentistry and dental education is now in progress and nearing completion; and

Whereas—The American Conference of Pharmaceutical Faculties has, on several occasions, requested the Carnegie Foundation to undertake a similar study of the present status of pharmacy and pharmaceutical education in this country; be it therefore

Resolved—That we, the members of the Michigan State Pharmaceutical Association, assembled in annual convention in Grand Rapids, June 13, 1923, most heartily approve of the action of the American Conference of Pharmaceutical Faculties in this matter; and be it further

Resolved—That we most earnestly urge the Carnegie Foundation for the Advancement of Teaching to undertake the suggested study of pharmacy and pharmaceutical education in this country, believing that of all of the organizations in this country the Foundation is the best qualified to undertake such a searching and critical study in view of its experience and splendid results in the allied professions of medicine and dentistry, and be it further

Resolved—That copies of these resolutions be sent to the President of the Carnegie Foundation for the Advancement of Teaching, to the President of the University of Michigan, to the members of the State Board of Pharmacy and to the various pharmaceutical journals.

Whereas—The action of the President and Board of Regents of the University of Michigan in appointing Dr. Edward H. Kraus Dean of the College of pharmacy meets with the

most hearty approval of the pharmacists of the state; be it

Resolved—That the Michigan State Pharmaceutical Association, in convention assembled in Grand Rapids, June 13, 1923, place itself on record as commending this action on the part of the University authorities; and be it further

Resolved—That copies of this resolution be mailed to the President of the University of Michigan, and to the members of the Board of Regents.

When a rabbit knows only one hole, the fox gets him.

AMERICAN PUBLIC UTILITIES COMPANY GRAND RAPIDS, MICHIGAN DIVIDEND NOTICE

The Directors of this Company, at a meeting held on June 16, 1923, declared the following dividends payable July 2, 1923, to stockholders of record on the books of the Company at the close of business June 20, 1923: \$1.75 per share on Prior Preferred Stock, \$1 per share on Participating Preferred Stock, \$1.50 per share on six per cent Preferred Stock. These dividends are to be paid from earnings of the Company for the three months' period ending June 30, 1923. Stock transfer books will remain open during ex-dividend period.

BLAINE GAVETT, Secretary.

Retail Salesmen Wanted A Splendid Opportunity For The Right Men

The J. C. Penney Company needs capable salesmen for managers of its new stores. Would you like to be manager of a retail store in which you own a one-third interest—paid for out of the profits of the business?

If you are between 25 and 35 years old, have good habits, can give us the highest references, have had thorough experience in small or medium size department store, or are experienced in general store work in special lines—either clothing, shoes or dry goods,

We Want You

While of course we want to secure the very best experienced men, we are not expecting the superman. Experience has taught us that some of the greatest successes come from the ranks of average men. We believe that every man has within him "that something" which will lead him to success if properly guided and given the right opportunity. Limited experience, plus character, a lot of ambition, industry and a desire to achieve are the prime factors we are looking for in young men. Investigation will prove that this is an exceptional opportunity.

The investment of money is not necessary for your success with us. The financial backing of our company is ample. What we need are young, healthy, vigorous and capable salesmen who are determined to go to the top while they have youth and energy. We pay you while you are proving your ability.

Here is our proposition outlined briefly:

Men come to us first as retail salesmen in one of our stores. During the period of proving their ability they learn the greater possibilities of co-operative effort. Their progress depends upon their ability and effort. As our new stores are opened, the managers are selected from our sales force.

When a man makes a success of the management, he is sold one-third interest in a new store and becomes its manager. He may afterward acquire a partnership in other stores which are the outgrowth of the one in which he first received a financial interest. To those who do not possess the capital to purchase a one-third interest in a new store, the money is loaned by the J. C. Penney Company and is repaid from subsequent profits of the store.

The J. C. Penney Company, started in 1902 with one store, now operates 371 stores in 29 states, selling dry goods, shoes, clothing, for men, women and children, and kindred goods. Our cash sales for 1922 amounted to \$49,035,729. Plans are now being made to open 104 additional stores this year. If you have had thorough experience in one or more of the above lines, it is to your interest to investigate our plan.

Write today for our booklet, "Your Opportunity," which fully explains our plan. Give your age and number of years' experience in our lines of merchandise in your first letter. We may arrange for a personal interview later. All correspondence strictly confidential.

Address your letter to

J. C. PENNEY COMPANY, Inc.

Wm. M. Bushnell, Manager of Employment,
Star Building, St. Louis, Mo.

MOVEMENT OF MERCHANTS.

Shelby—J. A. Harrison is succeeding by the Shelby Lumber Co.

Chelsea—The Wm. Bacon-Holmes Co. is succeeded by the Chelsea Lumber & Coal Co.

Halfway—Stephens State Bank has been incorporated with an authorized capital stock of \$30,000.

Kalamazoo—The Direct Stores, Inc., capitalized at \$1,500,000, Boston and Kalamazoo, has dissolved.

Detroit—The Mann Storage Co., 2120 Woodward avenue, has changed its name to the Mann Furniture Co.

Port Huron—The Port Huron Co-Operative Shoe Co., 511 Water street, has changed its name to the Forman Shoe Co.

Bear Lake—August Schroeder has purchased the S. N. Via store building and will occupy it with stock of hardware.

Ironwood—The Merchants & Miners State Bank has changed its name to the Merchants & Miners National Bank.

Henderson—The Farmers State Bank of Henderson has been incorporated with an authorized capital stock of \$20,000.

Lansing—G. William Davis, Inc., dealer in hats in the Strand arcade, has increased its capital stock from \$10,000 to \$25,000.

Brighton—Frank Garland, recently of Detroit, has purchased the produce and junk business of E. E. Wise and will continue it at the same location.

Detroit—L. W. Walser, Inc., 29 Cadillac Square, has been incorporated to deal in dry goods, etc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Harbor Springs—Ellis E. Sigler, who has been engaged in the dry goods business at Lakeview several years, has moved his stock to this place and installed it in the vacant store in the Clarke building.

Concord—The Concord Farmers' Elevator Co. has sold its business. The principal part of the holdings, including the large warehouse, has been bought by Al. J. Wilder, owner of the Concord Lumber & Coal Co.

Kalamazoo—Frank E. Quinlan has purchased the grocery stock and store fixtures of W. E. Allen, 432 West Walnut street and also the store building in which the stock is located, taking immediate possession.

Reeman—William C. Drost has sold his interest in the dry goods, clothing, shoes, grocery and drug stock of Drost & Nieboer, to his partner, Edd. B. Nieboer, who will continue the business under his own name.

Stockbridge—Oscar A. Schmidt has sold his stock of dry goods, shoes, etc., to Howard E. Marshall, who conducts a general store at Gregory and will continue the business under the management of Miss Nettie Griffith.

Kalamazoo—Peter A. Magas has purchased the candy shop at 103 South Burdick street and remodeled and redecorated the interior and will conduct the business under his own name. The store has been closed for some time.

Gobleville—Hicks & Taylor, general dealers, are establishing a branch store at Vestaburg, which will be conducted under the same style. U. R. Hicks will remove to Vestaburg to take charge of the store at that place and H. W. Taylor will remain in charge of the store here.

Detroit—The American Plywood Wheel Co., 5675 Wabash avenue, has been incorporated to manufacture and deal in auto wheels, parts, accessories, etc., with an authorized capital stock of \$100,000, \$13,100 of which has been subscribed and paid in in property.

Detroit—Charles F. Meagher, 9620 Greeley street, has merged his lumber and interior finish business into a stock company under the style of the Charles F. Meagher Lumber Co., with an authorized capital stock of \$250,000, all of which has been subscribed and paid in, \$1,000 in cash and \$249,000 in property.

Lansing—Lorenz Bros. have merged their motor vehicles, parts, accessories, supplies and garage business into a stock company under the style of Lorenz Bros., Inc., with an authorized capital stock of \$75,000 common and \$100,000 preferred, of which amount \$79,450 has been subscribed and paid in, \$950 in cash and \$78,500 in property.

Manufacturing Matters.

Allegan—The Allegan Casket Co. has purchased the stock and plant of the North Side Lumber Co.

Brighton—The Detroit Creamery Co. has installed a 1,000 pound automatic scale in its local plant.

Flint—The Greissell Bread Co., 216 Stevens street, has increased its capital stock from \$75,000 to \$125,000.

Detroit—The Nut Grove Butter Co. has filed a petition in bankruptcy, listing its liabilities at \$230,127 and its assets at \$165,311.

Detroit—The Miss America Electric Washer Co., 1401 Farmer street, has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and \$1,800 paid in in cash.

Detroit—The Cooke Asphalt Paving Co., 1260 Penobscot building, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$46,000 in cash and \$4,000 in property.

Lansing—The Arctic Ice Cream Co., of Detroit, Grand Rapids, Holland and Grand Ledge, has purchased the plant and property of the Michigan Ice Cream Co. H. C. Snyder will remain as manager of the local plant.

Sault Ste. Marie—The Dirigible Auto Light Co. has been incorporated with an authorized capital stock of \$15,000 common and 10 shares at \$1 per share, of which amount \$10,000 and 10 shares has been subscribed and \$1,510 paid in in cash.

Detroit—The Cooke Manufacturing Co., 1712 Tyler avenue, has been incorporated to manufacture and sell metal products, with an authorized capital stock of \$50,000, all of which has been subscribed, \$5,000 paid in in cash and \$25,000 in property.

Grand Rapids—The Mentzer-Read

Co., 3339 Barclay street, N. W., has been incorporated to manufacture and deal in furniture, furnishings, etc., with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and \$10,000 paid in in cash.

Detroit—George R. Vanderwee, 241 Chene street, manufacturer of saws, and dealer in automatic machinery, etc., has merged his business into a stock company under the style of the Vanderwee Saw Co., with an authorized capital stock of \$75,000, \$40,000 of which has been subscribed and paid in in property.

Detroit—The Motor Machine Co., 7742 West Davison street, has merged its business into a stock company under the style of the Motor & Machinery Castings Co., with an authorized capital stock of \$35,000, of which amount \$15,000 has been subscribed and paid in, \$4,472.05 in cash and \$10,527.95 in property.

Bellevue—The real estate and factory building of the Veana Food Co., Ltd., were sold in Charlotte by Circuit Court Commissioner C. B. Fisk Bangs in accordance with a decree given in circuit court for the plaintiff, the Union Trust Co. Mrs. Jessie Robinson was the purchaser, the consideration being \$10,000.

Plain Words About Post-Dated Checks.

New York, June 18.—Many a time have I heard wholesale and jobbing credit managers contend that the post-dated check was useful to them and should not be condemned.

Now, moral deterioration does not come all of a sudden. It comes gradually. The first imprudence leads to others; the first curve of the moral spine increases its flexibility. Whenever a merchant is led or encouraged to do an act contrary to sound business practices, it is usually the first step toward failure.

The giving of a post-dated check is a reflection on the financial abilities of the debtor. It weakens the backbone of the maker. How many merchants within our memory will be found to have survived the practice of giving post-dated checks? The custom has grown among credit managers of accepting settlements in this kind, but departing as it does from recognized commercial standards and the proper use of the check, an imprudence has been encouraged that will in most cases lead to fatal results.

We class the practice of giving post-dated checks as a symptom of failure. When the merchant is led to give a post-dated check, only heroic efforts can save him from beginning at once the writing of the last chapter of his business history.

J. H. Tregoe.
Secretary National Credit Mens Association.

Developing Figured Bolivias.

With women's coatings of the bolivia and similar pile fabric order strongly entrenched in favor, further lines of development in these goods are being worked out. It is said that these include the preparation of figured bolivias on the jacquard, or brocade style. Fabrics of this nature were brought out some seasons ago and attained considerable vogue, but were not followed up because of market changes. The time is now considered ripe for their re-introduction. The coatings are developed in tri-tone effects in both floral and striped patterns.

Late Mercantile News From Central Michigan.

Owosso, June 19.—Ed. McCarty, of Chapin, is building a new and larger store, the business having outgrown the old one.

The population of Corunna has increased from about 2,000 to 7,000 owing to the world wide Free Methodist conference and camp meeting held in McCurdy park this year. McCurdy park is one of the beautiful spots of old Shiawassee county on the banks of the historical Shiawassee river. The hundreds of white tents give it to-day the aspect of a veritable white city.

C. D. Orcutt, Crystal, who lost his store by fire last winter, has just completed a new brick building on the same site and will resume the hardware business at the same stand.

Hugo Volz, Crystal, has purchased the lot from Mrs. Walter Beard which was occupied by the Beard restaurant and hotel and will build an up-to-date brick drug store. We are glad to see this beautiful village arise from the ashes of its recent devastation and assume its former business activity.

M. W. Morrison succeeds Morrison Bros. in general merchandise at Bannister.

Charles B. Graham, of Detroit, has bought the Myers pharmacy of Owen Myers & Sons, of Owosso, and took possession June 1. The business will be conducted under the name of the Graham pharmacy.

Honest Groceryman.

Is Marketing a Novel Ink.

An ink that dries on paper as rapidly as it is spread by the pen, yet which does not dry up in bottles and the barrels of fountain pens, is now being put on the market. It is claimed by its makers to be the only writing ink ever made that is erasure proof and fade proof, in addition to being a perfect check protector. With the ink come special bottles for desk use—one for use with ordinary pens and the other, which is equipped with rubber valves that keep the bottle air tight, for use with fountain pens. In this case the pen or filler is pushed through a slotted opening in the bottom of the valve. The ink is erasure proof because any attempt to remove it with chemicals causes it to change color, and a little pressure on the pen causes it to penetrate the fibres of and soak through the paper. It comes in blue, black, red, green and violet, and retails at 50 cents a bottle.

Tact.

A railway supply manufacturer overheard a colored captain of bell boys instructing a new colored boy as to his duties in the hotel. He emphasized the need for politeness and tact. At the end of the instruction, the new boy said he understood everything but one point—he didn't know just what was the difference between politeness and tact. "Well, now, boy, I'll explain that," said his mentor. "Just suppose that some day you accidentally steps into a bath room and see a young lady in the tub. Don't you get all fussed up and back out and fall over something and embarrass that young lady. You just bows and says 'Excuse me, suh,' as you backs out. The 'excuse me,' that's politeness; the 'suh,' that's tact."

The only way to save daylight is to use it.

Essential Features of the Grocery Staples.

Sugar—The market has moved downward again. Local jobbers hold granulated at 10c.

Tea—With the coming of hot weather, the demand from the retail trade is active for all grades and kinds of teas. Important orders for the importation of Japan and black teas are being made by the wholesale houses. The quantities involved are conservative, however, as prices are regarded as high and without speculative opportunity. Dealers and importers do not anticipate concessions or declines from the opening prices, as the advanced prices are reported to be firmly based upon costs fixed by increased wages. New teas show excellent quality, except for the low grades, which are said to be undesirable. As the trade takes but little interest in the low grades, this exception to the general crop condition is not important.

Canned Fruits—Peaches are quiet, as there is little jobbing demand in a big way for standards or seconds. Buying against actual needs is the main form of trading. No developments occurred last week in futures. Apricots are easy and dull. Pears are firm and sell in moderate volume. Up-State cherry prices are being shaded on No. 10s red sour pitted. Pineapple is in a bullish position, as all stocks are scarce. There is a fair demand for apples.

Canned Vegetables—Peas have been a big seller during the past week, as old packs in the hands of the wholesale and retail trade are almost exhausted and there is little offered in the country. The light arrivals of new Southern peas have sold readily and there is not much offered by canners, because they do not expect to have any surplus over their contracts. Wisconsin and New York packers have also sold freely enough to make them unwilling to want to sell any of their grades. Tomatoes have been firm, with an upward tendency on Eastern and Western offerings. Resale lots of Southern 3s and 10s are the only thing available, as country points are about exhausted. New Jersey is out of all sizes. No. 2s have been selling in a moderate volume and because other competing lines show so much firmness No. 2s are working into a better position. California jobbing stocks of No. 2½s are getting exhausted and as they cannot be duplicated on the Coast the tendency is to hold for more money. Futures are firmer in the country, with moderate buying by local interests. Standard corn on the spot is in fair demand, with a fair call for factory shipments. There is nothing spectacular about the demand. Fancy corn is very scarce. Spinach is easy in tone and mostly a routine proposition.

Canned Fish—Salmon is moving more freely into consumption but it is not selling as readily as distributors would like to see it. Pinks are firmer than reds because they are in better demand and are held with more confidence on the Coast. In fact reds have been rather a disappointment. New pack Columbia River

chinooks are scarce on the spot and are well taken. Maine sardines are firm in all new packs at going quotations. Old goods are in such nominal supply that they are no longer generally quoted. The pack has been light and there is no surplus in the country. California and imported fish were unchanged all week and sold in a moderate way. Shrimp is scarce and wanted. Nearly all distributors are understocked and they are not offering their goods for resale. Tuna fish is also firm and scarce. There is no surplus of crab meat or lobster.

Dried Fruits—The market lacks speculative interest or even a normal buying ahead for future requirements. The substantial carry-overs, in the face of big crops this year except California prunes, has made dealers unwilling to add to their present stocks of 1922 lines or to make contracts for 1923 goods. It is unusual, if not unprecedented, to enter the apricots shipping season with little or nominal buying, or for that matter not even opening prices from the main distributor, the association. Plenty of quotations have been named by independent packers, which have shown their ideas, but there has been no response from the trade. The spot and future apricot market is inactive and old crops are weak and pressed for sale. The association has begun to function in a normal way and opening prices are expected some time next week. There has been no desire to push new crop prunes, and while some quotations have been named on California and Oregon packs business so far has been light. It is the general opinion that the association will not name opening prune prices for about a month, or at least until the apricot market has been established and the crop future definitely decided as to selling outlook. Spot prunes were neglected all week so far as ordinary jobbing trading was concerned, but there was some speculative buying of Oregon 50s and the like because they were offered at concessions. Peaches and pears were not frequently mentioned because they were not wanted in a big way. Currants dragged at prevailing quotations and with only nominal buying. The revised prices on the raisin carry-over, due soon, prevents buying ahead because of the uncertainty as to what the price change will be. Meanwhile the demand is for small blocks for jobbing purposes.

Kraut—The secretary of the National Kraut Packers' Association has compiled a report from all the kraut canners and packers of importance in New York state, New Jersey, Virginia, Ohio, Indiana, Michigan, Illinois, Wisconsin, Minnesota, Missouri, Colorado and Utah, in relation to the outlook for the cabbage crop of 1923. The result shows that on account of the late spring, and the freezing of the early hotbed plants by late frosts, the cabbage crop is going to be late, which will defer the coming of new crop kraut on the market until much later than usual, allowing ample time for the marketing of all the stock of last year's cure now held by packers. The

condition of the plants in the various states seemed to be fair to good average, and the acreage is reported to be about normal or equal to that of last year.

Review of the Produce Market.

Asparagus—\$2 per doz. bunches for home grown; \$1.50 per doz. bunches for Ill.

Bananas—8½¢@9¢ per lb.

Beets—85¢ per doz. bunches for home grown.

Brussel's Sprouts—20¢ per qt. box.

Butter—The market is unchanged from a week ago. Local jobbers hold extra at 38¢ in 63 lb. tubs; fancy in 30 lb. tubs, 40¢; prints, 40¢. They pay 25¢ for packing stock.

Cabbage—Virginia, \$3 per crate; Mobile, \$3.25 per crate.

Cantaloupes—Californias now sell as follows in this market:

Flats ----- \$2.00

Ponys ----- 5.00

Standards ----- 5.25

Carrots—85¢ per doz. bunches for home grown.

Cauliflower—\$3.75 per doz. heads.

Celery—California is selling at \$1.10 for Jumbo and \$1.25 for Extra Jumbo; Florida, \$8.50 per crate of 4 to 6 doz.

Cucumbers—Illinois hot house \$1.50 per doz; home grown hot house, \$1.75 per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—Local jobbers pay 18¢@18½¢ for candled fresh, cases included.

Garlic—35¢ per string for Italian.

Grape Fruit—Fancy Florida sells as follows:

36 ----- \$4.00

46 ----- 4.50

54 ----- 4.75

64 ----- 5.00

70 ----- 5.00

80 ----- 5.00

96 ----- 3.75

Green Beans—\$3.50 per hamper.

Green Onions—25¢ per doz. bunches for home grown.

Green Peas—\$4 per hamper.

Honey—32¢ for comb; 25¢ for strained.

Lettuce—In good demand on the following basis:

Arizona Iceberg, per crate ---- \$7.50

Leaf, 20 lb. box ----- 14c

Leaf, 10 lb. box ----- 13c

Leaf, 80 lb. barrel ----- 12c

Onions—Texas Bermudas, \$3.50

per crate for white; \$3.25 for yellow.

Lemons—The market is now on the following basis:

300 Sunkist ----- \$12.00

300 Red Ball ----- 11.00

360 Red Ball ----- 11.00

Oranges—Fancy Sunkist Valencias have advanced 50¢—as predicted by the Tradesman last week—being now quoted on the following basis:

100 ----- \$5.50

126 ----- 6.50

150, 176, 200 ----- 6.50

216 ----- 6.50

252 ----- 6.50

288 ----- 6.50

Potatoes—Old command 35¢@40¢ per bu. New, Virginia are now selling as follows:

No. 1, White, per 11 peck bbl. --- \$7.00

No. 1, White, per bu. ----- 2.75

No. 2, White, per 11 peck bbl. --- 5.00

Parsley—50¢ per doz. bunches. --

Peppeers—Florida, 75¢ for small basket containing about 18.

Pieplant—\$1 per bu. for home grown.

Pineapple—Red Spanish are held at \$4@5 for all sizes.

Poultry—Local buyers now pay as follows for live:

Light fowls ----- 14c

Heavy fowls ----- 19c

Broilers, 1½ lbs. ----- 29c

Broilers, White Leghorn ----- 22c

Cox and stags ----- 10c

Radishes—40¢ per doz. bunches

Spinach—\$1.50 per bu. for home grown.

Strawberries—Home grown command \$2.50@3 for 16 qt. crate. The crop has been curtailed at least 50 per cent. by the drought.

Sweet Potatoes—Delaware kiln dried command \$2.25 per hamper.

Tomatoes—6 lb. basket of California bring 1.50; 7 lb. basket of home grown hot house fetch \$2.35.

Turnips—New, \$1.25 per doz. bunches.

Purchase Flour From Hand-To-Mouth.

Written for the Tradesman.

During the past week cash wheat has declined from 5¢@9¢ per bushel, depending upon the variety and grade, and futures approximately 4¢ per bushel, so apparently cash wheat is going to work down closer to the futures rather than the futures work up to cash.

The harvest is about ten days to two weeks late in the Southwest and will be a week or ten days late in this section of the country, so new wheat flour will not be offered for shipment earlier than the last half of July, mill's option. This means, of course, the trade will be obliged to supply their requirements with old wheat flour up until about the first of August, or for another forty days, and while the prices are tending downward, the decline will be less pronounced than if we had an earlier harvest in prospect.

Flour trade, as a general proposition, has been rather light and buyers are just waiting an opportune time to purchase, and the way it looks now, the last of July or first of August will afford that opportunity, as prices should be close to bottom by that time; in fact, wheat is not bringing what it is actually worth to-day.

Old wheat flour should not decline very much. The new, apparently, is going to be sold from 35¢@50¢ per barrel under the old, so the trade may expect a decline during the next six weeks of from 50¢@75¢ per barrel on new wheat flour as compared to present price of the old, and any flour that can be bought on that basis, in our opinion, is mighty good property.

In the meantime, the best policy for flour buyers to pursue is to purchase from hand-to-mouth or only in sufficient quantities to cover requirements up to the first of August.

Lloyd E. Smith.

Use advertising that will interest wide awake people. Use advertising that will make people wide awake.

A boy of nine who stole an auto in Louisville, Ky., was going in the wrong direction.

Velvet, Satin and Felt for Women's Hats.

Although velvet will be the prime factor of Fall, according to the current bulletin of the Retail Millinery Association of America, it is a different velvet that will be in vogue. It will be more suitable for drapery than the Lyons velvet now used to bind, band and bow trim the large straw bodies that mark a change in Summer millinery.

"Velvet and satin are already suggested," the bulletin goes on, "but it is the same Lyons material that is now used in contradistinction to the lighter and more supple chiffon velvets that are appearing in the early Fall imports. Heavy black satin, white baronette, and satin and duvyn hats are the commercial rather than the style items in the millinery field just now. Next month much satin will be worn, judging from the developments in the trade at present.

"The flat silk braids and organdie make strip styles of interest also. Silks retain their vogue, principally moires and failles, as well as the pastel taffetas and shot silks that make essentially Summer hats for Summer wear. Crepe chiffon, georgette and crepe de chine, for facings and scarfs, are the most acceptable offerings of the day. For the body hats and blocked straws that are selling, these materials are deemed the ideal components of trimmed hats for shade wear.

"Felt is having all manner of consort from the sheerest lace and maline expressions to the heaviest silk weaves. Bangkok, Hanoki, Indian bead and the rougher, lacier body weaves are the sports wear themes par excellence, except in the case of Leghorn tailored rolls. Lace and silk still make for a 'dressy' hat, as do the hairbraids. There have not been so many wash materials used for making Summer hats in a recognized fabric season as one would expect."

Women's Neckwear Designed to Match Styles in Costumes.

When longer skirts were decreed longer necks became fashionable, and now for the early Fall season the object of fashionable women is to show as much of the neck and shoulders as is modestly possible. This touch of modesty, and also the decorativeness, are left to the women's neckwear industry to supply.

Pleats in neckwear are a strong feature of the models being shown at present, and they are meeting with a heavy demand because of their adaptability to wear with the pleated frocks and skirts that are so highly popular at this time. Lace collars are being shown in tiered effects, on a background of organdie or some softer fabric. Laces suitable for use in women's collars and for decoration of other parts of the costume are being sold by the neckwear houses in large quantities by the yard. Ruffle treatments are also prominent in the present showings of the neckwear houses.

From now on the service rendered by neckwear manufacturers to American fashion will be greater than ever before, if the plans of the United Women's Neckwear League of Am-

erica are carried out. Arrangements have been made for joint study of fashion trends in the most efficient manner possible, so that, as rapidly as there is a new development in the style of a woman's costume, the neckwear industry will show a new type of collar or decorative piece to complete the detail of the new fashion.

Hints to Salesmen.

Written for the Tradesman.

Don't breeze into my store and greet me like a long lost brother.

Don't attempt to shake hands with me every time you come in.

If there is anything that makes me sore it is the over friendliness of some salesmen, especially the 'specialty' men.

Don't attempt to keep up conversation with me when I am waiting on a customer. I can't do two things at once any more than you can.

A good salesman is a gentleman and knows his place.

He realizes that my time is valuable and will not take time to talk about irrelevant matters.

When I am ready to talk to you, step right up and present your proposition. Don't beat around the bush.

If possible, spread your sample case somewhere other than on the wrapping counter.

Don't knock the other fellow's line.

Don't attempt to get information from me to your advantage.

Know when you have said enough and if I say no, don't urge me too strongly. You may want to call on me again. Grocer.

Cap Business is Good.

Manufacturers of men's and boys' caps have booked a satisfactory business for Fall. They say the better grades have been in most demand, the interest being about equally divided between the one-price and the eight-quarter style. While efforts have been made by some wholesalers to popularize the small cap, it is said this has not been particularly successful, the large type being still the leader. Soft cloths in plain colors such as tans and grays, especially the camel's hair variety, are described as being most favored. A fair demand has been noted for invisible plaids in contrasting colors in these cloths. While there has been some tendency toward the elimination of the full leather sweat band, buyers are said to have asked for the latter in most instances in the high-grade caps. It will be a matter of about two months before the Spring lines are developed.

Imported Linens are Moving.

Everything considered, wholesalers say that imported dress linens continue in good demand. A leading wholesaler of these goods here said yesterday he was receiving frequent shipments of these linens and found no difficulty in turning them over, despite the general slowness of the wash goods situation. He thinks that there will be a good call for them all next month, particularly if the weather is at all hot. The cutting-up trades are not in the market as actively as they were recently, the bulk of the demand com-

ing from the retailers. Voiles, he said, have come in for more attention, while the demand for dotted swisses from retailers has been much stronger during the last two weeks.

Novelty Skirtings Still Dull.

Little business has been placed in novelty skirtings for Fall, according to leading sellers of these goods. The marked popularity of the fancy blouse put the novelty skirt out of the running this Spring, and at the present time there is no indication that there will be a change in this respect in the Fall. On the other hand, the demand for wool crepes by skirt wholesalers continues unabated and stocks of these cloths are very hard to obtain in certain colors. Business has been placed in these goods for next season, and in the few cases where skirt manufacturers are now showing Fall lines pleated wool crepe models are prominent.

An invention to keep couples from dancing too close may be worn by men wishing to stay single.

A Location Analysis.

Before opening a store in any locality, merchants ought to find out the answers to a number of questions about their prospective locations, such as:

What is the insurance rate, the tax rate, the advertising rate?

What is the natural tendency in window and store decoration?

What are the facilities for securing experienced, reliable help? What is the average wage rate?

Will it be necessary to deliver a large percentage of customers' purchases, and, if so, at what expense?

Will it be necessary to do a credit business?

Do other businesses in the community co-operate or do they practice destructive price-cutting?

What are the freight rates and transportation facilities?

How many people ordinarily pass the store location?

What can be done to make it easier for trade to come to the store?



The best selling argument of many excellent flours is that they are as good as

RED STAR

A testimonial, a compliment and,—after all,—the most effective claim of quality that can be made for any flour.

JUDSON GROCER COMPANY
DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

Would You Like to Own

an investment capable of earning from 15% to 25%? The Company is engaged in one of the most prosperous businesses in the country, and the officers and directors are experienced, capable and absolutely reliable.

Let us give you the particulars.

F. A. SAWALL COMPANY

313-14-15 Murray Bldg.

Grand Rapids, Michigan

Gentlemen: Please give me the complete information regarding the investment capable of earning from 15% to 25%.

Signature _____

Address _____

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 11—On this day was held the first meeting of creditors in the matter of Geo. F. Merritt, Bankrupt, No. 2285. The bankrupt was present in person and by Don E. Minor, attorney. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward De Groot was appointed trustee and the amount of his bond placed by the referee at \$100. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Arlington B. Crawford, Bankrupt, No. 2284. The bankrupt was present in person and by attorney, C. W. Mc Gill. Edward A. Sump, receiver, filed a written report of his doings as such receiver. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward A. Sump was appointed trustee and the amount of his bond placed by the referee at \$500. The first meeting was then adjourned without date.

On this day also was held the sale of assets in the matter of Stulp Hardware Co., Bankrupt, No. 2208. The trustee was not present. No creditors were present. Several bidders were present and the property finally sold to John W. Workman, for \$905. An order confirming the sale was made by the court. The special meeting was then adjourned without date.

On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Laverne Turner, Bankrupt, No. 2292. 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 is a candy maker by trade. The schedules list assets of \$1,199.10, of which \$432.10 is claimed as exempt to the bankrupt, and liabilities of \$2,385.47. From the fact that the balance of the assets over exemptions is of a doubtful value, the court has written for funds for the first meeting, and upon the arrival of such funds the date of the first meeting will be set and note of the same made here. A list of the creditors of the bankrupt is as follows:

City of Grand Rapids	\$ 32.00
State and county taxes	13.40
G. R. Water Wks., Grand Rapids	1.45
Sidney H. La Barge, G. R.	32.00
Association of Commerce, G. R.	20.00
Woodhouse Co., Grand Rapids	49.30
Citizens Tel. Co., Grand Rapids	8.40
Consumers Power Co., G. R.	35.30
Collins Ice Co., Grand Rapids	25.00
Hammer & Kortenhof, G. R.	16.00
Norwood Market, Grand Rapids	119.07
H. C. Wilbur & Sons, Chicago	46.00
Habicht Co., Chicago	36.51
Warfield Chocolate Co., Chicago	115.00
Bunte Bros., Chicago	25.30
Schoepfel Paper Box Co., Cincinnati	13.53
Newton Tea & Spice Co., Cincinnati	48.02
Idal Paper Box Co., Grand Rapids	83.45
Antiseptic Toothpick Co., N. Y.	35.25
Dark & Sons, Grand Rapids	53.28
Mills Paper Co., Grand Rapids	29.12
Holland Cigar Co., Grand Rapids	72.35
Northern Coca Cola Co., G. R.	18.00
Lewellyn & Co., Grand Rapids	109.52
Individual Drinking Cup Co.	39.25
P. B. Gast Soap Co., G. R.	5.90
Berghoff Products Co., G. R.	7.10
G. R. Paper Box Co., G. R.	16.00
Heyboer Stationery Co., G. R.	24.00
Muller-Houseman Co., G. R.	9.99
Vanden Berge Cigar Co., G. R.	138.16
United Cigar Co., Grand Rapids	550.00
Harger Candy Co., Grand Rapids	22.70
Hazeltine & Perkins, G. R.	30.15
E. B. Gallagher Co., G. R.	84.50
Johnson Cigar Co., G. R.	42.50
M. L. Sterkin Cigar Co., G. R.	15.00
Lee & Cady, Grand Rapids	24.60
General Cigar Co., Grand Rapids	15.75
Worden Grocer Co., G. R.	73.00
Vanden Berge Cigar Co., G. R.	102.48
Kuppenheimer Cigar Co., G. R.	14.15
Lewellyn & Co., Grand Rapids	18.40
John S. Noel, Grand Rapids	3.50
Blodgett Beckley Co., Toledo	36.00
J. L. Marcero & Co., Detroit	4.65
L & L Jenison, Jenison	8.40
Cusick Business Exchange, G. R.	50.00

June 3. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Frank J. Golembieski, Bankrupt, No. 2293. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and conducted a meat market at such city. The schedules of the bankrupt list assets in the sum of \$893.75, of which \$249.00 is claimed as exempt to the bankrupt, with liabilities of \$1,551. From the fact that the assets are of doubtful value, the court has written for funds, and upon the arrival of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Armour & Co., Chicago	\$ 95.00
Lewellyn & Co., Grand Rapids	150.00
National Grocer Co., G. R.	65.00
Kent Storage Co., Grand Rapids	35.00
Cavara & Co., Grand Rapids	35.00
Abe Schefman & Co., G. R.	12.00
Anderson Bros., Grand Rapids	24.00
Morris & Co., Grand Rapids	81.00

Swift & Co., Grand Rapids	68.00
Wilson & Co., Grand Rapids	45.00
Biersdorf Bros., Chicago	31.00
Illinois Casing Co., Chicago	60.00
M. Ter Hare, Hudsonville	140.00
Sam Wagner, Grand Rapids	57.00
M. Van Houten, Coopersville	29.00
Wagner Bros., Grand Rapids	72.00
Collins Ice Co., Grand Rapids	217.00
Dawson A. Dexter, Grandville	300.00
Walter Golembieski, Grand Rapids	35.00

June 13. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Arthur Collins, Bankrupt, No. 2294. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the village of Evart, and conducted a pool room at such village. The schedules of the bankrupt list assets in the sum of \$1,628.05, of which \$450 is claimed as exempt to the bankrupt, and liabilities of \$5,784.25. The court has written for funds for the first meeting, and upon arrival of these the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Clarence & Mina Carey, Evart	\$585.00
Jerry Collins, Evart	1000.00
Worden Grocer Co., Grand Rapids	225.00
Johnson Candy Co., Milwaukee	50.00
Vanden Berge Cigar Co., G. R.	170.00
Woodhouse Co., Grand Rapids	125.00
Straub Candy Co., Traverse City	112.00
Badger Candy Co., Milwaukee	120.00
National Candy Co., Grand Rapids	35.00
1/2 Cigar Co., Grand Rapids	45.00
Bay City Grocery Co., Bay City	86.00
Blackney Cigar Co., Saginaw	25.00
Arthur Hansen, Big Rapids	80.00
Geo. A. Alderton Co., Saginaw	24.00
Van Eeneman Cigar Co., Zeeland	45.00
Alfred Hicks Coffee Co., Kalamazoo	5.25
Lee & Cady, Grand Rapids	50.00
Alex Ballentyne, Evart	40.00
Walter Seath, Evart	63.00
J. W. Davis Produce Co., Evart	20.00
Evart Milling Co., Evart	38.00
Evart Milling Co., Sears	14.00
Breston Hdwe. Co., Evart	5.00
Matt Jacobs, Dighton	63.00
Dan Davis, Dighton	16.00
Frank Randall, Dighton	14.00
Ed. Cusick, Dighton	5.00
Leroy Banking Co., Leroy	93.00
First Nat'l Bank, Reed City	600.00
Evart State Bank, Evart	450.00
Echlin & Woodward, Evart	1000.00
H. W. Buchanan, Reed City	25.00
Coca Cola Co., Grand Rapids	11.00
Fleming Shoe Co., Evart	9.00
Sickles & Postal Milk Co., Evart	15.00
Iroquois Cigar Co., Flint	40.00
Dighton Grain Co., Tustin	18.00
B. E. Poor Cigar Co., Jonesville	67.00
Huff Bros., Garage, Evart	67.00
Bay Kerns Co., Saginaw	52.50
Chas. A. Coye, Inc., G. R.	16.50

June 14. On this day was held the first meeting of creditors in the matter of Matthew Erler, Bankrupt, No. 2283. The bankrupt was present in person and by A. A. Worcester, attorney. Claims were proved and allowed against the estate. The bankrupt was sworn and examined without reporter. No trustee was appointed, as it appeared that there were no assets in the estate over and above exemptions and valid secured claims. The bankrupt's exemptions were confirmed to him and the meeting closed without date. The case has been closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Northern Michigan Pulp Co., bankrupt No. 2280. George B. Kingston was present for the petitioning creditors. Claperton & Owen and Knappen and Uhl & Bryant were present for various creditors. Claims were proved and allowed against the estate. The Grand Rapids Trust Company was elected trustee of the estate and the amount of its bond placed at \$19,000. Edward Crutchfield, assistant treasurer of the corporation, was sworn and examined before a reporter. The first meeting was then adjourned to June 28.

June 15. On this day was held the final meeting of creditors in the matter of Parker Home Furnishing Co., Bankrupt No. 2234. The trustee only appeared at the meeting. Claims were allowed. The trustee's final report and account was approved and allowed. The bill of the attorney for the bankrupt was considered and approved. An order was made for the payment of administration expenses and for the payment of a supplemental first and a final dividend to creditors. There was no objection to the discharge of the bankrupt. The final meeting was then closed without date. The case will be closed and returned.

June 4. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Grand Rapids Knitting Mills, Bankrupt, No. 2295. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a corporation doing business at Grand Rapids, and engaged in knitting and the manufacture of kindred products. The date of first meeting has been set for June 29. The schedules of the bankrupt list assets in the sum of \$171,224.74, and liabilities in the sum of \$84,320.33. A list of the creditors of the bankrupt is as follows:

City Treasurer, Grand Rapids \$4181.37

Kent Storage & Transfer Co., G. R.	509.14
Schiff & Green, Chicago	6600.00
Old National Bank, G. R.	39,107.50
Francis C. Mather, G. R.	2,954.40
Ideal Paper Box Co., G. R.	700.00
Union Special Machine Co., Chicago	600.00
John D. Case, Grand Rapids	500.00
Liberman & Gittlen Metal Co., G. R.	19.35
Carl N. Mather, Grand Rapids	430.04
Eastman Machine Co., Buffalo	2.84
American Thread Co., New York	213.58
James Bayne Co., Grand Rapids	46.22
Berg Industrial Alcohol Co., Phila.	130.00
E. W. Bredemier & Co., Chicago	43.52
Columbian Storage Co., G. R.	8.34
Dennison Mfg. Co., Framingham	105.00
Dockman Pub. Co., Boston	8.00
Golden & Borer, Grand Rapids	326.70
Grinnell-Row Co., G. R.	147.76
P. H. Hanes Knitting Co., Salem	1000.00
R. G. Hankin, Amsterdam, N. Y.	162.06
Ideal Paper Box Co., G. R.	1144.92
Knit oGods Mfrs. of America, Utica	80.00
J. E. Mitchell Co., Phila.	1646.32
Crane Co., Grand Rapids	15.10
Citizens Tel. Co., G. R.	20.21
Elston Packing Co., G. R.	98.50
Ernst & Ernst, Detroit	160.00
Forbes Stamp Co., G. R.	4.85
Foster Stevens & Co., G. R.	34.53
G. R. Lumber Co., Grand Rapids	37.44
G. R. Gas Lt. Co., Grand Rapids	1.00
G. R. Water Wks., Grand Rapids	16.01
G. R. Chemical Co., Grand Rapids	9.00
Globe Knitting Wks., Grand Rapids	68.06
Hayden Sup. Co., Grand Rapids	7.20
Jagua Co., Grand Rapids	87.50
Kutsche Hdwe. Co., G. R.	1.00
H. E. Lock & Co., Boston	34.21
L. & K. Electric Co., Grand Rapids	1.50
Michigan St. Tel. Co., G. R.	11.15
Macey Co., Grand Rapids	84.66
Magie Leather Treatment Co., Detroit	6.00
Oberly & Newell, New York	3.34
Oakley Chemical Co., New York	7.00
Postal Tel. Co., Grand Rapids	1.96
Quimby-Kain Paper Co., G. R.	6.75
F. Ranville Co., Grand Rapids	9.12
Rochester Germicide Co., Chicago	37.00
Singer Sewing Mach. Co., Chicago	23.40
Muller De Vos Elec. Co., G. R.	379.42
Phillipsborn, Inc., Chicago	15.00
Postal Casualty Co., Grand Rapids	208.14
G. Reiss & Bros., Inc., New York	332.11
Seaberry Henry Elec. Co., G. R.	33.54
Seaboard Litho. Co., New York	2.65
Seymour & Muir Ptg. Co., G. R.	41.20
Shalos, Inc., Grand Rapids	17.00
Standard Oil Co., Grand Rapids	48.05
Stevenson Underwear Mills, South Bend	54.60
H. W. Ten Broek & Sons, G. R.	271.88
Sanitary Specialties Corp., Chicago	38.06
Universal Winding Co., Boston	29.60
Wellis Sons, Litho. Co., Brooklyn	102.80
James F. White & Co., Inc., N. Y.	9505.23
Chauncy A. Williams, Manchester N. H.	250.58
Winters & Stryker, Grand Rapids	180.02
Federal Pkts. Co., Cincinnati	249.30
Hyde-Rakestraw Co., Phila.	4270.22
Jardine Lumber Co., G. R.	160.00
Rose Patch & Label Co., G. R.	136.17
Paul Steketee & Sons, G. R.	85.43
Adrian Knitting Co., Adrian	1281.81
Bixby Office Sup. Co., G. R.	29.89
Barclay, Ayers & Berth, G. R.	9.21
M. L. Barrett & Co., Chicago	51.47
Brunner Mfg. Co., Utica	10.94
Scott & Williams, New York	1.49
A. Steil Mfg. Co., Grand Rapids	31.25
O. & W. Thum Co., G. R.	31.25
Tisch Hine Co., Grand Rapids	6.78
United Weeklies, Grand Rapids	12.19
Union Special Mach. Co., Chicago	13.19
Walter R. Zigler, Riverside, New Jersey	7.60
Wolverine Brass Wks., G. R.	1.60
Western Union Tel. Co., G. R.	12.94
Watkins Letter Shop, Grand Rapids	6.85
Welfare Union, Grand Rapids	42.00
W. E. Knott, Grand Rapids	356.00
Rau Appraisal Co., Chicago	242.00
G. R. Ins. Agency, G. R.	242.08
W. Walter Smith, G. R.	17.70
A. J. Armstrong & Co., G. R.	3750.32
Hennepin Clothier Shop, Minneapolis	78.00
G. H. Strauss, Indianapolis	123.00
I. Wolf, San Francisco	146.81
B. J. Murray, Grand Rapids	31.00
G. R. Textile Machine Co., G. R.	30.00



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COTTON PROSPECTS.

With a little over six weeks remaining of the cotton year, the weather map is the thing most scanned by those interested in the fiber. Reports of too much or too little wetness in the growing districts serve to raise or depress quotations in the daily transactions. Interest centers in the new crop, the general belief being that, unless something unforeseen happens, it will be large. The carryover promises to be about 2,500,000 bales, according to a number of calculations. Last Thursday the trade was rather surprised by the Census Bureau report on the consumption in domestic mills during May. This fixed the amount used at 620,965 bales, almost a record. This was unexpected in view of the reports of curtailments at the mills and of the fact that fewer spindles were in operation in May than in April. Exports continue low and there was decided weakness of price at Liverpool.

The short supplies and high prices of cotton are giving an impetus to cotton growing in countries other than this. The British are especially interested in enterprises with this end in view. A bill before Parliament puts in statutory form an agreement of British cotton spinners to contribute six pence for each bale used by them to the Empire Cotton Growing Corporation. Last year there were grown in new fields within the British Empire 103,400 bales of cotton.

In Queensland, Australia, alone this year 250,000 acres are to be seeded to cotton, and this is expected to be quadrupled within a few years. The yield per acre there averages three times that in this country. Development work in the same direction is in progress in several South American and African countries.

Business in cotton goods during the past week was quite fair when concessions were given, considering the season of the year. This applies especially to certain constructions of gray goods. Wash fabrics picked up under the influence of warmer weather, and there were hurry calls from retailers to fill depleted stocks which originally had been none too heavy. Belated demands for knit wear were also received. A feature of the week was the opening of fancy lines of gingham. Another was the pricing of hosiery by one of the biggest factors at prices showing practically no advance.

CANADIAN CHURCHES UNITE.

Talk of church union is common enough, but union itself is so rare an occurrence as to provoke comment. In this country churches which split over slavery seventy years ago are still trying to get together, while the various kinds of Baptists, Presbyterians, and so on have found it as difficult to reunite as to form a union with an entirely different denomination. All the more striking, therefore, is the amalgamation of the Presbyterian, Methodist, and Congregational churches of Canada. This union follows precedent in being the reverse of sudden. Twenty-five years of hope and effort lie behind the

achievement, which brings 400,000 Methodists, 360,000 Presbyterians, and 300,000 Congregationalists into one fold.

There need be nothing surprising in the slow progress of church union. With churches, as with everything else, it is usually easier to break than to mend. So long as disagreement does not reach the point of disruption there is hope for some solution that will enable those of differing views to go on working together, but when a formal division occurs the very existence of a rival organization accentuates the differences and places an artificial handicap upon harmony. In a little while men and women of the two organizations have drifted hopelessly apart.

Gratifying from every point of view therefore, is the bridging of a gap thus opened. It would be worth its cost in the mere economy of effort and money which it makes possible, but this is its least valuable result. Much more important is the enhanced spiritual power that results from union and in particular the example it gives of a great body of people forgetting their individual preferences in their desire to serve a cause they regard as sacred. In their common battle against heathenism in distant lands the churches have discovered that many of the points upon which they differed were not of vital import. They will not suffer by making the same discovery at home.

OFFICIAL FUSSING.

At first sight, there does not appear any connection between the action of the United States Supreme Court in the Kansas Industrial Act case and that with regard to the Mennen case. But the two are on a par in one respect. They show now the disposition to stop official interference with the conduct of private business except where this is imperatively demanded. In the Kansas case, this took the form of the regulation of the pay of employees in industrial occupations. This was held not to be a proper function of government where the industries are not in the nature of public utilities. In the Mennen case, the proposition was as to how far there could be regulation of the right of a manufacturer to dispose of his products. It had already been decided that the maker of an article could decide to whom he would sell and to whom not and that he could not discriminate by way of discounts, between different wholesalers or retailers, as the case might be, buying equal quantities. When chain stores and retail co-operatives, however, tried to get the wholesalers' or jobbers' rates, the Circuit Court of Appeals decided against them and upheld the Mennen Company in making a different rate for them than for wholesalers. Not the quantity bought but the character of the selling determined the class of the purchaser, it was held. The Supreme Court has confirmed this view by refusing to hear an appeal in the case. As time goes on, individual rights in private business will become more entrenched and official fussing cease.

SLOVENLY LANGUAGE.

Lowell used to maintain that the best English in the world was spoken in his own Cambridge, a statement which every hearer accepted so long as Lowell was speaking it. Such boasts are rare, for from London to Melbourne few are well pleased with the speech about them. Dr. Henry van Dyke, addressing the conference of American and British professors of English recently, took up the thesis which the late Prof. Lounsbury once asserted, that slovenly talk is one of the chief dangers to the language. He apparently is not inclined to insist upon pedantic precision. College professors, contrary to the ordinary view, are not wedded to the a-preposition-is-a-bad-word-to-end-a-sentence-with kind of dogma. But he lamented the decay of leisurely and cultivated talk under the hurry and clamor of modern life, and "the lazy unintelligible, syncopated" utterance of our generation. Comparisons with the past are dangerous. Economists would insist that we have more leisure now than of old, and it is possible that if Capt. Marryat, who found so much fault with American speech nearly a century ago, were to return, he would report an advancement. But putting such comparisons aside, there is unquestionably wide room for improvement in daily speech.

The most famous talker in our language gave his rule with characteristic vigor: "I always talk my best. Every one knows that it takes intense and sustained labor to learn to write well, but few seem to realize that correct and telling talk require a comparable exertion. They think that some people are born to cross their legs, open their mouths, and charm every one, while others are born bores. Fifteen minutes a day with the classics will help, as the advertisements of the five-foot shelf assure bashful swains; for the best speech is packed with matter, as Ben Jonson said Bacon's was. Lowell's Cambridge had much to talk about. But Cambridge talked well because its professors, writers, and judges took pains in talk, and they took pains because distinction in conversation was envied. Some countries like China, have a literary language and a spoken language that differ sharply. In the fact that we can never tolerate such a distinction in English-speaking lands lies the importance of good speech."

MORE IMMIGRANTS SOON.

The breathing spell which some lines of business have been taking has slightly eased the tension in the labor situation in a few spots, but the only prospect for any substantial reduction in the shortage is the increase in immigration that will again set in with the beginning of the new fiscal year on July 1. With the exception of Germany every country contributing immigrants in important numbers has filled its quota for the current fiscal year. The German quota is only about 60 per cent filled, but considerable numbers of Germans are still coming in, and the arrivals are expected to continue through June. The low purchasing power of the mark makes it exceedingly difficult

for the German intending to migrate to America to save up enough to pay the cost of his passage. Indeed, the rapid depreciation of that currency discourages his saving unless he is in a position to convert his marks into some stable foreign money. The growing prosperity on this side has been reflected in a falling off in the number of immigrants returning to Europe. The eastward movement of immigrants always attains its greatest volume in periods of dull business when unemployment is increasing. Another factor which now tends to check the return of immigrants to Europe on a visit is the prospect of difficulty in getting back into this country under present restrictions on immigration.

PASSING OF WOODEN COACH.

The old wooden passenger coach, with its coal or wood stove in one corner is rapidly passing out of existence on the railroads throughout the United States. Even the modern wooden coach, with steam heat and electrical equipment, is passing, according to recent reports of the American Railway Association.

The steel coach, or the coach with steel under frame, is steadily taking the place of the wooden coach. Safety and the comfort of the passengers are given by the railroads as the reason for the change from the wood to the steel coach.

At the present rate of replacement railroad authorities say the all-steel, and steel under-frame cars will, in a few years outnumber all the wooden cars still in the service. But it is pointed out, that the old wooden coaches will not pass out of use entirely for many years on the branch lines, and on out-of-the-way railroads. Trackage conditions on those roads are such that it would be impossible, without heavy expenditures for new track, and new bridges, to handle the heavier trains composed of all-steel coaches. Even though the old wooden coaches seemed doomed they are good for many years more, as even on April 1 this year the number of wooden cars in use outnumbered the steel equipment. Out of the total cars doing service at that time 29,755 were wooden, 17,124 all-steel, and 7,491 steel under-frame.

LABOR AND IMMIGRATION.

James J. Davis, secretary of labor, answers the question "How shall we solve the perplexing problems of quality and quantity" of our labor supply? He advocates registration of all aliens; is not in favor of compelling any individual to go through the ceremony of naturalization; advises the revision of our passport system; and advises barring from the United States all races which are not naturalizable and all individuals of all races who are physically, mentally, morally or spiritually undesirable, and who constitute a menace to our civilization. Mr. Davis has a bill ready to be introduced in the next session of Congress providing for an examination of prospective emigrants in their own respective countries, giving the following tests: first, blood; second, physical; third, mental; fourth, character.

Sell Semdac Mops in Warm Weather

Summer brings added duties to the housewife because open windows allow much dust to collect on her floors and furniture. She wants to keep her home tidy, yet the heat makes hard work objectionable.

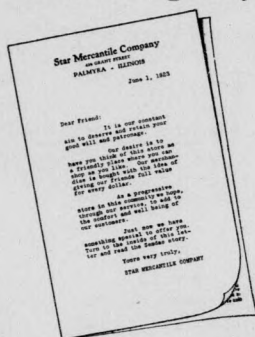
That is why the Semdac Floor Mop and Semdac Liquid Gloss appeals to her. It provides the easiest way for her to get rid of dust and dirt.

A Semdac dust cloth is easily made with a piece of cheese cloth moistened with Semdac. Run over furniture, it leaves a polish which rivals the original finish. It collects the dust instead of scattering it elsewhere to make more work.

The Semdac Mop is a boon to her in summer because she need not get down on her hands and knees to clean her floors. The flexible handle reaches under all furniture without unnecessary exertion. It is a pleasant task to run the mop over the floor leaving it spick and span. When dirty, the mop swab is easily removed for washing and as easily replaced.

A Special Offer from the Standard Oil Company (Indiana)

This offer will make money for you. It enables you to sell a large can of Semdac Liquid Gloss and a large size Semdac mop, with flexible handle and improved wire conduit swab, for the price of ordinary mops which sell regularly for \$1.50 or \$2.00.



Free Advertising Over Your Name

To bring this bargain to the attention of your customers, we mail for you, absolutely free, an attractive four page, four color, sales-making letter. This is sent to a list of

customers which you furnished to us and thus the advertising reaches the very people whom you think are your best prospects.

As an additional help, the new Semdac counter display showing both the Semdac Mop and a can of Semdac is furnished you.

If you install this display at the time your customers receive the letters, it will serve as a reminder, and your sales will show results accordingly.



Michigan Branches at Detroit, Saginaw, Grand Rapids

Send your order at once to our nearest branch or write direct to

STANDARD OIL COMPANY
(Indiana)

910 South Michigan Avenue

Chicago, Illinois.



Hot Weather Footwear and its Sale. Written for the Tradesman.

The hot weather period has become a harvest time for the enterprising shoe merchant, for its advent ushers in distinct and definite footwear needs which can be adequately met only by types of footwear specially designed and built for hot weather needs. Back of this present-day situation which is of enormous interest and profit to the shoe dealers is a gripping story of invention, educational propaganda and merchandising achievement.

The hot weather shoe—and its name is legion—was not an accident. It came in response to bona fide and long recognized hot weather requirements. In its devising and standardization many alert minds had a share, and in promoting it and giving it an accredited place in the list of salable personality commodities many advertising and window-trimming experts and many enterprising and daring shoe dealers did their bit. And the total net gain is a wealth and variety of hot weather types corresponding to a wide range of hot weather footwear requirements.

Even in the days of calf and split leather boots and heavy work shoes, built on battle ship lines and designed primarily for hard wear purposes, it occurred to shoe manufacturers to work up some of the lighter, softer and more pliant calf skins into shoes for summer wear. Such leathers, of course, were tanned and finished in the same old way, and the shoes were built along the same general lines of the winter shoe—the only difference being that they were lighter and a trifle less hot and stuffy than the winter type.

The now familiar oxford or low cut was the first decisive and revolutionary step in the development of the summer shoe, and time was when it took real courage to appear on the street with one's feet clad in oxfords. In some communities low cuts were looked upon as an unseemly and undignified innovation.

When the low cut shoe had finally vindicated its rights and demonstrated its merits, other kinds of summer footwear began to appear in quick succession. And in the production of such types of lighter and more appropriate footwear, leather, fabrics and combinations of such were used. Typically summer sports such as tennis, baseball, fishing, swimming and the like undoubtedly exerted a stimulating influence in the production of distinctively hot weather footwear. It was soon discovered that a comfortable, serviceable and eminently satisfactory tennis shoe could be made out of canvas and

rubber. Baseball players from the beginning had insisted on light, comfortable (yet durable) shoes. Later on the devotees of all the different sorts of outdoor sport, both those of summer and all other seasons of the year, came to have very definite ideas of and requirements in their footwear. So we have hunting shoes, golf shoes, shoes for football, basket ball, track events and what not.

The introduction of canvas shoes and cloth tops in men's shoes, and the use of other non-leather materials such as velvet, linen, satin, etc. in women's and misses', provoked the tanners to fresh pursuits and fruitful discoveries, and now there began to appear soft, dull leathers, refinements and modifications of the familiar Russia tan leather, buck, nubuck and ever so many more—all of which were far more suitable for use in summer footwear than materials formerly used.

These new leathers and fabrics were lighter in weight and more desirable in color and tone and they were by far less air-tight than heavy calf and split sideleather. The popularization of such materials made it possible to manufacture a summer shoe that possessed lightness, flexibility, comfort, some degree of ventilation and vastly more in the way of looks and style.

About this time the operations in the field of summer footwear creations was extended to the children's lines, and we witnessed the introduction of the sandal and all and sundry of the now well-known kind designed and built for the comfort and protection of little feet in the hot weather period.

Children and young people of today, who cannot look back and remember a time when they were not provided with comfortable and stylish summer shoes, do not realize the long trail and successive stages by means of which we have come to this bountiful day of hot weather shoe creations, but some of the older readers of these pages will be able to recall a time when hot weather footwear comfort was practically an unknown quantity.

Quite aside from the matter of profit involved in the transaction, it is a source of real satisfaction to sell a pair of summer oxfords or sandals or most any other of our now numerous distinctively summer types of shoe. These sort now carry so much in the way of style, comfort and attractiveness, the whole transaction is easily enough, by the application of a little imagination, lifted out of the mud flats of the purely commonplace, and set on the

We Have Them on The Floor More Mileage Oxfords

544—Men's Brown Kid Blucher Oxford, Polo Combination Last Rubber Heel Welt B C and D, at —\$5.50

ALSO

571—Men's Black Calf Oxford Saxon Last Four Stitched Tip Solid Leather Welt Rubber Heel B C and D.

These have been some sellers. Get yours to-day.

Rouge Rex Shoes

Get Set For Your Farm Trade on

The Planter	442	4127
The Plow Boy	446	470
The Harvester	435	



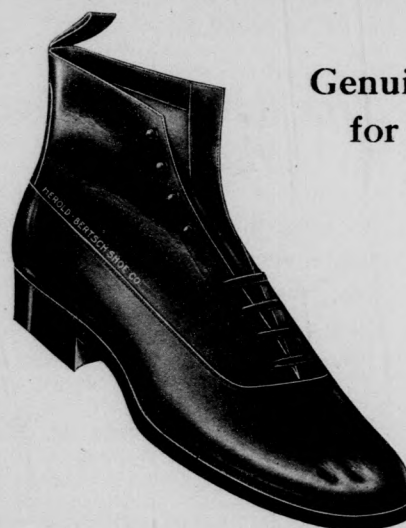
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From Hide to you.

Shoe Mfgs. and Tanners Grand Rapids, Mich.

Herold-Bertsch Shoes

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**Genuine Comfort
for Troubled
Feet**

For your customers with sensitive, aching feet this soft, roomy shoe with Bunion Last will prove a blessing. No. 988 should be on your shelves, in your windows and on your customers' feet. Order to day.

HEROLD-BERTSCH SHOE COMPANY
Grand Rapids

high ground of service. Just think of the possibilities of solid footwear comfort implicit in those soft, pliant oxfords for Mr. Man, and of the honest wear and abundant style in-wrought with that pair of white sandals trimmed with red or green kid, for the gratification of Miss or Mrs. Carefuldresser!

In order to properly enthuse over the summer shoe that now is, we should stir up our minds by way of remembrance of the types dealers once had to sell to their customers during hot weather such as this. Oh, but they were hot and stuffy, heavy, unweildy and uncomfortable, and in the matter of style-features little could be claimed for them. But now look around and see what pretty and comfortable and stylish things you have for everybody in the family from baby up!

Just to have gone over the familiar ground by way of refreshing your memory will, I trust, have the effect of creating a favorable psychological background for a more enthusiastic and resultful manner of salesmanship. The more you know of the summer shoe—the way it is made, and why it is made as it is, the materials of which it is made, the new adjuncts that make for comfort and the current departures that contribute style, the more persuasive will be your advertising and your sales arguments. Cid McKay.

Purchasing Power of Different Groups of Farmers.

So far as the relative well-being of different groups of farmers can be measured by available index numbers, it appears that the wool growers now enjoy the highest purchasing power, with growers of cotton and corn coming next in order, and with the live stock producers coming last. This conclusion is the result of calculations by the Department of Agriculture of the purchasing power of units of various farm products in terms of all commodities. The department uses for this purpose its own figures of prices of agricultural products at the farm and the index of wholesale prices compiled by the Bureau of Labor Statistics. With the average for 1913 taken as 100, the index of purchasing power for a given unit of wool in April was 148. The index for other staple farm products was as follows: Cotton, 136; corn, 91; wheat, 88; potatoes, 79; hay, 72; hogs, 63, and beef cattle, 62. It will be noted that only the wool and cotton growers have a purchasing power, computed on this basis, in excess of that of the pre-war period. A more accurate index of purchasing power could be worked out if there were any comprehensive index of retail prices. As a substantial portion of the recent advance in wholesale prices has not yet been reflected in retail prices, the purchasing power of the agricultural population is evidently somewhat greater than is indicated by a computation based on prices at wholesale.

There is a close relation between the relatively high price of corn and the low price of live stock, as shown in the foregoing paragraph. During the current week the price of hogs

in Chicago touched the lowest point since 1912. The high price of corn has made it less profitable to use it for feeding, with the result that large quantities of animals have been thrown on the market and have sent prices down. The low price of corn prevailing a year ago encouraged the breeding of meat animals, and as the larger number of these required more corn, its price tended to rise. Eventually a point was reached at which it ceased to pay to feed expensive grain to live stock that was growing cheaper, and the realization of this fact led to heavy selling. This contrasting movement in the price of hogs and corn is necessarily only temporary, and a different relationship between the two will follow when the market regains its equilibrium.

The low price of wheat has caused the agricultural colleges, the banks, and various other agencies in the wheat growing states to inaugurate a campaign for greater crop diversification. The high prices prevailing during and immediately after the war stimulated the growing of wheat on some of the most costly farm lands. As the conditions of war time become more remote, it is being realized that wheat cannot be produced economically on farm lands of high value. In fact, in this country wheat has always been a crop more suited for production under quasi-frontier conditions than in areas where intensive production is profitable. In the Middle West much emphasis is now being laid on the need of converting some of the most valuable wheat lands into dairy farms. The spring wheat belt in the Northwest until recently has been mainly a one-crop section, but greater diversification is promised in that district also. The late spring has aided in the movement by making the planting of wheat impracticable and causing a larger area to be planted in flax.

William O. Scroggs.

Men's Shoe Business Uneven.

From all reports, the business passing in men's fine shoes at the moment is very uneven. Prompt delivery orders are not so numerous as they might be, and advance Fall business, while very good in some instances, is not so active in others. Several novelties for Summer wear have been brought out to encourage better buying, and among them is an oxford that is said at once to fill the need of a street shoe, a clubhouse shoe and a shoe for golf or tennis. It is made of imported zug leather, either in tan or black, and has a crepe rubber sole. These features combine to make it damp-proof. It is also made with tip, box and spring heel, this construction being new for the kind of shoe in question. The combination of spring heel and crepe rubber sole makes the oxford permissible for wear on tennis courts. Its retail price is \$15 a pair.

Your banker, prospective purchasers of your business, insurance men, and in the end, the executors of your estate, perhaps your wife, all want the figures of your business. Have them ready.



Suppose a Jury Gave a Verdict of \$5,000 Against You?

That is a chance you take every time your automobile goes out on the road. Such a verdict means a judgment against you and unless the judgment is satisfied they can seize and sell anything you own, house, barn, horses, cattle, land, or anything you have.

In Detroit in the month of April eighteen people were killed by automobiles. Only in five cases, according to the police records, was the automobile driver to blame. In eighteen cases the investigation showed as follows:

Walking into side of autos	3
Running into street from behind parked cars	2
Running from curb into path of autos	5
Attempting to hitch on to moving autos	2
Riding bicycle from private driveways into path of autos	1
Speeding at intersections	1
Not under control	4

In thirteen cases the blame was on the pedestrian and in only five cases was the automobile driver at fault and yet in every case it brings trouble and annoyance. With the congestion of traffic in all parts of the state, the wise man will keep his car insured and allow the company to investigate and determine which claims should be paid and which ones restricted. That is the reason of the growth in automobile insurance.

FINANCIAL STATEMENT

At Close of Business, May 31, 1923

Total cash assets	\$278,056.08
Total assets, including office site and building, etc.	326,726.77

With the state wide organization of adjusters, agents and attorneys to give you service you should insure today for tomorrow may be too late.

See local agents or write, giving the name of your car, to the

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Howell, Michigan



China Hard To Understand.

With the release of the last of the foreign captives by the bandits in Shantung and the incorporation of said bandits into the regular Chinese forces there closes an episode which is probably of more importance as a symptom than a situation. Behind the bandit raid upon the travelling foreigners a hidden motive was suspected from the first. Darkly it was hinted that the Japanese might be at work. Actually it has turned out that the tuchuns, or military governors, were in the game, at least if we may judge from the telegram of reproach addressed the other day by the President of China to two of the military chieftains, one of them the erstwhile patriot and putative liberator, Wu Pei-Fu. The Peking Government has been further discredited, a Cabinet has resigned, a new Cabinet will presumably come into office soon, and things will remain as they were—essentially Chinese.

Japan before it evacuated Shantung, the military chieftains and the bandits now, the foreign Powers as a whole at all times, are not causes but symptoms. The basic fact is that China, still essentially mediaeval, is the background for a modernist movement carried on by a patriotic and devoted young generation upon whom the deadweight drag is still pitifully heavy. We from the outside, who think of China in terms of Western nationhood and statecraft, are apt to go pretty widely astray. What, for instance, would be the natural effect of civil war, provincial military dictatorships, and local banditry upon the economic life of a nation? Disastrous, we would say. But a recent cable to Mr. Hoover's Commerce Reports declares that "it is generally believed that the present crisis resulting from the bandit activities in Shantung will keep forces so occupied as to prevent expected military operations in North China, and, to this extent, exercise a beneficial effect on business." In other words, in upside-down China the little bandit is actually a prophylactic against the large-scale bandits who bear the name of tuchuns and vic-

eroys. It is like England in the fifteenth century, when the nobles fought and the country prospered.

These same Commerce Reports describe business as good in China. The crops are excellent, with wheat, tobacco, and tea 50 per cent. above last year's yield. The cotton piece goods market is active, there is improvement in steel and wood oil, the lumber market is firm, and the railroads report insufficient equipment for the traffic demand. This in spite of the fact that internal trade suffers heavily under the taxes levied by the military chieftains without Peking's consent. But to these robberies and "squeezes" Chinese trade has apparently become immunized through the centuries, even as certain populations have become partially immune to tuberculosis through centuries of exposure.

If and when the Chinese trading classes refuse to bow down under the immemorial blackmail and join hands with the patriotic younger generation, the real modernization of the Celestial Republic will begin to operate under forms understandable of the Western mind.

Generally Speaking.

Uncertainty seldom breeds courage. And if ever time, stocks, prices, people and the weather were more uncertain and out of joint than they are to-day we wish you would write in and tell us about it. We can't remember it.

The advocates and opponents of daylight saving have the time all balled up; mercantile stocks are short in one place and long in another; prices make people boil internally and the weather chills them externally.

We don't know what can be done about it precisely, but if we may hazard an opinion we don't believe the time can be shortened or lengthened by any sort of whim or mechanism. Nevertheless it is probably advisable to keep an eye on it. And it is still un-common sense to watch closely. They all do strange things. And as for the weather—we refer you to the motto on the quarter in your pocket.



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A trust company is trained in the handling of estates—in the requirements, the duties, in all the necessities of the work.

Its continuity of service is not dependent on the life of any individual. Friends and relatives may pass away, but the trust company—faithful, competent, trustworthy—lives on.

Our officers can be consulted at
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Greater Lull in Distribution Than in Manufacturing.

Reports on the state of business made by twenty-nine district sales agents to a large manufacturing concern in the East indicate that manufacturing held up during May better than wholesale trade, and that wholesale trade in turn was held up better than retail business. Of twenty-six reports on manufacturing eighteen gave conditions as good or very good, two as improving, three as declining, one as doubtful, and two as quiet. Wholesale trade was reported as good in nine districts, improving in one, fair in one, and declining or doubtful in six. Retail trade was reported as good or very good in six districts, improving in one, mixed in one, fair in four, quiet in six, and declining or doubtful in eight. The poorer showing for retail trade is generally ascribed to unfavorable weather, but one manager attributes it as due in part to a noticeable tendency on the part of consumers to lay something by for the expected rainy day.

The last explanation given in the foregoing paragraph suggests the question whether or not consumers are observing the fluctuations in the business cycle as well as producers. Have the warnings by banks and business forecasters to manufacturers and distributors to exercise caution caused consumers to grow more cautious with regard to their expenditures also? Certainly consumer buying this season, though in greater volume than a year ago, has not quite come up to expectations, whereas savings bank deposits increased beyond all expectations. On the other hand, the heavy purchase of automobiles shows no signs of any let-up, and this does not quite tally with reports of saving up for a rainy day. As a matter of fact, the enormous increase in purchasing power in industrial districts has made possible liberal expenditure for luxuries and increased savings as well.

Notwithstanding reports of quiet business last month, as indicated above, the sales barometer conducted by the Controllers Congress of the National Retail Dry Goods Association shows that retail trade throughout the country during May was 14.1 per cent. in excess of that in the same month in 1922. Increases were reported in 85 per cent. of the stores submitting data to the congress. It is impossible to estimate how much of the increase is due to changes in price levels during the twelve months' period, since there is no index of general retail prices that would permit comparisons. In six of the Federal Reserve districts the increase in sales was above the average. The Philadelphia district took the lead with a gain of 34.5 per cent., and the Cleveland and Chicago districts came next, showing increases respectively of 26.1 and 24 per cent. These reflect the high wages in industrial districts. Kansas City and Minneapolis show the least increases, which are respectively 2.61 and 2.75 per cent. For this the low price of wheat is partly responsible. The high price of cotton is reflected in the substantial gains made by the

Atlanta and Dallas districts, amounting respectively to 19.5 and 15.4 per cent.

Textiles and Automobiles.

Some one has suggested that the demand for automobiles has had an adverse effect on the demand for textiles. Many clothiers complain that men have grown more careless in their garb since the automobile has come into almost universal use, and they attribute a cause and effect relation to these two facts. They argue that a man does not want to dress up to drive his car, and that slouchiness is always excusable when one is recognized as a member of a motor party. Moreover, in order to pay the next instalment on his car the owner will make last year's suit "do" for this season as well, and he will likewise wear a darned shirt and hose in order to pay for gasoline. Just how accurate these various allegations are it would be difficult to ascertain, but undoubtedly the production and use of over 3,000,000 new cars in a year have had a far-reaching effect on other industries, many of which are in no way directly connected with the motor industry. Something interesting along this line might be worked out by a persevering investigator who could interpret as well as assemble economic data.

Misunderstood.

"How much is my bill?" asked the inexperienced traveler.

"Four dollars."

"You mean to say that's what my room alone cost?"

"Yes, sir."

"Why, you told me the only room you had left was a 'sample room,' and I thought samples were always reduced."

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Grand Rapids, Mich.

Loving Cup Presented to Mr. Bean.

Richard R. Bean, manager of the National Candy Co., has returned from Atlantic City, where he presided over the fortieth annual convention of the National Confectioners' Association. His annual address was exceptionally well received by the members, judging by the following report of its delivery in the International Confectioner:

President Bean's address gave a send-off to the convention that pleased all who heard it. He scored, in his own mild way, the "dear ladies" for their boycott of sugar, because of the high prices of that commodity and likened them to the I. W. W. with the difference that when the latter start a boycott it is called a crime, but when the B. B.'s (busy-bodies) organize to do the same thing exactly it is prettily called a "philanthropy." Mr. Bean really didn't look a bit vindictive when he said this, but a little like a mild mannered married man who was glad for once to be out of the hearing of his wife.

Mr. Bean referred to a proposed code of ethics that he hoped would be adopted when presented, and then eulogized the work of the Publicity Committee and its chairman, V. L. Price.

He called the tax on candy an unjust burden and continued:

"Some of us find it harder to maintain satisfactory gross profits to-day than when sugar and labor and boxes and everything else were cheaper. As prices go up, gross profits are apt to go down, but the percentage of excise tax on profits goes up, and the tax must be paid even if the net profit is invisible.

"Every month this tax becomes more unbearable. Other industries manufacturing confectionary and coming more and more into direct competition with us are not so taxed. It is unfair and un-American. If we are determined and stand shoulder to shoulder, this burden will be removed.

"We must educate our legislators at home before they go back to Washington. Many of them are thoroughly convinced of the injustice of this tax, but if you, Mr. Taxpayer, will not make an effort in your own state to win over your own legislators do not blame anyone else if the tax becomes a permanent liability of your business."

South Carolina, he said, recently placed a sales tax of 10 per cent. on all candies selling for 80 cents per pound or more. A similar tax proposed in any other state should be fought with all the powers of our Association, and the chairmen of the State Legislative Committees should immediately get in touch with Secretary Hughes wherever a tax of this nature is contemplated.

He called attention to the fact

that the Association is on record as opposed to all forms of gambling in connection with the industry; that the raffle card and all other forms of lottery should be abolished.

"I should be neglecting my duty if I did not call your attention to what I believe is the greatest evil affecting our industry to-day—ignorance—especially ignorance of the fundamental principles of figuring costs, and the proper methods of merchandising. Although our industry has long since passed the infancy stage, it still is crowded with business infants, many of whom seem to be hopelessly afflicted with either infantile paralysis or dementia.

"It is claimed that more failures in our industry were recorded in 1922 than in any other year in the last fifty years.

"Every manufacturer in the industry was more or less affected by the cause of such failures—the cause, as a rule, being selling without profit. The only possible remedy is education.

"One of the great problems affecting our industry to-day is the sugar situation. I can feel you shiver at the mere mention of this subject, but don't be alarmed. It is a question on which the greatest experts differ and each expert can prove his case by statistics, although sometimes there is a nigger in even a pile of statistics. It would be foolish indeed for a novice to express any opinion where doctors disagree.

"We may rest assured, however, that eventually the law of supply and demand must and will prevail. In the meanwhile, it would seem only wise to accept the situation and follow the market.

"I do feel that our Association should protest against the various boycotts advocated by the dear ladies and scheming politicians. Our industry gives employment to a vast army of workers. A boycott on candy will not put cheaper sugar on their tables, and it may take the bread out of their mouths.

"Mind you, nobody in this country is starving nor is ever likely to starve for sugar. Then why throw a monkey wrench into the wheels of industry."

The members liked the President's talk and told him so. And then followed a very happy event, for which Chester E. Roberts, all the way from Seattle, was the sponsor. This was the presentation of a beautiful loving cup to President Bean, and he did it in a way that made the recipient of the pretty silver token "fill up" a bit in his heart, so much so that he could scarcely say "thank you." And this touch of the human made them glad they had given their popular President the beautiful token of their very high regard.

Marriage starts with billing and coining. And the billing lasts.

Dangers Ahead!

THERE are dangers ahead for the families of many men who fail to make proper provision through a legal will, for the distribution and care of their estates.

This man's children are self-supporting and his estate is only large enough to support his widow on the sea of life. If he fails to make a will, he throws his widow on the bounty of his children. Why? Because the law gives the children the largest part of the estate.

This need not happen, if a little attention is given at the proper time to will making.

Our "Instruction Form" for making a will may be of important assistance to you.

It will be mailed on request.

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ORGANIZED IN 1889.

AMOUNT OF INSURANCE IN FORCE DECEMBER 31st, 1922	\$6,033,803.00
TOTAL ADMITTED ASSETS DECEMBER 31st, 1922	264,586.56
NET CASH SURPLUS OVER ALL LIABILITIES	212,718.32
DOUBLE DIVIDEND PAID IN 1922, Three and Four Year Periods	49,113.47
DIVIDENDS PAID POLICY HOLDERS SINCE ORGANIZATION	453,374.50
FIRE LOSSES PAID POLICY HOLDERS SINCE ORGANIZATION	262,478.56

Assets per \$1,000. of Risk	\$43.68	Surplus per \$1,000. of Risk	\$35.25
Loss Ratio to Premiums	36½%	Expense Ratio to Premiums	18½%
Loss Ratio to Income	33%	Expense Ratio to Income	17%
Average Loss Ratio of Stock Companies	56%	Average Expense Ratio of Stock Companies	42%

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How is Your Business Place Protected Against Fire?

Do you realize that fire comes like a thief in the night?

What is your first duty on discovering a fire?

Do you know how many others are asleep in the building and where?

Do you look up exits before retiring in a hotel or other strange place?

Do you know where the nearest fire alarm box is and how to turn in an alarm from such box?

How will you report the fire by telephone, what will you tell "Central" to assure prompt connection and what will you tell the fire chief?

If fire or smoke should block your usual exit how would you get out?

What can you do to let yourself down from a window?

If you must jump from a window, what can you do to "break the fall?"

How would you go through a smoke filled room or hall?

How would you announce a fire to other occupants of a house, in a theater, in a hospital?

What will you do with doors and windows until the fire department arrives?

Have you a fire extinguisher? Where is it? When was it last charged? Do you know how to operate it?

You have now had one fire, what other fire hazards are there on or around your premises?

Do you know how to use a baking soda and water mixture on a fire, how a wet broom, a wet blanket, or sack or rag, a pail of sand, a scoop and flour?

Have you a fire extinguisher, water connection or both in the boiler or furnace room?

Have you a ladder or other means to get to the roof?

What can you do to protect the roof and window openings in case of a near-by fire?

What property will you save first?

If a person's clothing is burning, what would you do?

How would you fight an oil lamp or oil stove fire?

What would you do to extinguish a chimney fire?

Do you know where the gas shut-off valve is, and how to operate it?

A little sober thinking and consideration of these questions may mean a saving of life, limb and property.

Keep Fire From the Home.

"It is a strange fact," declares one of the world's leading fire prevention authorities, "that men will provide factories and offices with elaborate

systems of exit and life-saving devices to protect employes from fire, and then will erect homes to shelter their own families without a single precaution for saving their lives in a similar emergency."

Strange, indeed, and yet after all it is not quite inexplicable, for consistency, save under strict compulsion, is not among the most pronounced of man's virtues, and this is particularly true in regard to fire hazard. The naked truth is that of the 15,000 lives which annually are sacrificed to the flames in this country, no less than half are lost in dwelling house fires. During five years, then, the total approaches 37,500, or an average of twenty a day. That is a gruesome record, and one that clearly points to the need for strengthened and rigidly enforced building regulations and fire laws. Only in that way, apparently, can people be defended against their own folly.

There is, too, another aspect of the fire destruction in American homes which should not be ignored. Progress has come to be identified in the mind of this generation almost exclusively with scientific achievement. Countries are inclined to judge and submit to judgment according to this standard, which indubitably is a lofty one. Nevertheless, people sometimes forget that that nation in reality is most advanced which is best housed, since the home is the root and center of social life. It is itself the cradle of all progress.

Provision of adequate and decent quarters for the country's expanding population is, therefore, but another name for advancement; and whatever hampers this work of supplying housing accommodations, in view of the persistent shortage, whatever destroys homes that already are lamentably insufficient in number, strikes at the most vital part of America. By allowing fire to sweep away \$321,453,878 of dwelling house property, as it did in the years 1917 to 1921, when a substantial percentage of this waste could have been stayed with a little conscious effort, the American public is guilty of conspiring against its own well-being.

Full many a business of giant size has been built up by men whose only opportunity was energy and integrity.



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Other merchants equally welcome.

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Grand Rapids, Mich.

WASTE CORNERS.

Utilizing Elements Which Would Otherwise Represent Loss.
Written for the Tradesman.

Waste represents loss. A good many people every year make fortunes handling the things that other people heedlessly throw away. Many others add to their profits and savings accounts by utilizing that which persons less keen-sighted would be apt to regard as useless. Ability to see uses in what other persons look upon as useless is an important part of the equipment of the successful business man.

Williams carried on a stationery and book business in a corner store. There was a large corner entrance, defaced by an unsightly brick pillar which every year or so called for a fresh coat of paint. For a number of years Williams went on, giving the aspect of this corner no second thought; it was in his eyes a part of the natural order of things. One summer he took a holiday trip. Returning, he saw his store with different eyes.

Within a few weeks the brick pillar had vanished. In its place was a large pillar show case, with glass on all but one of the six sides. Access was had to the interior of the pillar by means of a door on the side nearest the store. Inside the pillar were a couple of glass shelves, permitting three distinct displays simultaneously—one on a level with the eye, one below but within easy reach, and one above, also within easy view. The pillar was especially suitable for the display of small articles, including the latest copyright books. When a new book came out, Williams piled it into the showcase pillar and made a big, bright display of it.

The brick pillar was not needed in the first place. In the second, it was ugly. In the third, it meant a small annual expense for paint. And, fourth, it had no value whatever. The pillar showcase practically gave the store a third show window, adding at least thirty per cent. to the store display equipment. Though it was larger than the original brick pillar, the wide corner entrance left ample room on both sides—and the people coming and going couldn't help but look at the goods shown there.

Opportunities of this sort for the utilization of waste space are often overlooked when they should be perfectly obvious. For instance, there is that familiar blank wall to one side of the store entrance. To the customer's right, as he enters, are shown goods in the display window—to his left he sees the bricks of a party wall, sometimes painted, sometimes just their natural color.

It is not an expensive matter to give the customer something to look at; and it pays. For instance, a firm handling men's furnishings, whose store has an entrance of this sort, has a wall-case showing collars, neckties and similar small goods. This case is perhaps six inches from front to back and covers the entire wall from the front to the door, to height of approximately

six feet. The case is lighted above, below and at both sides, by a large number of small incandescents. Whatever is shown there the customer, going in and going out, cannot help but see.

Similarly the space can be used for pasting up printed or written announcements, advertising literature and the like—though such a billboard is apt, unless carefully supervised, to become rather shaggy and unattractive in appearance.

A merchant had on the main street a frontage of about 30 feet and some 80 or 90 feet on the side street. The former space was taken up by the entrance and show windows; the side space was a blank wall of brick, stained, dirty and weather-beaten. The merchant who had just taken hold of the store debated with himself various schemes for improving the appearance of this side wall, which his predecessor in business had left untouched for twenty years.

Then he went to work. The front show window was carried some 10 feet around the corner. Toward the back of the store an opening was cut and another large show window put in. This done, the remainder of the wall was painted with a sign in big letters, legible a couple of blocks away:

BLANK'S

Wall Paper and Book Store.
Carisford's Toy Center.

This process gave the merchant double the display space he had previously possessed, gave him display on the side street where previously he had none, and made use of a wall which had previously been an eyesore. The sign was changed every time it was found necessary to repaint.

A dry goods dealer who took over a business in a small town some years ago found himself with a "freak" on his hands. The freak was a little space at the back of his store which was neither ground floor nor basement, but midway between the two. It was three or four steps down from the main floor, the entire width of the store, and represented several hundred feet of floor space. When the merchant took hold it was filled with rubbish, and had apparently been used by his predecessor as a sort of combination catch-all for waste and storehouse for unpacked goods.

Presently the new proprietor discovered another fact—that he hadn't enough space in his main store for all the goods he wanted to display. He promptly cleaned out the corner and fitted it up for a linen department, with a counter all the way across the back and another at the side. At the same time the lighting was improved. Far from objecting to having to descend three steps to the linen counter, the public was attracted by the novelty; in fact, the merchant, making a virtue of necessity, advertised the new department prominently. It was something no competitor possessed; the average merchant would have regarded it as a handicap; but this man boldly played it up as a great advantage. He found incidentally, that through

being able to keep the linens separate from the rest of the stock he prevented or minimized a deterioration which would otherwise have been inevitable. A small corner of the downstairs section gave the merchant accommodation for his office desk and enabled him to thereby give a larger portion of the main floor to the stock.

A druggist had a very wide store, which gave an extensive open space between the counters on both sides. There was far more open space than such a store needed; in fact, the compact drug store is generally to be preferred. The druggist, however, turned the excess floor space to advantage by installing tables down the middle of the store, on which he displayed small articles, novelties and certain priced goods which he desired to feature. Thus, he put in a 25-cent table, or a table with "any article shown here for 10c." These displays were changed frequently, and not merely utilized space that would have been otherwise wasted, but did a great deal to stimulate the sale of these particular lines. Incidentally, the store looked more attractive to the incoming customer. No longer was it a place of magnificent but frigid distances.

Store waste is very often utilized by securing two values or returns where one is normally regarded as sufficient. Thus, in every store it is necessary to wrap parcels. This entails work and expense—the work of wrapping up the goods, and the cost of paper and twine.

A merchant who has studied the problem of eliminating waste makes even his parcels bring him more business. It takes practically no extra effort for the clerk to wrap up with the goods a circular or advertising card—advertising literature which is supplied by manufacturers or printed by the merchant himself, and which, stamped with the retailer's name, will be perused by the customer in the leisure of his own home and will help to bring additional business. On the outside of every parcel is stamped a gummed label bearing, not merely the merchant's name, but a brief message of thanks for patronage given, assurance of eagerness to have the customer satisfied, and a cordial invitation to call again. Very little extra work is necessary; and the

advertising thus done helps to pull additional business and repeat orders.

The sending out of monthly statements to credit customers is freely recognized as good business policy by up-to-date retailers. Nevertheless, it is approached by many retailers as a duty rather than an opportunity. One man however, makes it a point to end out with each statement a personal letter calling attention to the enclosed small account, taking prompt payment for granted, thanking the customer for past patronage and, finally, inviting his further orders—with a little chat regarding reasonable goods and special offerings. An imitation type-written letter is prepared for this purpose and is personally signed by the merchant, the name and address of the customer being filled in on the typewriter. Not merely are many repeat orders traceable to this idea, but collections are stated to be somewhat better than before the scheme was put into effect.

The modern merchant is always alert for opportunities to increase his profits by utilizing elements in his business which would otherwise represent a loss. Victor Lauriston.

To Enlarge Penney Chain.

Plans have been completed for the enlargement of the chain of dry goods stores operated throughout the country by the J. C. Penney Co., Inc., and by Sept. 1 there will be 475 of them in operation in thirty-three States. The new States in which stores will be opened include Alabama, Tennessee, Kentucky and Arkansas. It is estimated by executives of the company that the sales total for 1923 will approximate \$65,000,000. Heavy buying of merchandise is being done, in anticipation of the business which will produce that figure, a recent purchase for Fall delivery consisting of 25,000 dozen of a single "number" of women's silk hose. In the advance Spring business placed by the company to date is an order calling for 2,000 cases of one type of union suit for men, this meaning 24,000 dozen garments. This is as much of a single style of union suit as would be bought normally by twenty average jobbers.

No matter what his past may have been, every man has a bright clean future.

Business Opportunity

A newly organized Department Store located in the heart of the City of Kalamazoo, with a wonderful opportunity for doing a large volume of business, has the following Departments to lease:

Dry Goods & Domestic, Draperies & Rugs, Men's & Boys' Clothing, Millinery, Children's & Infant's Wear, Hosiery & Underwear.

For further particulars address or see manager.

JEWELS, Inc.

110 E. Main Street

Kalamazoo, Michigan

New Issue

Legal to Secure Savings Deposits.

Tax Free in Michigan.

\$250,000.00**WORDEN REALTY COMPANY****First Mortgage 6% Serial Gold Bonds**

Dated June 15, 1923.

Due Serially

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

Grand Rapids Trust Company, Trustee

Grand Rapids, Michigan

MATURITIES

\$10,000 June 15, 1924

\$10,000 June 15, 1929

\$10,000 June 15, 1925

\$10,000 June 15, 1930

\$10,000 June 15, 1926

\$10,000 June 15, 1931

\$10,000 June 15, 1927

\$10,000 June 15, 1932

\$10,000 June 15, 1928

\$160,000 June 15, 1933

Price 100 and Interest**SECURITY**

These bonds are secured by a first closed mortgage on properties occupied by the Worden Grocer Company in Grand Rapids, Battle Creek and Lansing, Michigan. All the buildings are of brick construction, are well located and have their own railroad sidings.

The net sound value, after allowing for depreciation, is in excess of twice this issue of bonds. Appraisals were made by Coats & Burchard Company and R. D. Graham and T. H. Goodspeed.

EARNINGS.

The earnings of the Realty Company are derived from rentals which are assured through a lease of the Worden Grocer Company for a period extending beyond the maturity of these bonds. The amount of these rentals is one and one-half times interest charges, principal maturities, taxes and depreciation. The lease is in the hands of the Trustee, pledged as additional security of these bonds.

The Worden Grocer Company has the excellent record of nineteen years uninterrupted dividends at the rate of seven per cent on its preferred stock. This is a remarkable record and reflects the sound management and policies of the Company.

We recommend these bonds for conservative investment. Let us send you full descriptive circular.

Grand Rapids Trust Company**BOND DEPARTMENT**

Fountain and Ottawa

Telephones 4391

Grand Rapids, Mich.

ALL ENGINEERS NOW.

Even the Boot Black Lays Claim to Title.

If it were not for the injury that is done to the name of a splendid profession, the individuals responsible for this sort of thing would simply make themselves ludicrous, but it must be remembered that one perfectly good word, i. e., "Professor," has already become considerable of a joke through its application to all sorts of practitioners of all sorts of arts.

Not long ago, for example, a New York newspaper, under a head "Body Engineers Now Important," held forth to the extent of nearly a column. When I first saw the head I thought this was a new engineering title for quack doctors, but upon reading into the article I found that the "body engineer" is the designer of automobile bodies. The article itself, of course, was simply a "puff" or "write-up" for a specific automobile manufacturer, in the course of which it is explained that the "body engineer" devotes all of his time "to the improvement of the body, of the locks and window fittings and everything that concerns the comfort and beauty of the car." Another of the fifty-seven varieties is the "publicity engineer." A newspaper article refers, for example, to the "publicity engineer" for a theatrical company. This, of course, is our old friend, the press agent, exalted to a "professional" plane. Still another specimen is the "milk enginner." Just exactly what his

function may be I have not been able to make out, as I saw the title used on the corner card of an envelope.

Another instance recently reported to me was that of the "Income Engineer," who turns out to be no less a personage than our old friend, the insurance agent, who doubtless derives much "swank" and effects many entrances that he might not otherwise enjoy through the use of his neatly engraved card bearing his name and his title, "Income Engineer." I have before me also a newspaper or magazine clipping which contains an advertisement for an "Institute" which conducts a course in dress designing and dress-making. This advertisement features the genius of Emily, who built up "a most lucrative business" by "following out a tip from the Institute to use original advertising methods." She styled herself "clothes engineer," and accordingly hung out her shingle bearing the initials C. E. after her name. Probably others will be inspired to follow Emily's example. Not long ago a Middle West department store advertised, with considerable eclat, the services of its "windowshade engineer" who would be at the service of its patrons.

An unusually interesting case not long ago consumed considerable space in the principal New York newspapers, when the Society of Professional Automobile Engineers formally opened its club house in that city. This brand of engineers be it understood, comprise chauffeurs in private employment. But let the

president of the society explain. According to the newspapers he announced that "the organization was conducting a nation-wide campaign to eliminate the term chauffeur from usage and substitute 'automobile engineer.'" "There is a great difference between an automobile driver and an automobile engineer," he said. "Our organization is composed of professional operators of automobiles in private employment. It aims to place the profession on a higher plane and to protect its members from increasing laws levied on operation of automobiles." Taxicab chauffeurs, it is said are not eligible for membership. Perish the thought!

The climax is capped, by still another variety that recently took a full page in a magazine to tell of a "New Profession That Pays from \$3,000 to \$15,000 a Year." "An enormous untouched field," continues the advertisement. "No competition, a tremendous demand, no capital required. Can be learned in from two to six weeks. . . . This new profession offers its followers a position of dignity and independence, a free rein for initiative, and those other recognized advantages enjoyed only by professional men. Yet there is no long period of training and study extending over years, no poorly paid period of apprenticeship, as is the case with doctors, lawyers, and followers of the old line professions. And best of all, there is practically no competition. This is one reason why those men who are now practicing this new profession are actually making more money than the aver-

age doctor, lawyer, architect or engineer."

This fortunate individual is the "exterminating engineer," who through his "knowledge of technical methods and special formulas" devotes his professional activities to "the scientific exterminating of insects, vermin and parasites." Shades of Watt, Smeaton and Noble! Little did the humble doughboy, attentively "ready his shirt" during the long winter evenings in French trenches, realize that he was founding a new profession! The exterminating engineer, we are told, has "no difficulty in getting business," but he is "not dependent solely upon his individual efforts;" for the new profession is backed by a "co-operative organization whose membership consists of men trained in the profession." This organization which maintains its headquarters in New York City, teaches men by mail and graduates them "in from two to six weeks as 'exterminating engineers.'" Then it helps finance them in business, appointing them its representatives in their own communities.

They "are always on the lookout for live, progressive men to become affiliated with them. The membership fee is ridiculously low—a man can actually become established in business for himself as an Exterminating Engineer, at a lower outlay of money than the average freshman in college has to pay for textbooks and supplies alone. . . ."

And so it goes. These are only a few. Doubtless others have dis-

Dear Mr. Grocer:

Increase Your Total Oats Business



by getting behind Armour's Oats.

Investigators report that in stores where grocers say the oats business is increasing, *Armour's Oats are the best seller*; where it is at a standstill or declining, the grocer is pushing other brands.

Thousands of retail merchants say that Armour's Oats increase their *total* oats business because they give such complete satisfaction that folks eat oats oftener and consume more.

The reason? Armour's Oats are whole oats—not chopped up into oat meal before rolling. They are the **ONLY QUICK-COOKING WHOLE OAT FLAKES.**

Mapl-Flake—The New Big Seller in Prepared Cereals



It's selling big. Repeat business is remarkable. Mapl-Flake is a whole wheat flake—25% bran, enough to "turn the trick" and yet be good eating. It combines the nourishment of whole wheat with the laxative action of bran. You do your customers—and yourself—a service by starting them on this fine product.

Write us for an attractive window display, easy to set up. Then watch! We're so sure you'll get the business, we guarantee the sale.

ARMOUR GRAIN COMPANY
CHICAGO

covered other varieties and could contribute a specimen or two to this engineering Chamber of Horrors. All this has a humorous aspect, of course, as is exemplified by James J. Montague in the following verses:

No longer little Micky Hare
Whose ways are mad and meek,
Will keep my clothing in repair
For fifty cents a week.
He now demands a larger sum,
Which I esteem too dear,
For lately Michael has become
A Pressing Engineer.

The days when Tonio Dorio
Would clip and trim my lawn
And make the grass to grow,
For ten a month are gone.
He now is making wads of pelf,
Takes contracts by the year,
And, on his billheads styles himself
A Mowing Engineer.

The lads from Greece who cleaned my shoes

Once in a cheaper time,
Now with haughty scowl refuse
My little proffered dime.
One sees them by appointment now,
They've risen, it appears,
And have become, so they avow,
Shoe Surface Engineers.

Old Rastus Johnson comes no more
To take the cans away,
Or knocks upon the kitchen door
To seek his weekly pay.
He's found a means of getting his—
The dusky profiteer—
His card informs me that he is
A Garbage Engineer.

New Form of Treason Against the Republic.

Grandville, June 19.—The first nullifier in this country of importance was John C. Calhoun, who essayed to defy the laws of the United States on the question of tariff about the year 1832.

We had for President at that time one Andrew Jackson, a man of sterling patriotism, who had manifested his loyalty to the Nation by trouncing the British at New Orleans during the war of 1812.

Calhoun of South Carolina was a states right man to the limit. He regarded the state as above the Nation in affairs pertaining to Government and might have succeeded in carrying the Palmetto State out of the Federal Union at that early day had General Jackson been another Buchanan.

It matters a lot what sort of men we elect to public positions.

The right of a state to secede from the Union at the beck of her own people was taught throughout the Southern half of the Nation and finally came to a head in 1861, when eleven states seceded and were whipped back into the Union by force of arms.

It was imagined by most people that after that there would be no more rearing of the hydra head of secession in our country.

It seems we were mistaken. Another Calhoun has reared himself into public view in the State of New York in the person of Governor Al Smith, of anti-prohibition notoriety.

The State legislature adopted the South Carolina position and asks the old United States what it is going to do about it. Well, there'll be a session with these later nullifiers which won't set very well on their stomachs after Uncle Sam is through with them.

This country is one and indivisible. This is a Nation with a big N, and state legislatures and small-ply governors may as well learn this now as ever. Neither state legislatures nor governors will be permitted to nullify the constitution and laws of the United States. Wisconsin is patterning after her sister in the East, and is seemingly anxious to get in the nullification swim. Other states are urging this disloyal method of fighting the Volstead act and there seems to be a pretty kettle of fish stirred up, East and West.

There is no call to be alarmed, however. The Volstead law, ratified by more than the necessary number of states, will not be wiped

off the statutes of the land. It will be backed by the army and navy of the Nation, if need be, to the end that law and order shall prevail, whisky lovers to the contrary notwithstanding.

The Union must and shall be preserved was the cry that arose in the land sixty years ago, when secession and rebellion aimed its blows at the life of of American Union. That a band of intoxication-breeders can succeed where millions of honest advocates of state rights failed, is the height of absurdity.

President Jackson brought the nullifiers up standing in the old days, and it was said of him that, on his dying bed he expressed but one regret, and that was that he had not hanged John C. Calhoun.

It might be well enough for these modern defiers of the Constitution to know that going far in the direction they have started means treason, and that treason is punishable with death.

It is strange how some people wax rathful over being withheld from doing that which is not only an injury to their own health, but a despoiling of homes that otherwise would be happy and prosperous.

Grave men discuss this question of free wine and beer as though the fate of the Nation depended on their getting their drinks.

The bravest thing this Nation ever did was to cast aside prejudice and enact the abolition of the liquor traffic, which had so imbedded itself in the vitals of the Nation as to rule its elections and make a farce of representative government. Having been brave enough to so enact, the men and women of this Nation have firmly resolved that no amount of palaver and false reasoning will induce them to ever again vote King Alcohol into his old demoralizing position in this country.

Prohibition has come to stay. It is not a party, but a whole people question, and no amount of state nullifications will in any manner hinder the steady progress of temperance enforcement.

Hearst's newspapers affirm that the next election for President will hinge on wet or dry. In other words, this question is going to be made a party issue at the polls next year.

The writer has no sort of expectation that this will be so. There are a majority of wise men in both political parties, and these wise men cannot be classed with fools, which they would be if they undertook to make party capital out of the liquor question.

Al Smith's signing of the anti-prohibition bill has taken that gentleman entirely out of the field of possible candidates for the Presidency. The manhood and womanhood of the Nation will not stand for any paltering where outlawed liquor is concerned.

A few people can at times make a loud noise.

That's what this demand for light wine and beer amounts to. There'll be no going backward, no slackening of the fight to enforce the constitutional abolishment of the rum traffic from this Nation.

His enemies said that Lincoln would take back his emancipation proclamation. When once that President put his foot down it was there to stay, and such is the determination of the American people with regard to prohibition. Old Timer.

Says a wise wife, "It is easy to please a husband—if he isn't your own."

CHINNICK'S RESTAURANT 41 IONIA AVE.

Just North of the Tradesman Office



FRANKLIN said:—

"KEEP thy shop and thy shop will keep thee".

IN other words:—Be on the job.

TURN sugar losses into profits with

FRANKLIN SUGAR
IN PACKAGES

No waste, no bags, no twine.

SAVE time, labor and overweight.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

About the "Bran Foods"

The country is being deluged with "bran foods." They are all good foods, made by reputable concerns—but there is one thing our distributors should always remember: all the bran of the whole wheat grain is in

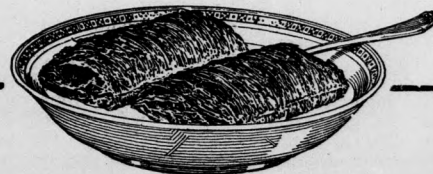
Shredded Wheat

Bran is not a "new discovery" with us. We have been putting bran in Shredded Wheat for the past 25 years. It contains all the bran of the whole wheat grain—just enough in two biscuits to stimulate natural bowel movement. Two Shredded Wheat Biscuits make a complete meal.

We ask our distributors to always keep Shredded Wheat in a dry, clean, sanitary place. This makes satisfied customers for you and saves us a lot of trouble.

MADE ONLY BY

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



LETTS OF LOS ANGELES.

Story of a Great Merchant of the West.

Los Angeles, June 13.—Tradesman readers who have visited Los Angeles will remember the big Broadway department store on Broadway at Fourth street, Arthur Letts' store. The will have also in their mind's eye a most pleasing picture of his residence at Hollywood, with its thirty acres of grounds beautifully planted to flowers, shrubs and trees and exquisitely maintained, a triumph of the landscape gardener's art and one of the show places of Southern California. The career of this man is so remarkable that a brief story of his life will have interest for all storekeepers and general readers as well.

He was born at Holmy, in Northamptonshire, England, in 1862, on a farm that had been held by the Letts family for over four centuries, or since before Columbus discovered America. At 16 he left school and went to work in a nearby store, remaining there until he was 20 years of age.

With his brother he came to Toronto, where he was employed for quite a number of years. Next we see him working his way Westward to Seattle. At first luck seemed to be against him there, for the store in which he had secured a position was wiped out by fire three days after his arrival. In some way he managed to get hold of a small stock of goods and, using a tent for shelter, started in business for himself. He remained in Seattle only a few years, however, for he saw that Los Angeles offered far better opportunities.

Here he came in 1896. Of tangible assets he had about \$500 in cash and that was all. Of intangible riches he had an almost limitless supply. Not only did he possess long years of experience as a salesman in dry goods stores, but he had integrity and force, a bright, keen mind and, as it proved, executive ability of high order and great powers as an organizer and director of men.

A store at the corner of Fourth street and Broadway had gone bankrupt. Here was a choice location and a good opening. At this time Mr. Letts was about 34 years old and certainly had little to show for the eighteen years he had been at work. But not the least of his personal gifts was that of inspiring others with entire confidence in his ultimate success. He inspired a friend and the friend convinced a banker that it was worth while to take a chance on financing this unknown man in his venture. With his own small capital and money advanced by the banker he took over the bankrupt stock. Within a few days the goods were damaged badly by fire in a neighboring establishment. Fortunately his insurance money enabled Mr. Letts to start again, this time under the name of the Broadway Department Store.

The history of this store during its first three years reads like a fairy tale. It seemed to be guided by some magic wand of success. In this short time, from its humble beginning it came to rank as one of the three largest stores on the Pacific Coast. The city was growing rapidly, but as one newspaper remarks, Arthur Letts' store grew faster than Los Angeles.

This sudden advancement from obscurity to prominence is the most dramatic part of Mr. Letts' career. Meteoric as was his entrance into big business, he had made use of no "get-rich-quick" schemes. His methods were not only above question, they were not even spectacular. While he went up like a rocket, he did not come down like a stick. What he achieved he held and made the basis of further successes.

Wherever you find a great merchant you find also a great setting for business situation that makes

large trafficking inevitable. Marshall Field helped make Chicago, but not nearly so much as Chicago helped make Marshall Field.

An analysis of Arthur Letts' success reveals simply the capable and adroit grasping by a far-seeing and very practical mind of the extraordinary opportunities which Los Angeles presented. There are few places in the United States or in the world where even he could have achieved so great results.

The retail stores of this city are a marvel to visitors. It is hard for newcomers to believe that the Spanish-Mexican village of so short a time ago now shows a number of handsome mercantile establishments that in size, service, and in the expensive and luxurious goods carried, compare favorably with the great emporiums of New York and Chicago.

Mr. Letts had competitors, some of them very able men. It is generally conceded, however, that he outstripped them all and reaped the greatest harvest from the fertile virgin soil of this magic young city.

Mr. Letts' store seemed to meet the needs of middle-class families. Under the one roof they could supply a great many of their wants with goods of a quality to suit their tastes and their purses. He catered to the people in just comfortable circumstances—neither the very rich nor the very poor. There were many such here and more arriving on every incoming train.

He did some distinctive things. His store was the first in the city to give pennies in change. Before his time no coin smaller than a nickel was in general use. Only at a post office did one give or receive coppers. No matter how many articles a shopper purchased, nor what fractions were involved, the last figure of her bill was sure to be either 5 or 0. Any item so trifling in value that the storekeeper simply hadn't the nerve to charge a nickel for it, was presented to the customer as a gift outright. Even now some old-timers regard pennies as "just a regular nuisance," but with the public generally, making exact change was a great hit. Practically all the retail stores in the city have followed suit.

Another distinctive feature is the peculiar, slightly irregular script in which the name, Broadway Department store, appears on all signs and at least once in every piece of advertising. It is a sort of a trademark with which all observers are familiar.

It used to be the custom in Los Angeles for stores to keep open until 8, 9 or 10 at night, or even later if customers continued to come. Mr. Letts was one of the pioneers in early closing. At both the Broadway store and at Bullocks—of this second store more will be told later—Mr. Letts some years ago established the practice of giving to all employees every Saturday afternoon in the year a half-holiday. He is said to have been the first retailer in Los Angeles to do this. So far as is known here, he was the first in the United States.

As to his general business methods there seems to be little to distinguish them from any other high grade storekeeper. He blazed no new trails. Instead of wasting time and money in unprofitable experiments, it seems to have been the bent of his genius to accept the business tenets that great merchants before him in larger cities had tried out and found correct. His was a mind of sure insight and sound judgment, rather than of remarkable originality. In his stores there is found courtesy, order, neatness, system, promptitude, thoroughness, economy of time, labor and money, shrewd, careful buying, painstaking catering to the tastes and needs of patrons, honesty and dependableness in word, deed and goods. He seems

to have been content to rely chiefly on these great fundamentals that everywhere make for success in business.

Some years ago Mr. Letts established a second store known as Bullock's, three blocks south of the Broadway department store. The management of this has always been in the hands of J. G. Bullock, a former employee of the parent store. Bullock's carries fewer lines than the Broadway, is more strictly dry goods and caters to a wealthier class of patrons.

Mr. Letts' death occurred last month. During the twenty-seven years he lived in Los Angeles, the little \$500 with which he came here in 1896 increased and grew into a fortune of \$15,000,000, an amount thirty thousand times the original nest egg. He made some large and profitable deals in real estate, but it was not as a realtor or a speculator that Mr. Letts was generally known and regarded, but as a merchant. He held controlling interest in Bullock's while of the Broadway department store he was sole owner, not only of the stock, but of the large fine recently erected building as well. "Arthur Letts, Proprietor," a phrase familiar to all Angelenos, was a statement of actual fact. We have already said that he surpassed competitors in Los Angeles, but this is not enough. In all probability it is safe to say that his was the greatest success as yet scored by any retailer west of Chicago and St. Louis.

It would be most unjust to tell only one side of the story of Mr. Letts' life—the side that has thus far been briefly given, that which concerned itself and with such signal success in the making of money. There was another and a finer and more interesting side that had as its chief interest and enthusiasm, not the gaining of wealth but the using of it for the benefit of humanity and for aesthetic enjoyment.

In the various social and public activities and in the many philanthropies in which he engaged, he brought to bear on whatever issues were involved the same clear brain, steady purpose and plain common sense that directed his mercantile affairs. He gave of himself as well as of his money. During the war he gave freely and worked with characteristic zeal and energy for the relief of suffering.

He always was especially interested in the welfare of boys and girls and in his store maintained a school for the training and instruction of the younger employees. For many years he was president of the Los Angeles Y. M. C. A. He was prominently identified with the Boy Scouts and was, indeed, a sort of fairy godfather to that organization. The esteem in which his service was held may be known from the fact that he was president of the National Council of Boy Scouts of America.

With characteristic thoroughness he made provision that some of his philanthropies should continue after his death. According to the terms of his will, the estate is to be held in trust for ten years before distribution to the heirs shall take place. During this time one-tenth of the income each year is to be devoted to the formation of the Letts Foundation, a fund for assisting employees and former employees of the two stores who may become sick or disabled. At the end of the ten year trust, one-tenth of the whole estate is to go to this Foundation. The beautiful gardens and grounds of Holmby House always have been open to the public. It was Mr. Letts' request that this practice should be continued. Ella M. Rogers

After a man reaches forty, he should forget how old he is and up to that time he should forget how young he is.

PERE
MARQUETTE

PERE
MARQUETTE

You Can Help to Lessen Accidents at Railway Crossings

American Railroads are conducting a nation-wide campaign to minimize the number of accidents at highway crossings. This intensive campaign to save individuals from their own folly will continue throughout the months of June, July, August and September.

The Railroads are doing their part; won't you do your share? All of these accidents are due to sheer and wanton carelessness.

Do not attempt to cross a railroad track without heeding the advice STOP, LOOK and LISTEN to see if a train is coming, and after a train has passed make sure no other trains are approaching in either direction.

Do not walk on railroad tracks or bridges.

Do not allow children to play around tracks, stations, turn tables, cranes, cars or other railroad property.

Do not crawl under or between cars.

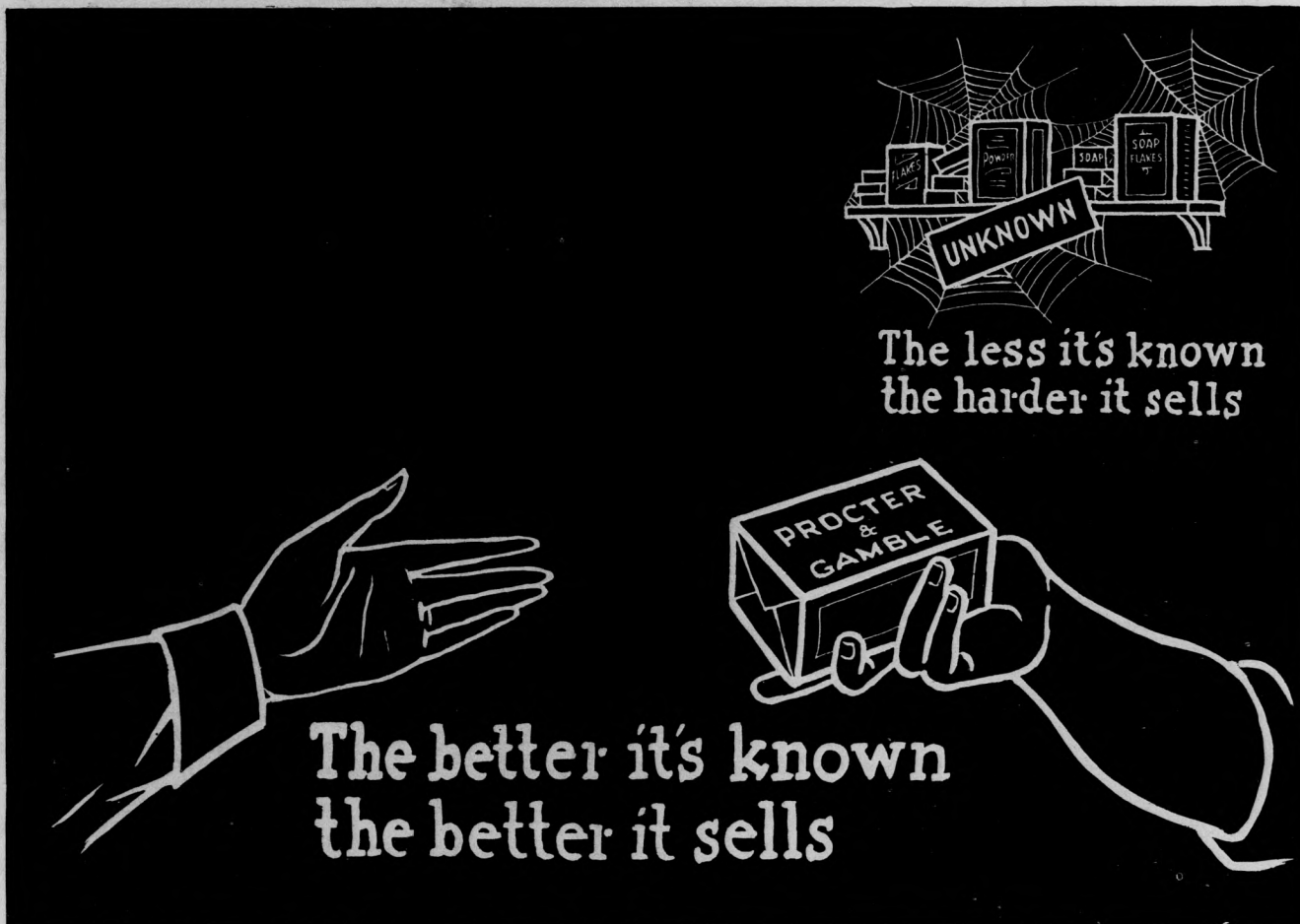
Do not crawl under crossing gates after they are down. Stop until train passes.

Use the streets and highways instead of the railroad tracks in going to and from your destination.

This is but one of many problems which our complex civilization imposes upon the railroads and this, like the other problems, cannot be solved except with the sympathy and co-operation of citizens generally.

Pere Marquette Railway

Public Relations Department



The less it's known
the harder it sells

The better it's known
the better it sells

WHO wants his clerks to have to hang around trying to look pleasant while a customer tries to decide from the outside of the package which of the "unknown" she had better take!

"The better it's known the better it sells."

Procter & Gamble

CINCINNATI

BRANCHES
Send Mail Orders
to Nearest Address

Atlanta
Baltimore
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Buffalo
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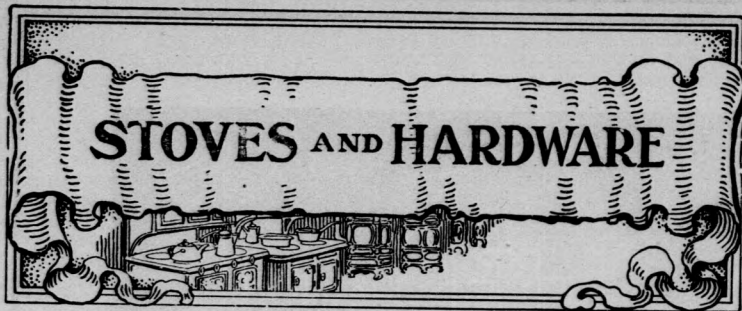
Cleveland
Dallas
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Seattle
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Michigan Retail Hardware Association.
 President—J. Charles Ross, Kalamazoo.
 Vice-President—A. J. Rankin, Shelby.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.
 Executive Committee—L. J. Cort, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digman, Owosso.

Increasing the Seasonable Demand for Cordage.

Written for the Tradesman.

This is a season of the year when many farmers need new rope for haying and other farm work. The haying is a time when work must be done quickly, and the breaking of rope often means a serious loss of time to the farmer. It is curious to note how many farmers will take a chance on an old rope and trust to luck that it will last them through the haying season. They often take the same kind of a chance with their binder twine and, sooner than buy a few pounds more than they think they will need, they run the risk of having to drive to town in the middle of the harvest season or bother their neighbors to borrow a few balls of twine to carry them over.

It is good salesmanship for the hardware dealer, in his advertising and elsewhere, to stress the argument that his farmer customers should be prepared for the haying and harvesting season with sound rope and a good supply of twine. The cost of rope or twine is exceedingly small compared with the loss of time and damage to crops which may be occasioned through breakage of rope or shortage of twine.

These are points that should be brought up by the hardware dealer and suggested to every farmer who enters the store at this season of the year. A coil or two of rope and a display of twine deserve a prominent position in the store. Too many hardware dealers allow their cordage to be hid in a cellar or back warehouse and do not show it unless there is a call for it. Nothing is more seasonable than a neat display of hayfork rope, pulleys, hay slings, trip rope, twine, etc. Very attractive window displays can be made and neat show cards can be used suggesting that the farmer be prepared for harvest and showing him that good rope and a sufficiency of twine form an insurance policy against accidents and delays in handling the crop.

In many stores, methods of handling rope could be improved, and notably in the storage of the stock.

One large city firm has devoted much attention to the problem of efficient handling of its cordage stock, which is an important part of

its business. The department took up approximately 68 feet of floor space, but with the installation of a rack the amount of space required was reduced to 16 or 17 feet. The frame of the rack is made from light gas piping joined together in sections to accommodate the different sizes of rope. The shelves are of wood and are of sufficient thickness to carry the weight of the stock placed upon the shelf. The rack if placed against the wall and the bottom shelf is raised above the floor level for sanitary reasons and also to keep the stock in better condition and nearer to hand. The loose end of the rope runs through a V-shaped eyelet which grips the loose end and holds it from dropping through the floor of the shelf back into the coil below. The first and second shelves are thus equipped while the loose end of the top coil, being out of reach is run through a large ring or thrown over a bar, but preferably the ring, and hangs down within reach.

On the floor of the stock room is a measuring scale running up to 100 feet. This is marked out with brass-headed tacks. One tack for the first foot, two tacks for the second, three for the third, and the figures outlined by tacks from "4" up. Thus the salesman is able to quickly secure the size of rope wanted and to measure off the amount required in the least possible time.

Cards are placed in each section listing the stock of short ends with the length of each loose end. This is accomplished by keeping a continuous stock sheet marking against each coil the amount of rope sold from it. Thus the stock-keeper is able to tell at a glance the length of rope still in the coil. The card gives the length of each coil and, as soon as this is sold, it is erased from the list. This method reduces the loss from waste ends and keeps the stock in better shape. It also reminds the salesman that there are short ends to dispose of as opportunity offers, and he keeps a keen watch for chances to sell these ends.

The hardware dealer can reasonably expect that a certain amount of trade will come his way, whether he does anything to encourage it or not. Some, unfortunately, accept this as sufficient and depend on their stock to sell itself. Every farmer has to buy cordage, but the dealer should try to sell him more cordage, to develop the possibilities of the trade.

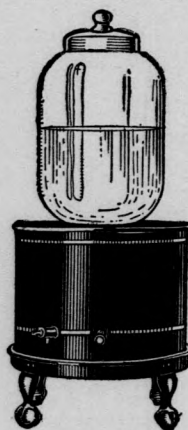
It is advisable, in the first place, to keep the stock where it can be

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oaks

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware, Sporting Goods and FISHING TACKLE



XXth Century Water Cooler

WE SELL 'EM

NEW OR USED

The greatest water and drink dispenser on earth.

Ice cold drinks or water.

The most economical.

The most sanitary. One to three bottle sizes.

G. R. Store Fixture Co.

7 Ionia Ave., N. W. Grand Rapids, Michigan

Michigan Merchants

1923 PROMISES

the largest tourist trade in the history of the state. Are you ready for it?

BUY IN MICHIGAN

Sherwood Hall Co., Ltd.

Established 1865

Grand Rapids,

Michigan



Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

seen. This will be found valuable, if only as a reminder. Or, if the available store space does not permit this, make some showing inside the store, and put on window displays with sufficient frequency to remind your customers that you carry cordage.

Too many window displays are of a hackneyed pattern. A pile of bundles or balls of twine, usually in the form of a pyramid, forms the piece de resistance of the average display. These displays are undoubtedly better than none. But why not, for once, get out of the rut, and try something original, something which will catch the eye? It is not merely possible, but easy.

Here is one idea, for instance. Cover a board two feet by five (or larger if the window permits) with felt, crepe paper or some similar material, and place the board in the center of the window. Tack a length of rope or twine around the edge to make a border. Then tack another length inside, in the form of letters, spelling out certain words, such as "Buy Your Cordage Here." Arrange the rest of the window display in any way that best suits the space at your disposal.

The idea is simple and can be carried out without a great deal of work or trouble. It would, nevertheless, lend an original touch to your window display and attract attention.

The one talking point that the salesman has in handling cordage is quality. He talks the strength and durability of his goods. Now a window display is supposed to "talk" to passerby; to tell them in the most emphatic manner the good qualities of the articles shown. When you are dressing a window with binder twine, try to make your display tell the public something about the strength of the goods. This is not as hard as it may seem. Select a weight which a single strand of the twine will bear. Then place a bundle of twine in the center of the window, detach the end and run it through a ring suspended from the ceiling. Attach the weight to the end of the twine. A show card announcing that "Every strand of ——— cordage has strength equal to this" would call attention to the practical demonstration thus supplied.

If the idea were carried out, it would be well to replace the twine in use every night or at more regular intervals, for even the best will show the effects of continual strain.

A small town hardware dealer adopted the idea several years ago of sending a member of his staff out once or twice a week to drive through the nearby farming sections. Days when business in the store seemed a little slack would be selected. The car would be loaded with rope and twine, and the clerk would call on all the farmers in the part that he visited. He would always make a number of sales, for some of the farmers would be out of cordage and would be pleased to secure more without the trouble of driving to town. The clerk generally managed to sell out his supply, in fact, and this more than paid the expenses of the trip.

The chief advantage of this, however, lay in the fact that when these customers did come to town, they would almost invariably seek out this dealer's store. Also, the canvasser discovered other wants of the men he called on, and this led to other sales. Victor Lauriston.

Novel Method of Collecting Many Small Bills.

Yankton, S. D., June 18—For some reason, customers do not usually resent a bill rendered for a large amount.

They may object to the size. They may protest that there is evidence of profiteering or overcharges. There may be several things about the transaction to which they object, but they seldom find fault with the fact that a bill has been mailed to them. Possibly they are secretly delighted with the idea of a big bill. Their vanity is tickled.

Most merchants find that collecting small bills of fifty cents up to \$5 or \$10 is "something else again." Frequently customers go on the assumption that the retailer "has his nerve" to dun a customer for such a small amount. Yet as every merchant knows those small amounts make a sizable total at the end of the fiscal year.

The Gurney Seed Co., of this place has hit upon a method of painlessly extracting these small delinquent accounts.

They send out a postcard size notice which bears at the top the real kick of their method, the letters—U O U S.

That variation of the old I O U gets a smile from the customer. While he smiles he makes up his mind to respond to the U O U S appeal. He comes across cheerfully.

Any stunt that can make cheerfulness a part of the paying of a debt is worth taking a squint at. In time this U O U S might lose its novelty, but until it becomes more universally used it's worth a trial when one is faced with the job of getting in a lot of small accounts.

Stabilization by Public Opinion.

If Prof Irving Fisher is correct in his opinion that price stabilization has been effected in this country by the force of public opinion—and there is something to be said in favor of his views—then it is evident that business has entered upon a new era. In that event something has been accomplished that deserves to rank in importance along with the establishment of the Federal Reserve system. It was demonstrated in 1920 that the Federal Reserve banks could prevent a money panic, but that they could not prevent the secular fluctuations of business from prosperity to depression. Since recovery has set in there has been a steady campaign carried on with a view to mitigating the extreme swings of the business curve. That this has had some result is attested by the recent action of numerous banks in checking further speculative building. A perusal of almost any trade journal will reveal a widespread conviction that the recent rise in prices might not prove to be an unmixed blessing. Prof. Fisher thinks that the recent easing off in prices has been due in large degree to the fact that the public has been educated up to the point of wanting no inflation but of preferring stabilization.

70 Years of

Successful Manufacturing Back of Brecht Refrigeration

Those who buy refrigeration equipment on the basis of *highest sustained efficiency* and *greatest overall economy* select Brecht Mechanical Refrigeration.

Brecht leadership, at first national and then international in scope, is backed by seventy years of successful manufacturing experience.

Whatever your refrigeration requirements may be—whether for a complete installation of *any type*, or only partial equipment—you will be served best by the House of Brecht. Our engineers of broad experience are in a position to render service of inestimable value in solving your particular problems.

Brecht Mechanical Refrigeration is famous for its uniformly low temperature and dry atmosphere. Has many exclusive features. Is always under control. Simple to operate. Easily installed.

Plans and specifications for installations of Refrigerators, Display Cases, Coolers, Storage Rooms, Water Cooling Systems, etc., will be submitted without obligation.

Address Dept. B 1231

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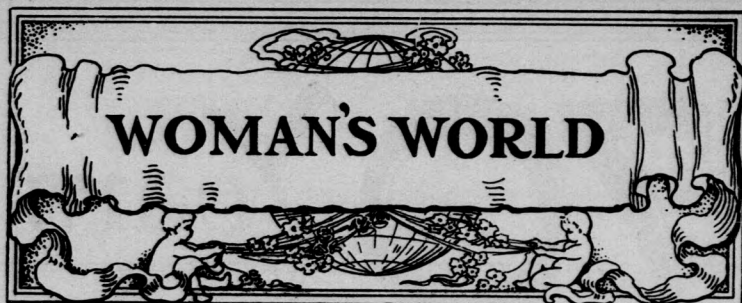
NEW YORK

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Acting as a great supply depot and manufactory of machinery, equipment and supplies for the meat and allied industries, The Brecht Company has contributed largely to the present efficiency with which this part of the world's food is now marketed.





Answered Son's Letter Just as Man-to-Man. Written for the Tradesman.

Billy was toiling over a letter, and I happened to look up just in time to see a big tear drop from the end of his nose squarely upon the written page and make a large and spreading blot right in the middle of it. He looked at it ruefully, sighed deeply, and muttered with a kind of desperation:

"I don't care; he'll have to take it that way."

He went on with his toil, quite oblivious of my presence, and for the first time I noticed the drawn look in his face. Evidently it was a serious business. A boy of eleven dropping tears on a letter certainly required explanation. Too young to be in love one thought; the only thing I could imagine was his resignation from the Boy Scouts, which occupied a large place in his life. Or probably a school composition involving mighty mental effort; but Billy writes with considerable facility, and enjoys English work in school.

Another heart-rending sigh, and the plop of another tear, now on the second page. I could keep still no longer.

"Not a love letter, Billy?"

"I should say not!" he replied with a scorn that was unmistakable. And he added, bitterly, and with quivering lip:

"I guess there isn't much love about this, either way."

"To whom are you writing?"

"I'm writing to my father."

"But he's downstairs in the library; why don't you talk to him?"

"I can't talk to my father."

"For goodness sake, why not?"

"He won't listen. I can't ever explain anything to him. He won't hear my side of anything. But he's got to hear it; so the only thing I can do is to write it in a letter to him. Maybe he'll read it, even if it makes him mad. It generally does."

"Have you written to him before this way?"

"Oh, yes. It doesn't do much good; generally I get another scolding. Sometimes worse. But it's the only way, and this time he's got to hear my side."

So Billy went on with his letter and the drawn, desperate look in his face. When he finished I got the whole story from him, and then volunteered to deliver the letter—downstairs in the library. I delivered it, but first I delivered a speech.

"Henry J. Smith!" That isn't his name; I began with his real name, but cannot use it here. "Here's a letter for you. I promised to deliver it; but I'm ashamed to do it, and

you ought to be ashamed to have me do it, and ashamed to have anybody write such a letter."

The father looked up, startled, and took the letter.

"Oh, he said, 'another letter from Billy.' There was a grim look in his face. 'That's the way he makes his excuses when he can't put 'em over by speech, I don't believe I shall read it.'"

"No, I suppose not," I said. "Having made a snap judgment and imposed sentence without hearing the defendant's side of the case, naturally you don't want to have yourself convicted of injustice. It makes me laugh to think of your ambition to sit on the bench!"

"I wasn't unjust," he retorted angrily. "I simply am getting tired of that boy's excuses."

"Do you know," I said, "that those are almost exactly the same words that your father said to me, all those years ago, when, upon an occasion so like this that it seems as if I were going through it again, I went to him to plead with him to listen to you?"

His mouth opened as if he were going to speak, but he said nothing; only looked at me.

"You didn't learn very much from your own experience with your hard-hearted old father, did you?" I went on. "You've forgotten what it meant to you to have a father who wouldn't listen to your side, but punished you unreasonably after snap judgments. You didn't write letters to him; you hardened your own heart against him, and finally ran away from home. Do you want to have Billy do the same thing?"

"Billy wouldn't run away from home; he's too young."

"Oh, you're taking advantage of his youth, are you? Thinking that by the time he gets old enough to do what you did, you'll have better relations with him? Well, let me tell you that he has the same opinion of you this minute that you had of your father, when you ran away. And if he should do it right now, I wouldn't blame him a bit."

"I have just resisted a great temptation. I had it on the end of my tongue to tell him about you, and why you ran away from home, and were justified in doing it. I didn't do it; but I may do it yet. It depends . . ."

I stopped right there. He was silent for a time; then he looked up at me, and there were tears in his eyes as he said:

"Don't tell him. I'll tell him myself. I guess I've been throwing away something. And I don't want to lose it."

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Write us for catalog showing its usefulness in YOUR business.

With Complete Electric Lighting and Starting Equipment.

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For Your



OF QUALITY
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Lily White

"The Flour the Best Cooks Use"

Bakes Appetizing Breads

Foremost among the characteristics of a quality flour is its ability to produce breads of good eating qualities. Unless a bread has good flavor it will not be liked no matter how meritorious it may be otherwise.

One of the outstanding features of all breads baked with Lily White is the flavor. In addition to that Lily White breads are clean and wholesome. They have the right color, the right texture. These claims are not only based on fact but are actually existing in the bread. Try a sack the next time you bake and you will learn the difference between just ordinary flour and Lily White Flour.



Popovers made with Lily White

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 is so instructed.

Call Your Grocer Today.

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.



He took Billy's letter and went up to answer it in person.

Prudence Bradish.
(Copyright, 1923.)

Proceedings in St. Joseph Bankruptcy Court.

St. Joseph, June 11—In the matter of George F. Shepley, bankrupt, of Plainwell, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$2,364.20, considered, approved and allowed. Administration expenses were ordered paid in full. A final dividend of 37.4 per cent., making total dividends of 57.4 per cent., was declared and ordered paid on all claims filed to date. The final dividend list of creditors was filed and final order of distribution made. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate be made. The trustee was authorized; not to interpose objections to the bankrupt's discharge whereupon the meeting adjourned without date.

In the matter of Nicholas Jours, doing business as the Central Candy Co., at Kalamazoo, an order was entered calling the first meeting of creditors at the latter place on June 21, for the purpose of proving claims the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting. Creditors were also directed to show cause why the assets of the bankrupt estate should not be sold at the first meeting as a going concern, the same having been appraised prior to the election of a trustee at the sum of \$1500.

June 12. In the matter of James Irwin, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place and as there were no assets over and above the bankrupt's statutory exemption, orders were entered that no trustee be appointed and that the bankrupt be allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter, whereupon the meeting adjourned without date.

In the matter of Joel H. Clarke, bankrupt, of Lawton, an order was entered by the referee closing the estate and discharging the trustee. Unfavorable certificate was made by the referee as to the bankrupt's discharge. The record books and files were returned to the clerk's office.

In the matter of Hugh Beardsley, bankrupt, moulder, of Kalamazoo, the first meeting of creditors was held at the latter place and no creditors were present or represented and no claims proved. Orders were entered that no trustee be appointed and that the bankrupt be allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter, whereupon the meeting was adjourned without date.

June 13. In the matter of Max Benton, bankrupt, of Paw Paw, the trustee filed his supplemental final report, showing disbursement of all the funds of the bankrupt estate, whereupon an order was made by the referee closing the estate and discharging the trustee. No cause to the contrary having been shown, a certificate was made by the referee recommending the bankrupt's discharge. The record book and files were returned to the clerk of the court.

June 14. In the matter of the Farmers & Merchants Bank, of Jones, a co-partnership, consisting of Ernest Standard and Walter C. Jones, bankrupt, the trustee was directed to disburse the funds received from the sale of Liberty bonds to all preferred bond creditors. The trustee was also directed to file his fourth report and account for the purpose of calling a special meeting of creditors for the declaration and payment of a first dividend of 10 per cent. and the payment of administration expenses. Claims to the amount of \$52,780.45 have been filed as general claims, and as the year has expired no further claims will be allowed.

June 16. Warren L. Hogue, engaged in the general merchandise business, including boots and shoes, at Benton Harbor, filed a voluntary petition and was adjudged a bankrupt and the matter referred to Referee Banyon, who was appointed receiver, pending the first meeting of creditors. The schedules of the bankrupt disclose assets of \$2500 consisting of a general stock of merchandise. The following are listed as creditors:

Wolverine Shoe Co., Rockford	\$12.50
Wellmade Suit Case Co., Chicago	53.66
H. S. Gray, Benton Harbor	210.00
Endicott & Johnson, Endicott, N. Y.	21.55
Abe Foot Mfg. Co., New York	53.32
Faust Shoe Co., Chicago	68.00
Freed & Company, Chicago	24.00
G. R. Knitting Mills, Grand Rapids	42.50
Hoosier Shoe Co., Coldwater	289.15
H. Herzog, Chicago	113.16
Hirth-Krause Shoe Co., G. R.	508.88
Hartray Shoe Co., Chicago	309.25

Herold-Bertsch Shoe Co., G. R.	1505.32
Ivery Garter Co., New Orleans	5.95
Isendon Winberg Co., Chicago	21.00
Irving Brandt Co., Chicago	14.34
Jones Shoe Mfg. Co., Allentown Pa.	147.65
Sarah N. Miller, Benton Harbor	200.00
Miller Bag Co., Boston	16.14
Menzie Shoe Co., Fondulac	76.93
Mishawaka Woolen Mills, Mishawaka	44.92
Lockway-Stouck Paper Co., Benton Harbor	11.25
Arrow Smith Mfg. Co., Chicago	17.39
Atlas Leather Suit Case Co., Chicago	26.25
Ainsworth Shoe Co., Toledo	239.94
Atlas Raincoat Co., Chicago	43.75
Butler Brothers, Chicago	150.29
J. W. Baldwin Shoe Co., G. R.	75.89
Burglund Orkorn Co., Chicago	15.64
Clinton Shoe Mfg. Co., Clinton, Ia.	90.00
Converse Rubber Co., Chicago	53.00
Chattanooga Knitting Mills Chattanooga	41.28
Cowden Mfg. Co., Kansas City	18.83
Cable Sales Co., Kalamazoo	20.34
S. Decker & Co., Chicago	10.25
Detroit Slipper Co., Detroit	74.34
Ettleston & Co., Chicago	90.37
Fremont Suspender Co., Fremont	17.57
Fisher Paper Co., Fort Wayne	17.71
Marquette State Industries, Marquette	59.96
Manhattan Knitting Mills, Toledo	34.00
Ohio Garment Co., Springfield	39.50
Ogden Shoe Co., Milwaukee	144.09
Portage Shoe Co., Portage	115.83
Pontiac Mfg. Co., Auburn, Maine	40.38
Daniel F. Patton Co., G. R.	171.81
Palladium Publishing Co., Benton Harbor	32.00
Joseph Postkulf, Chicago	34.50
Phillip Jones Corp., New York	24.13
Robertson Shoe Co., Minneapolis	109.50
Racine Trunk Co., Racine	81.00
Regal Trunk Co., Chicago	29.50
Simmons Shoe Co., Toledo	100.00
Stanwear Shoe Co., Chicago	120.27
Banner-Register Co. Benton Harbor	32.65
Stevens Strong Co., Milwaukee	136.50
Specialty Supply Co., New York	33.42
South Bend Hosiery Mills, South Bend	12.14
Selz, Schwab Co., Chicago	267.23
Spintex Knitting Mills, Philadelphia	14.74
William Sumner Smith Co., Chicago	12.42
Schoen & Walters Co., Milwaukee	31.96
Thompson Herrieks Co., Chicago	17.36
Textile Headwear Co., Chicago	64.85
Weberknit Co., Philadelphia	12.50
Leather Specialty Co., Cincinnati	8.89
Workmen Mfg. Co., Jefferson City, Mo.	93.08
	\$6,626.62

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Daily 7:35 P. M. Grand Rapids Time

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Boat Train Leaves Grand Haven Electric Station 7:35 P. M.

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"Operating Steamships Every Day in the Year," and

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Corner Pearl and Ottawa
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A Lesson in Business Geography

Those who live in PORTLAND, MAINE, may drink a brand of coffee that has a local sale. Those who live in PORTLAND, OREGON, may never have heard of it. In SPRINGFIELD, MASSACHUSETTS, a locally sold coffee may be somewhat popular. In SPRINGFIELD, OHIO, it is unknown. Citizens of ST. JOSEPH, MICHIGAN, may drink a blend that is in fair demand in that locality. To the folks of ST. JOSEPH, MISSOURI, it means nothing.

BUT—go anywhere in this good old U. S. A. and say "CHASE & SANBORN'S SEAL BRAND," and every one in that town who knows anything about coffee will say, "That's the lodge I belong to."

(A Clipping from the Advertising of N. W. Ayer & Son, Philadelphia)



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CHICAGO**

A postcard will bring information regarding our teas and coffees.

WHY NOT (MENTALLY) add another clerk to your force and (ACTUALLY) put \$15 per week into a building and loan account? This will build you a cash reserve of \$10,000.00 in about nine and one-half years. Of this about \$7,350 is the ACTUAL CASH invested. The rest is profits earned while the fund was accumulating.

Grand Rapids Mutual Building and Loan Association

Resources \$4,500,000.00

Chartered 1888

Second Floor Widdicomb Building

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

THE RESORTERS ARE COMING

And Remember Everybody Likes
CANDY

ESPECIALLY

Putnam's

AND

LOWNEY'S

GET READY FOR THE RUSH

NATIONAL CANDY CO. IS

PUTNAM FACTORY

GRAND RAPIDS, MICH.





Skirts and Blouses Very Active.

The demand for blouses and separate skirts continue to be a strong feature of the current wholesale business in ready-to-wear. The sustained buying reflects the ease with which retailers have sold these garments, owing to the marked popularity of the combination with the consumer. The season has been so good in the case of blouses that manufacturers favor delay in bringing out Fall models. Pleated skirts are at the height of their vogue, and there is every indication that they will continue in notable favor for the coming season. Those wool crepes, because of the adaptability of these fabrics to pleats, are leading. So much is this the case that skirt manufacturers here say they are unable to get enough of these cloths from the mills. The latter did not count on such a strong demand for certain colors.

Show First Gingham for 1924.

The first inkling of what Spring, 1924, offerings of fine gingham would show was given to the jobbing trade last week, when the new lines of Amory, Browne & Company were put on display. No prices were made on the new goods, which are said by buyers to be remarkably well styled, and there is a possibility that quotations will not be given out for some time to come. Meanwhile, however, business is being taken on a tentative basis, with the orders subject to later confirmation. A considerable volume of merchandise was engaged on this basis by buyers in the market. Salesmen started for their territories with the new lines on Saturday, and in a few days there will be indications of how the goods are taking with the wholesalers.

Return to Staples Indicated.

Increasing reports of the return of blue serges to favor are being heard in the market. As indicating the trend, one seller recently remarked that some manufacturers making young men's and so-called "jazz" clothing have purchased serges for some of their suits. If this may be taken as a reliable indication, it is said to presage the beginning of a general demand, as the blue serge suit for young men has not been looked upon with favor for some time. Some of the other staples, such as black and blue unfinished worsteds in either plain or herringbone effects, are said to have gained by comparison with recent interest. Pencil stripes, which by virtue of their popularity have become so-called "staples" are quiet.

In some quarters they are thought to have been overdone.

May Retail Sales Show Increase.

Detailed figures covering the operations of stores reporting for the monthly sales barometer of the National Retail Dry Goods Association, show the average national increase for May over the same month last year was 14.1 per cent. A wide divergence is found in conditions in various sections of the country. The largest increase was reported from stores in the Philadelphia district, this amounting to 34.5 per cent. The Cleveland district came next, with increase of 26.1 per cent. The New York district reported an increase of 13.8 per cent. The smallest increase, figured at 2.6 per cent., came from the Kansas City zone. It is planned to issue the results of the sales barometer reports on the 10th of each month succeeding the one reported on.

Fine Mink May Run Short.

It looks as though there will not be enough fine mink skins obtainable in the near future to meet the increasing demand for them, according to a trade bulletin recently issued. "However," the bulletin goes on, "the cheaper grades will be just as much called for. Foxes of all kinds continue in good demand, with dyed white and the cheaper grades of red foxes in the lead. White foxes are being snatched up as soon as they come into the market and, in spite of the fact that both manufacturers and retailers are complaining of the high prices of these skins, they are being consumed quickly." Another article which the bulletin says is in good demand now is mole. Natural and dyed squirrels also are selling freely.

Shallow Pokes Coming Strong.

The latest style trend in seasonable millinery here is strongly toward the shallow poke, and chapeaux featuring long visors and off-the-face brims are also moving well. Satins are growing steadily in importance as a factor in the fabric situation, and many of the latest straw shapes show embellishments of velvet. In cases where straw shapes do not suffice combinations of maline and organdie fill the bill. In the colors, the continued expansion of the vogue for black and white effects is a feature, with dandelion yellow coming more into its own. The latest notes in trimmings are the use of heavy appliques and embroideries, these being much bulkier than the ones favored earlier in the season.

SERVICE!

We received the order referred to in the letter below at 4:30 p. m. on Thursday, the 14th. Read what Snyder Brothers say. This letter came to us unsolicited.

**SNYDER BROS.
DEPARTMENT STORE
MASON, MICH.**

Mason, June 15, '23.

Grand Rapids Dry Goods Co.,

Grand Rapids, Mich.

Gentlemen:

Goods arrived O.K. by parcel post this A.M. We certainly want to thank you for the prompt and efficient service you are giving us.

Very truly,

Snyder Brothers

IF RECEIVED BEFORE 3 P. M. WE SHIP EVERY ORDER THE SAME DAY

Now is the time to cash in on the SUMMER business.

Tell us what you want as nearly as you can and we will rush the order to you AT LOWEST PRICES—and you may return if not satisfactory.

**GRAND RAPIDS DRY GOODS CO.
WE DO NOT RETAIL**

Citizens Long Distance Service



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

22,200 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

Duro Belle

Human Hair Nets

A Product of Unsurpassed Quality—with Greater Profit for You

Full in size—Duro Knots, an exclusive feature make for durability and longest wear.

\$1.20 more profit for you per gross than in the sale of any other advertised net.

Numerous advertising and display helps including beautifully lithographed cabinets supplied free will create sales for you.

Buy Duro Belle Human Hair Nets from your jobber.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

Passing of an Old Time Merchant.

Benton Harbor, June 19.—With the filing last week in the Federal court at Grand Rapids of the bankruptcy petition of Warren L. Hogue, Benton Harbor's oldest merchant passes into history and the word *finis* is written upon the business career of a pioneer merchant who did much in the early days to develop the business possibilities of this city. Nearly forty-five years ago when Benton Harbor was called by the familiar name of "Bungtown," Mr. Hogue was engaged in the grocery business with L. L. Clark, who later sold his interest in the business to John H. Herr, the latter also retiring within two or three years, whereupon the grocery business for a number of years was continued by Mr. Hogue until he sold the stock to engage in the boot and shoe business.

In the late eighties and early nineties Hogue's boot and shoe store was one of the leading stores in Benton Harbor and the proprietor had a reputation for square dealing and of giving satisfaction to his customers or returning the money. William E. Hogue, now deceased, Baroda's pioneer merchant and former postmaster, and relative of Warren L. Hogue, received his early training in his uncle's boot and shoe store. Some twenty-five years ago Mr. Hogue left Benton Harbor, going to Sawyer, this county where he remained for about fifteen years, when he returned to Benton Harbor to renew his old friendships and to re-engage in business. Customers, however, did not come to his store as in the days of old. The pace set by the younger business men was too fast for the once prosperous and wide awake merchant. To make matters worse last winter he was confined to his home several weeks with illness. Customers decreased, while rents and other expenses increased. Forced by dire necessity, solace was found in the bankruptcy court, much to the regret of the many friends of the pioneer merchant and those who knew him in the early days.

Buying of Oriental Rugs.

A greater amount of activity than is usual during this month is reported by wholesalers of Oriental rugs. There is said to be quite a tendency on the part of buyers, particularly those of the big houses, to cover at least a portion of their Fall requirements now. This is traced to the expectation that prices on certain wanted merchandise may be higher later on, with supplies somewhat short. Furthermore, there has been noted a considerable delay in getting goods rapidly through the washers' hands, and commitments placed now will obviate this. While some retailers have had a slow response with their Oriental rugs this Spring, this has been corrected by others who pushed the merchandise by means of special sales. As a result, it is said that retailers' stocks generally are much depleted.

Women's Shoe Sales Slow.

Notwithstanding the improvement reported in the demand for the finer grades of men's shoes, the call for women's shoes, either for immediate or Fall delivery, is not all that it should be. The uncertainties of the weather have held back the demand for white shoes that was expected in some quarters here to be the biggest in many seasons, the recent drop in temperatures checking noticeably the call that had been stimulated by

the interlude of extreme hot weather which preceded it. The trouble with the advance business for Fall, especially in the medium and higher-priced lines, is the style element. While this has been more or less settled in a general way, few retailers appear willing to risk ordering the merchandise several months in advance of the time it will be worn.

Dress Trimming for Fall.

Wholesalers of dress trimmings say that the cutting-up trade is beginning to take samples for the Fall garment lines. The outlook, they declare, favors a good season in this merchandise. The trimming lines being shown are large and varied, with prevailing uncertainty as to which will be most favored. It is thought, however, that the Fall will be another season in which the use of separate ornaments will be notable, including such items as metal or beaded side trimmings and stomachers. Soutache braid will also come in for attention. Bright colors will be dominant. Yard goods of certain types have not been in demand as yet, although there are those who think that pearl merchandise of this character may find marked favor later. Jet is also expected to take well.

Absorbing Tricotine Stocks.

While, as a major fabric of importance, tricotines are not seriously regarded by the dress goods mills, there has been some activity in these cloths recently. This has tended to clean up the stocks which some of the mills have been carrying, and the market is now said to be rather bare of any sizable quantities. The purchasing has been done at a price by garment wholesalers who desired to turn out suits and dresses they could sell at a low figure. Some of the mills have been able to get a fairly good figure for their tricotines, provided spot delivery could be made. Production of these cloths for either Fall or next Spring on the part of leading mills will be negligible. They have been superseded by the reps whose popularity in some measure is being challenged by the twills.

Has Been Redeeming Feature.

One of the rather notable features of the way in which consumer buying has shaped up this season is the proportionately better sales of house-furnishings and similar merchandise as compared with the ready-to-wear turnover. This has been frequently commented on, and reports all agree that retailers practically all over the country have had much better results with the former goods, the demand continuing well distributed right up to the present. The unsettled weather is said to be the only reason why business in ready-to-wear has been held back. This is declared proved by the spurt which has always taken place when the weather becomes seasonable.

Envy.

The lemons and bananas scrapped And kept up fearful rackets, Because the sun had kissed the one And the latter wore slip-on jackets.

JUNE SPECIALS

Have your shelves filled now for increased sales.

We are listing several items which are sure to help increase your trade for this month.

25 inch Tricolor Bunting	\$.09 1/2
36 inch Fancy Cretonne	.17 1/2
27 inch Brentwood Fancy Gingham b'd's., 10/20s	.16 1/2
32 inch Brentwood Fancy Gingham b'd's., 10/20s	.18 1/2
27 inch Everett Classics Gingham b'd's., 10/20s	.13 1/2
36 inch Utility Gingham, Very Special	.20 1/2
36 inch Valley City Voile	.17 1/2
36 inch Seagull Percale, Lights, .15 1/2; Dark	.16 1/2
36 inch Majestic Percale, Lights, only	.18 1/2
36 inch Valley City Unbleached Muslin	.13 3/4
42 inch Barker Tubing	.30
45 inch Barker Tubing	.32
593—Pado Garters, Satin Pad, Cable Web, 1 dz. bx.	\$1.82 1/2
12 inch Satin Palmleaf Fans, doz., 45c, Case, 25 doz.	10.00
Chiffon Auto Veils, all best shades, doz.	4.25
208—Police Suspender, 1 3/8 in. Web, Leather ends, dz.	4.25
615—Infants Cotton Half Sox, White with Blue and Pink Fancy Top, 4 to 8 1/2, doz. in box @	1.25
9126—Ladies Velvet Stripe Fiber Hose, Black, Gun Metal, Cordovan, 8 1/2 to 10 1/2; 1/2 doz. in box, doz.	6.75
501—Men's 64 x 60 Nainsook Athletic Union Suits, Sizes 34 to 46, 1/2 doz. in box @	4.25
12 doz. case	3.97 1/2
234, etc. Men's Hallmark Dress Shirts, Black, Fancy Stripes, Laundered Cuffs; to close out, doz.	10.50
2911—Palm Beach Knee Pants, Pencil Stripe, Sizes 7 to 16; 1 doz. in bundle	16.50
No. 59—Black Leather Traveling Bags, 18 inch, Leather Lined, each	4.50

Flags of all Sizes. Ask for Prices

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

Tom Wye Bathing Suits

Still Holding Out

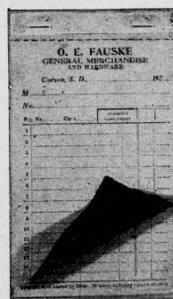
Heavy Plain Color Ribbed..... @ \$36.00
Medium Weight, Skirt Stripes, Assorted Colors @ 28.50

ALL WOOL

Great Stuff—Great Sale—Great Bargains WHILE THEY LAST

A word to the wise—Get busy.

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



Why Risk Loss

by being without sales books
Without sales books you will lose time making and transferring memoranda of charges. And errors or omissions are quite likely to occur—which means actual loss of money.
Look and see how your supply is now and order today.
Write for samples on our 50 books for \$3.75 printed with your name and ad.

BATTLE CREEK
SALES BOOK CO.
R-4 Moon Journal Bldg.
Battle Creek, Mich.

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.

Multigraphing, Addressing, Form Letters, Mailing Lists

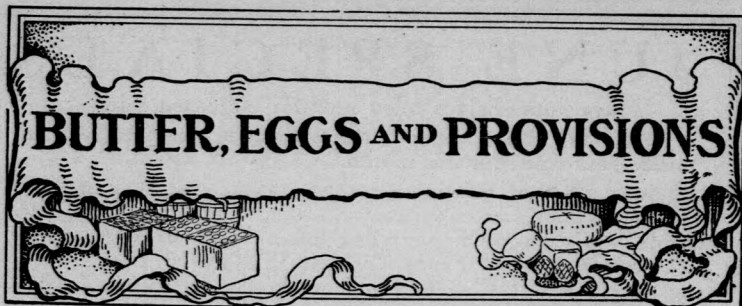
WATKINS LETTER SHOP

Citz. 64989

112 Pearl St., N. W.

Bell M. 1433

We say little—Our work and service speak for us.



Small Towns Mean Low Expense.

One of the essential elements of a successful business is a reasonable expense account. Unless a merchant is able to adjust his affairs to a normal cost of doing business, he is not prepared to meet keen competition, and a study of thousands of mercantile statements that have come to my attention during the last twenty-five years has made it perfectly clear that so far as the cost of doing business is concerned the small town store has a big advantage over its competitor in the big city.

The expense of doing business tends to increase with the size of the town or city. It is less in a small town and less in a small city than in a large city.

If we consider towns having a population of less than 2500 we will find that the cost of doing business usually runs from 15 to 20 per cent. of sales. An average of about 18 per cent. would appear to be normal for such towns.

When we consider larger towns having a population of from 2500 to 10,000 we find that the cost of doing business usually runs from 18 to 23 per cent. of sales. A fair average would be about 21 per cent.

In cities of from 10,000 to 50,000 we are apt to find that the cost of doing business has again increased and that it amounts to from 20 to 25 per cent. of sales. An average would probably be about 23 per cent.

In cities having a population in excess of 50,000 the cost of doing business usually runs from 23 to 28 per cent. About 25 per cent. of sales would be an average.

During the war it was easy to obtain liberal gross profits, and many merchants became somewhat careless in regard to their expense accounts. Conditions since have changed. It is now very important that expense be given the most careful attention. In the future competition will constantly tend to force gross profits down to a minimum and the expense account must be adjusted accordingly, if a reasonable net profit is to be obtained.

Even in the same town or city a wide variation is frequently found in the expense account of different merchants, and as a rule the successful merchant conducts his business at a lower cost than his less successful competitor. The merchant who, by reason of his low expense, is able to offer his merchandise to the public at the lowest price is thereby in a position to gain public favor, to obtain a reasonable profit for himself and to perform an important public service.

With these facts in mind, every

merchant should carefully scrutinize each item of his expense account. If he finds that his expenses do not exceed the proper average, he may feel assured that he is on a competitive basis. But if he finds that his expenses are much in excess of the average mentioned above, he may feel certain that he is operating at a disadvantage and possibly at a loss.

J. M. Barnes.

If Napoleon Kept a Store.

When Napoleon set out for Egypt he took with him the best group of scientists he could gather together, and formed them into a Research Institute.

On the 23rd of August, 1789, he wrote:

"The Egyptian Institute held its first session; Bonaparte propounded the following questions:

'Can the ovens for baking bread be improved in regard to expense, or fuel, and if so, how?

'Does Egypt afford any substitutes for hops in the brewing of beer?

'How can Nile water be best filtered and sweetened?"

There were other questions, but these are sufficient to show how the man's mind worked. I often think of him as I walk through the streets of a little country town, where I have been a visitor for a good many years.

I look in the plumber's window. There is the same old fly-specked wash basin which has ornamented it for ten years; and a calendar that goes back to the Spanish War.

The other store windows are more attractive—but some not very much more so. Too many of them are eloquent of a spirit which has resigned itself to habit. A spirit which says: "We have always done it this way and I guess this is about as good a way as any."

Just what Napoleon would do if he were to open a store in that town I don't know. But certainly he would do something to proclaim to the public that this store is alive; that it is out of the rut; that it will pay you to visit it often, because things are done differently and better here all the time.

He would have a Research Institute within his mind, and the first question he would ask would be: "How can I improve what I now have?"

The sessions of that institute would be continuous and that question would be the first order of business every hour of every day.

Bruce Barton.

The less noise we make about our successes, the more likely we are to hear about them.

HEKMAN'S

At Every Meal Eat HEKMAN'S Crackers and Cookie-Cakes

GROCERS—Why not sell baked goods that go easily, on proven merit —Hekman's Baked Goods?

Hekman Biscuit Co.
Grand Rapids, Mich.

1882

AWNINGS AND TENTS

1923



CHAS. A. COYE, INC.

We make a specialty of Rope Pull Up and Roller Awnings with Cog Gear Fixtures.

Our stock of White and Khaki Duck and Awning Stripes is very complete. Quality of materials and workmanship, not cheapness, has always been our motto.

Ask for our blanks giving full instructions how to take measurements.

Don't buy until you get our prices and samples.

Grand Rapids, Mich.

SPECIAL

Lipton's Coffee

1 lb. free with 10

Distributed by

LEWELLYN & CO.
WHOLESALE GROCERS

GRAND RAPIDS

DETROIT

COOK'S

High Quality at Attractive Prices
Makes a Line Worth Pushing.
That's why Cook's Pork and Beans are handled by nearly all good grocers.



KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

What Would the World be Without War?

Grandville, June 19.—What would the world be without war?

There would have been no heroic age nothing to invite the admiration of the historical student, nothing to interest mankind in his reading. Prosaic indeed would history be without war. In fact, there would have been very little history to record.

When everything moves peacefully forward, with no exciting incidents to record, of what use for history? History is a record of wars; conflicts for the exaltation of kings; battles, sieges and raids in the interest of the rights of man. Surely we could have made no progress in this old world of ours had there been no wars.

Even the old geographies pictured some of our early battles for the establishment of this republic. They interested the young mind and excited the wandering imagination of the child. Nothing like the stories of war and sacrifice to interest the youth in the history of his country.

As a boy I had read of the early settlements in America, of the various Indian outbreaks, the stalwart fights of the white settler for his wife and family, the continued alarms, narrow escapes and wonderful adventures of our forefathers in their settlement of the American wilderness. It all had a fascination for me.

I remember that one time the pater was going a long way, to a town known as Grand Rapids, and he had asked his two sons what they wished him to bring from the far away burg for their personal use.

"A shot pouch, powder flask and game bag for me," said the elder boy.

"Oh, father, can I have whatever I want?" cried the younger. The pater acquiesced with a nod and a smile, knowing full well my ambition. "Then fetch me an Indian war book," was my request, and I got it.

I delved through the pages of that big story of America's Indian wars, captivities and adventures, with the eager enthusiasm of a child. I read all those thrilling tales of battle, cruel massacre and captivities of the women and children, and naturally registered a hate for the red man which never quite got out of my system.

In later years, when I saw the Mackinac boats filled with Indians and squaws, making port at our little settlement, selling maple sugar, baskets, fish and venison, I regarded them askance and felt thankful that the days of red treachery and murder were gone, never more to return.

Later I read something of French history, of which there would have been little had there been no wars, just a quiet land of peaceful peasants pursuing the even tenor of their way.

I read of the early kings, their wars, revenges and insatiable thirst for power and pelf. The tragic story of the unfortunate Marie Antoinette thrilled me as a most interesting romance. There is something of magical power in the story of those old kings and queens of the past.

The rise of the Corsican boy, Napoleon Bonaparte, had an extra thrill for the boy reader. He was an outcome from that terrible ebullition of crime and murder known as the French Revolution. The old

Bourbon kings were in the discard for a time and the story of Bonaparte read like romantic fiction. His wonderful military genius fascinated and held the reader spell bound. He was my hero right from the start. I followed him through all his campaigns through Italy, into Austria, then farther North through the German countries, even on that wild and unfortunate raid into the wilds of Russia.

How my sympathies went out to him and the poor French soldiers who suffered and died on that disastrous retreat from Moscow. There have been great military heroes in the world's history, but the greatest hero of all was Napoleon Bonaparte, who met his downfall at Waterloo and spent the remainder of his life in exile, thanks to his trusting to the magnanimity of his British enemy.

A world without war would, indeed, be no world at all.

Historians would starve and mankind would tire of the sameness of peace and perish from dry rot, a much worse fate than to die on the field of battle fighting for what to you seemed right.

Who can read the story of Fredericksburg and not feel thrilled to the heart over the courage and dependability of our country's soldiers?

One eminent statesman of that time said that the Union was not worth a rush without a little blood-letting. That sounded brash, perhaps heartless, and yet it was true. Wrongs long endured, when righted by force of arms, are seldom re-established. It is through war that the ebullition of pent up feeling finds outlet, and who shall say that war is not, in the long run, a beneficent panacea for many of the world's woes?

The Confederates, strongly entrenched behind earthworks beyond the river and town, could not be ousted, and there came a call for volunteers to make the crossing of the stream for the purpose of dislodging the sharpshooters on the further bank.

Who has not heard of the Drummer Boy of the Rappahannock?

The 19th Massachusetts and 7th Michigan volunteered for the crossing. In the face of a fusillade of Confederate bullets they filled the boats. Robert Henry Hendershot, of our own 7th, leaped into the stream, swam to a boat and clambered aboard. He and his drum were ever memorable after that.

It matters not that Fredericksburg was a defeat for our arms, the story reads well, and the bravery of the Yankee soldiery was indisputable.

This would be a dull old world without history and there would be no history worth recording had war never entered into the world.

Old Timer.

A broken promise can be repaired, but it never can be made as good as new.

TAKING INVENTORY

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

We are making a special offer on
Agricultural Hydrated Lime
in less than car lots.
A. B. KNOWLSON CO.
Grand Rapids Michigan

Moseley Brothers
GRAND RAPIDS, MICH.
Jobbers of Farm Produce.

MILLER MICHIGAN POTATO CO.
Wholesale Potatoes, Onions
Correspondence Solicited
Frank T. Miller, Sec'y and Treas.
Wm. Alden Smith Building
Grand Rapids, Michigan

TOP PRICES—CORRECT WEIGHT—PROMPT RETURNS
POST & DE VRIES
Wholesale Receivers POULTRY, EGGS and VEAL
Reference Kent State Bank
120 ELLSWORTH AVE. GRAND RAPIDS, MICH.
Phones Bell M. 3492; Citiz. 68833

You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR
Blended For Family Use
The Quality Is Standard and the
Price Reasonable
Genuine Buckwheat Flour
Graham and Corn Meal
J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

THE PROOF OF

QUALITY
is measured by
NUCOA SALES
Nucoa, by far, out-sells all others
I. VAN WESTENBRUGGE
DISTRIBUTOR
Grand Rapids Muskegon

M. J. DARK & SONS
GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

CANTALOUPEs and NEW POTATOES

Again this season, we will endeavor to maintain the good reputation we have earned by shipping only the best Brands and Packs of Cantaloupes and New Potatoes obtainable.

The Vinkemulder Company
GRAND RAPIDS, MICH.

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.

MEN OF MARK.

L. M. Hutchins, Manager Hazeltine and Perkins Drug Co.

Twenty-five years ago last Wednesday—June 13, 1898, to be exact—Lee M. Hutchins became associated with the Hazeltine & Perkins Drug Co. in the capacity of Secretary and Treasurer. The association proved to be a very fortunate one for both parties, as will be noted from the statement of expansion and growth set forth below.

Lee M. Hutchins was born at Sharon, Wis., Oct. 14, 1854, his antecedents on both sides being English. There is a family tradition to the effect that the name was originally Huggins, but when the orthography was changed to its present form, no member of the family appears to be able to say. Mr. Hutchins lived on the farm on which he was born until 1860, when the family removed to Ionia, where the father engaged in the drug business. Mr. Hutchins attended the public schools of the place, making marked progress. He graduated from the classical course of the high school at the age of 16 and began preparing himself for a continuation of classical work at the University, in order that he might fit himself for the profession selected for him by his family, that of the clergy. Business reverses necessitated a change in the programme and two occupations presented themselves—that of preceptor in languages and mathematics in the Ionia high school at a salary of \$60 per month or that of bottle washer in the drug store of Taylor & Cutler at a salary of \$4 per week. Greatly to the surprise of his friends and somewhat to the annoyance of his family, he accepted the latter offer, believing that a business career offered more inducements to him than a professional one. He remained a year with Taylor & Cutler, during which time he received one or two promotions, when his father engaged in the grocery and provision business, and he joined his fortunes with his father for about a year and a half, when he returned to Taylor & Cutler, with whom he remained until 1887, occupying, step by step, every position in the store, until he reached that of book-keeper, credit man and buyer for the jobbing department. In this capacity he came to know nearly every traveling man who visited Ionia carrying kindred lines, by whom he was held in high esteem by reason of his excellent judgment and the courteous manner in which he received his callers. On the withdrawal of the Standard Oil Co's line from Taylor & Cutler that house retired from the jobbing business, and as the retail trade hardly afforded scope for a man of his ability and experience, he sought and obtained employment in the wholesale drug house of Jas. E. Davis & Co., of Detroit. After working seven months in the city department, he was promoted to the position of clerk to Mr. Davis, which position he retained on the consolidation of Jas. E. Davis & Co. and Williams, Sheley & Brooks under the style

of Williams, Davis, Brooks & Co., in which institution he was given charge of the country correspondence and the general adjustment of unsettled and questionable matters. During the latter years of his connection with that house, he also had charge of the detail of the specialty department, including the exploitation of new goods and the pushing of preparations already on the market. Realizing that the chances of further promotion in so large an institution were somewhat remote, Mr. Hutchins availed himself of the opportunity to make the change, and, although strenuous objections were made to his leaving the house on the part of Mr. Davis and other members of the corporation, Mr. Hutchins finally succeeded in breaking the old ties and taking the position of Secretary and Treasurer of the Hazeltine & Perkins Drug Co., at the same time acquiring a material stock-holding in the corporation. On the death of Mr. Fairchild, in 1912, he became General Manager as well as Treasurer relinquishing the duties and title of Secretary to Harry Fairchild, son of the man who had guided the affairs of the corporation from the inception of the organization. During the time Mr. Hutchins has been connected with the company the sales have increased five fold. The traveling force has increased from five to eighteen and the employees from forty-five to 105.

Mr. Hutchins was married Nov. 26, 1879, to Miss Alice K. Wilson, of Ionia. This relation was terminated by the death of Mrs. Hutchins Sept. 4, 1921. An only child, Lee Wilson Hutchins, now 28 years of age, has been carefully educated to become an important factor in the business when the time comes for the senior Hutchins to lay down the scepter of authority. Wilson graduated from the preparatory school for boys at Asheville, N. C., and pursued the complete literary course at the University of Wisconsin, at Madison, specializing on mathematics, history and languages. On his graduation in June, 1918, he immediately came into the house as an assistant to his father, taking the official title of Assistant Treasurer. The family reside in their own home at 313 South College avenue.

Mr. Hutchins was originally a Baptist, which was the religion of his father, but on his marriage forty-four years ago he became a Presbyterian and has ever since been a leading exponent of the best there is in Presbyterianism. He has been a member of the Westminster church ever since coming to Grand Rapids, having served the organization as trustee and elder most of the time during the last quarter of a century. He was a delegate to the Presbyterian General Assembly, which was held at Indianapolis this year, and by his eloquence and persuasiveness succeeded in securing the next annual meeting for Grand Rapids.

Mr. Hutchins has been an active and energetic member of the Association of Commerce in practically all of its varied activities. He has served on the legislative, trade inter-

est and trade extension committees and has been first and foremost in boosting every good movement for the city of his adoption.

Mr. Hutchins was the originator of the Grand Rapids Foundation, in which undertaking he naturally takes a great deal of pride.

Mr. Hutchins is a director and Vice-President of the Grand Rapids Trust Co., a director of the Grand Rapids National Bank and a director of the Welfare Union.

Mr. Hutchins is a member of the National Wholesale Druggists Association, which he has served as director. He was elected Vice-President of the National Credit Men's Association in 1911 and was slated for advancement to the Presidency in 1912, but the death of Mr. Fairchild and the serious illness of Dr. Hazeltine induced him to decline that honor.

Mr. Hutchins is a forcible and convincing public speaker and has probably made more speeches than any other man in Michigan, with the exception of Senator Ferris. His addresses have run the gamut of human life and experience and he never repeats himself. He adapts each talk to the occasion and drives home the point he aims to cover with great clearness, force and thoroughness.

Mr. Hutchins owns up to four hobbies—his home, his church, his business and public speaking.

As a young man starting on his business career, Mr. Hutchins made it a point to study the details of the position he occupied until he had mastered them; to so conduct himself that there should be no clashing of interests and no sore spots among his associates; to carefully study the needs and necessities of his customers, so that he could place himself in the position of the purchaser as well as the seller. These attributes coupled with absolute diligence and strict attention to business, have placed him in the front rank of business men. Under the present organization no establishment moves more smoothly or with less friction than the executive, office and traveling forces of the Hazeltine & Perkins Drug Co., and this condition is due in no small degree to the suavity and good judgment of the respected and honored head of the house.

Mr. Hutchins has labored faithfully to put the profession of pharmacy upon a higher plane of knowledge and competence in all that makes for a true basis of judgment than it occupied before his day.

The fifty years he has spent in the exercise of his profession have witnessed a great advance in the number of pharmacists in the United States, a great elevation in the standard of taste and knowledge. To this he has contributed more than one man's share. Not only by his daily preachments to his associates, his travelers and his customers, but also by an unswerving example of rectitude on his own part he has wrought for better things and higher standards, for the prevalence of commercial and professional rectitude and a true understanding.

Mr. Hutchins has wrought unself-

ishly, without fear or favor, always for what he believes to be the truest and the best in pharmacy and always against the insincere and shallow. He has a mind always open to the newer developments of his profession that seem to him based on ideals of honesty and sincerity—such a mind as any advocate must have who would not block its progress and make for stagnation.

Dried Fruits Await Price List Revision.

There is no life in the dried fruit market. Local stocks which are not large have gone to cold storage for carrying through the warm weather. The new crop of fruits for drying promises to be large and canners are refusing to buy peaches, pears and apricots of small sizes; that will throw the small fruit into the hands of the dried fruit packers at low prices.

Prices on all dried fruits except possibly prunes are declining and have been for some time and the big fruit drying co-operative associations have announced that prices of carry over stock are to be revised downward soon and that new crop prices will probably be much lower than last year's prices. In these circumstances there is no reason to expect other than a hand-to-mouth business in dried fruits.

Business is likely to remain dull until revised prices on the carry over first hand stocks of the 1922 pack and the new prices on the crop of 1923 are made and announced.

Declining prices of dried fruits of all kinds are affecting the sale of canned fruits somewhat as the chain stores and large retail stores are quick to grasp the situation and to offer dried fruits at low prices to close out their stocks and then buy more at lower prices and follow the market downward. Every pound of dried fruit sold displaces or prevents the sale of several cans of canned fruit, and that is what is being done just now.

Dried prunes, apricots, peaches, pears and raisins are all being sold at lower prices proportionately than canned fruits, as the dried fruit packers and curers are looking ahead at the prospect of a heavy crop and are looking behind at an important carry-over in cold storage of the 1922 crop, and are refusing no reasonable offers for goods for immediate shipment.

John A. Lee.

CYRUS W. RICE
PATENT ATTORNEY

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References: Grand Rapids lawyers,
banks and business houses generally.

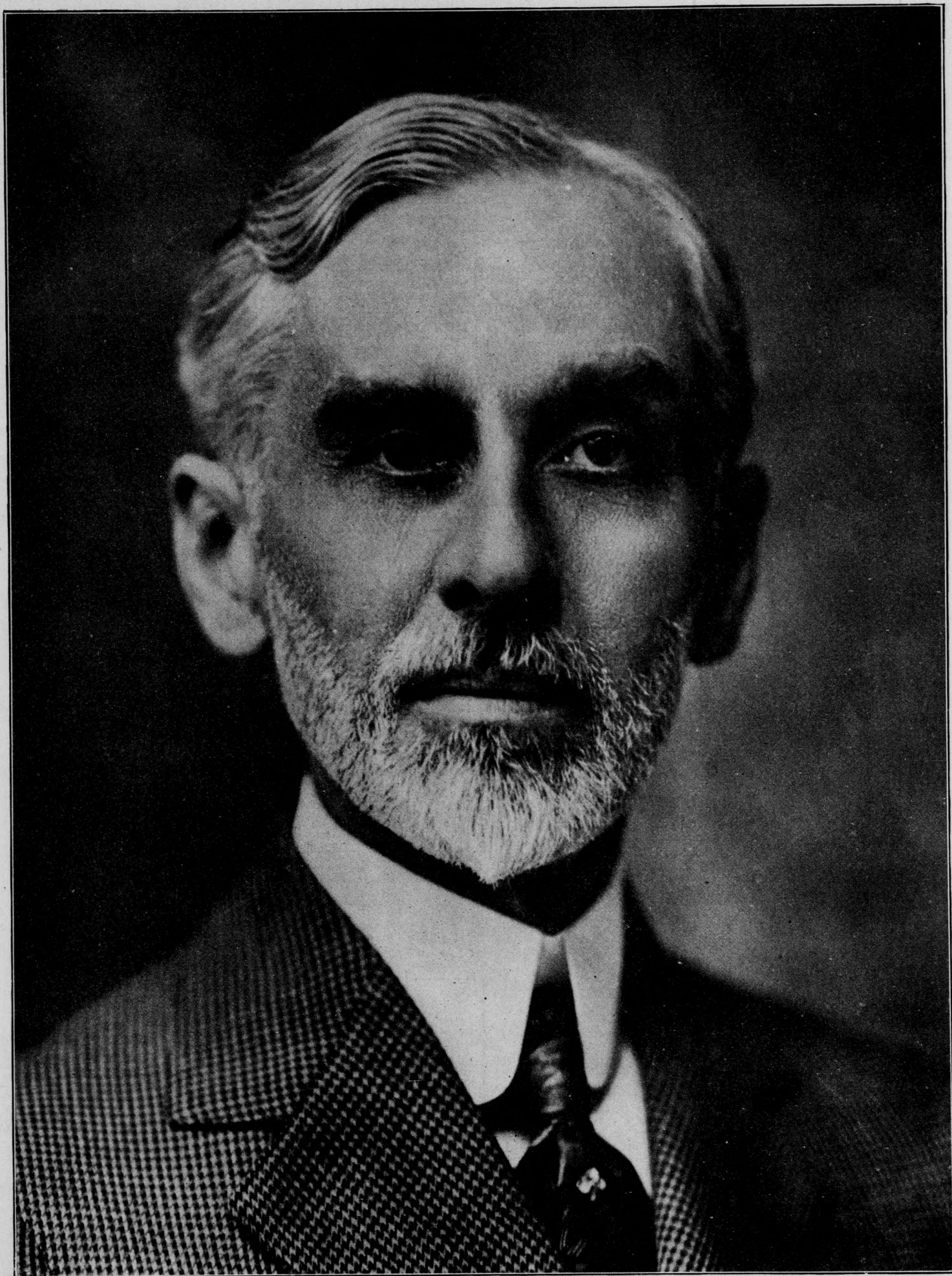
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LEE M. HUTCHINS.



Memories Which Encircle the Hotel Cadillac.

Detroit, June 19.—When the late Daniel Scotten built the Hotel Cadillac forty years ago, he intended it as an enduring monument to himself. Over the great fireplace in the lobby he caused to be inscribed: "Si monumentum requiris, circumspecte," the translation of which it: "If you would see my monument look around you."

The monument itself is to disappear, for the hotel has passed on, closing its door last Monday. In its place another monument far more enduring, also a gigantic one, will be reared to the Book family. It will be the new Hotel Cadillac, thirty stories high.

There will be additional significance in the new monument, for it will mark the birthplace of two members of the Book family who are principally responsible for the project to erect the new hostelry. They are Herbert and J. Burgess Book, both of whom were born in the old Hotel Cadillac, where their parents, Mr. and Mrs. J. B. Book, resided for years.

Many older Detroiters, passing the old hotel since the Michigan avenue entrance was boarded up, sigh for the long ago. They recall the Cadillac in its hey day, when it was the gathering-place of politicians, the scene of brilliant receptions, banquets, conventions of every sort, and when the hotel was famous the country over for its dollar dinners.

In its many years of existence, that is, before the coming of the Pontchartrain and the Statler, nearly every notable who ever came to Detroit made the Cadillac his stopping place. It catered to the wants of five presidents of the United States—Benjamin Harrison, Grover Cleveland, William McKinley, Theodore Roosevelt and William Howard Taft. Such famous actors and actresses as Henry Irving, Richard Mansfield, Robson & Crane, Forbes Robertson, Ellen Terry, Minnie Maddern Fiske and scores of others stayed there during their Detroit engagements.

C. C. Schantz, of late years manager of the Cadillac, was steward during the period the hotel was operated by the Swart brothers—James and William. Even Mr. Schantz sighed when he recalled some of the great banquets he had arranged.

The most expensive one handled by Mr. Schantz was one tendered the papal delegate to the United States by a fraternal organization. It was \$20 a plate, but Mr. Schantz said the feast couldn't be duplicated to-day for \$50 a plate. The largest banquet ever held in the hotel was a public testimonial for the late William C. Maybury, when nearly 600 Detroiters were in attendance.

In the old days the Cadillac was headquarters for visiting ball teams of the American League—except Connie Mack's Athletics. Connie being a frugal man, used to put up his boys at a less expensive hostelry. Those were the days when visiting ball players had to don their uniforms in the hotel rooms and ride in a horse-drawn omnibus to the ball park. They used to strut around the hotel lobby in full diamond regalia, spiked shoes and all.

Some of the spike marks are still visible in the tile flooring of the lobby.

In the old days, too, the Cadillac, for one week each winter, reeked with stories of the deep, for the members of the Lake Carriers' Association and their followers used to gather there to swap stories and transact some business that had to do with the Great Lakes. That was before the ownership of lake vessels was concentrated in a few hands, the situation that exists to-day. The Lake Carriers still meet but the meetings are not what they used to be. The vessel men always round up their meetings with a glittering banquet.

The Cadillac also was the headquarters of Hazen S. Pingree and his supporters. There many of Pingree's political schemes and reform movements were hatched. It is said that Pingree's potato patch plan to relieve hunger among the poor during the panic of 1894-5 was worked out there.

Going back a little into history one finds that when Daniel Scotten erected the first unit of the Cadillac he did not have a hotel in mind. He put up a four-story structure at the east end of the block, at what was then Rowland street. This was leased to a wholesale and retail grocery firm, which failed. The old Antisdel House occupied the other end of the block, extending to the Washington Boulevard corner. When the grocery firm failed, Scotten decided to convert the building into a hotel. He leased it to Van Est Graves, who managed the old Griswold House at Griswold and Congress streets, where the Union Trust Building now stands. This firm was composed of a man and woman—Marv E. Van Est and Quartus A. Graves.

The name of Cadillac, the founder of Detroit, was little heard of outside the schools when Daniel Scotten decided to honor the French colonizer by naming his hotel for him. There was no Cadillac square in those days, no Cadillac avenue, no Cadillac automobile, and not even a stone monstrosity called a Cadillac chair, which was placed at the head of Cadillac square in 1901. Now we have Cadillac this and Cadillac that and Cadillac the other thing.

But diverting to the Antisdel House, which is bound up in the history of the Cadillac. The former was a small hotel that had a large following among country folks. There used to be hitching posts and a watering trough on the Washington avenue side of it.

Finally, in the eighties, Daniel Scotten acquired the Antisdel site, and down came that building. The papers announced that Detroit was at last to have a \$1,000,000 hotel, and the statement was true. Scotten built the west end of the present building, altered the original unit at the east end and added two stories to make it conform with the new section. Van Est and Graves continued to manage the hotel for a time but finally sold out and went to New York City, where they opened another Hotel Cadillac.

Then came the Swart brothers. They had been operating the Clarendon Hotel in Zanesville, Ohio, a

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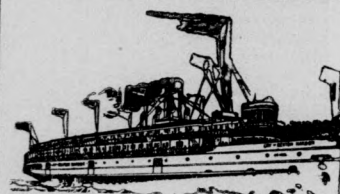
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small city as compared with Detroit even 25 or thirty years ago, but the Swarts were real hotel men who knew the business and knew how to pick men of personality to help them conduct the house. What they didn't know was supplied by Mrs. James Swart.

Speaking of personality, it fairly exuded from the clerks—Al Severance and Lucius Purtscher, who were there for many years. They were not the stage type of hotel clerk. They were never loaded down with diamonds, but Purtscher always carried a cane when he went promenading. Then there was Captain-general William Edwards, the major domo of the bell hops and porters' departments. Edwards certainly carried his gold-laced uniform with all the kingly dignity of the Sultan of Zanzibar.

Daniel Scotten, who made his fortune in tobacco, was a bit eccentric in some ways. The Swart brothers came well recommended, but Scotten wasn't taking any chances with the "small town fellers." Every month he would be driven up to the entrance to the Cadillac in his victoria. He first would go into the bar for a glass of beer and then to the private office upstairs to collect his month's rent for the big hotel, always in advance, too.

Speaking of the bar, the Cadillac's wet spot was probably the finest and most luxurious one west of New York. The Swarts spent \$80,000 in fitting it out and, it is understood, got it all back with interest, for it was indeed a well patronized place.

The ceiling was inlaid with gold and expensive and heavy rugs covered the floor. The Cadillac crests in these rugs as well as the crest in the rugs in the lobby, were interwoven in Austria, where experts in this sort of work flourished before the World War.

Mrs. James Swart was responsible for most of the magnificent furniture in the Cadillac. She picked up the designs in England, France, Germany and Austria. When she came across a handsome piece of furniture, bric-a-brac or other article that she considered would look well in the Cadillac she had a drawing made of it, and caused the work to be duplicated when she returned home. Most of the massive chairs and a lot of other furniture around the Cadillac were made in Detroit from drawings she brought from Europe.

The Cadillac was noted for its cuisine. In the old days it made a point to serve strawberries and other delicacies the year around, something that very few hotels did in earlier days.

It was possible to serve such meals as made the Cadillac famous at reasonable prices in those days because that was before the era of the high cost of living, said Mr. Schantz. "The raw food was cheap and hotel help could be hired for \$15 a month and board. It can't be done to-day."

The Cadillac forced the famous old Russel House to take second place in the race for popularity, but in turn it began to lose some of its glory when the Pontchartrain entered the field. Then came the Statler, and the Cadillac, being smaller than either of these two new places, became second class. But many of its old clientele, those who knew it in its days of brilliant gatherings, wouldn't stay anywhere else while in Detroit. Now, they too, must look elsewhere for accommodations when they come to the city.

The Book estate will carefully remove the old fire place containing Scotten's Latin inscription and preserve it.

Ornithological Upholstery.

Try this sometime, you furniture man:

"Let Blank feather your nest. His prices are down."

Gabby Gleanings From Grand Rapids

Grand Rapids, June 19.—Carl Loveland has engaged in the drug business at the corner of Franklin avenue and Neland streets. The stock, fixtures and soda fountain were furnished by the Hazeltine & Perkins Drug Co.

Henry Swem has re-engaged in the grocery business at Ashton. The Worden Grocer Company furnished the stock.

Howard Ives, President of the C. W. Mills Paper Co., who for twenty-five years was a paper salesman in Grand Rapids and Northern Michigan, is about to start on an extended automobile trip in company with his cousin, Earl Ives. They plan on starting the last of this month and will travel Northeast. They expect to make a complete circuit of the United States before returning. The route they have laid out will take them to most of the historical and other places of interest in this country. To complete this trip, they calculate will take them away from home for more than a year.

The midsummer furniture market opened Wednesday, June 20, with practically all of the exhibits in the different buildings in shape to receive customers. The new Rindge furniture exhibition building is worthy of some mention. Going back to September of 1922 they began making that building over for a furniture exposition building and the six floors were all in shape and rented for the opening of the January market of 1923. Recognizing the fact that there was yet demand for more exhibit space, the owner started building five more floors to the building Feb. 1 and these five floors were all finished and rented, ready for the opening of the market on the date above mentioned, so that the Rindge furniture exhibition building to-day stands as one of the five tallest buildings in the city of Grand Rapids. As near as can be computed, there will be in the neighborhood of 600 different lines shown in Grand Rapids for this midsummer market and if the tentative plans go through for the Furniture Temple addition, floor space will be available for several hundred more lines. The prediction is that in the very near future there will be 1,000 different lines of furniture shown during the different markets in Grand Rapids. More lines to exhibit naturally will bring more salesmen to the city to take care of these lines and more buyers come to look at them. This market is advertised to run until Saturday, July 14, and each week we will undertake to give you some interesting facts regarding the furniture market.

At the meeting of Grand Council United Travelers, in Flint, June 1 and 2, Grand Rapids Council fared exceptionally well in having members elected as delegates to the Supreme Council meeting in Columbus, Ohio. The following members were elected:

Past Grand Councilors Walter S. Lawton, John D. Martin and Homer R. Bradfield were elected as delegates to the Supreme Council, and Allen F. Rockwell, Past Senior Councilor and Secretary-Treasurer of Grand Rapids Council, was elected to attend Secretaries meeting which meets in Columbus on the same dates as the Supreme Council.

Pas Great Ruler of the Bagmen, John D. Martin was elected a delegate to attend the meeting of the Imperial Guild, which also convenes in Columbus, Ohio, the same week as the Supreme Council. The other two delegates, Homer R. Bradfield and Walter S. Lawton, are both Past Great Rulers of the Bagmen and will also attend the meeting of the Imperial Guild, A. M. O. B. A party of four, consisting of Lawton, Bradfield, Martin and Rockwell will leave Grand Rapids, Sunday, June 24, going by way of Toledo, and will reach Columbus Sunday night. With-

out a question this committee will bring back a good report and some recognition for the Michigan delegates from the Supreme Council meeting.

Jess L. Martin, Detroit representative for the John D. Martin Furniture Co., is in Grand Rapids, where he will remain until the close of the midsummer furniture season. His wife and son, Bobby, will come up later for a few days stay at the homes of Mr. and Mrs. John E. Bowen, parents of Mrs. Martin, and Mr. and Mrs. John D. Martin, Jess' dad and mother.

John Willy, editor of the Hotel Monthly, gets many letters from college trained women asking for advice about going into hotel work. He replies that there is a great and growing field to be cultivated there but that it is largely up to the individual to make the opportunity in her case a success. He advises women trained in home economics to go into business for themselves. He remarks that the good roads are bringing about the small hotels with refined accommodations, and it is hoped that colleges will graduate capable women to meet the demands of the new business.

News and Gossip From Busy Boyne City.

Boyne City, June 19.—Boyne City has again contributed to the future advancement of the State. Thirty-six of our young people finished their course in the local high school and are prepared to conquer the world. We most sincerely hope that their dreams may come true, for it is dreams that make the world. From what we personally know of the personnel of the graduating class this year, it is collectively and severally, a credit to the town, to the teachers and to each individual. We wish them every real success in life.

The town is taken by storm this week. The members of the convention of the Eagles have taken possession and Billy Vought and John Parker are busier than a hen on a hot griddle. When these two, W. P. Vought, alderman and member of the Boyne City Hardware Co., and J. H. Parker, the South end grocer, start anything in the entertainment line there is something doing and it is done to the queen's taste. Anyway the visitors seem to be having a good time. As the convention is not over, we don't know whether they will want to come back or not, but we can guess.

Our new golf course is beginning to assume something like an appearance. We went out there yesterday and innocently assumed that some one was starting a market garden, the ground had been so carefully worked. In our bucolic innocence, we had thought that they just went out and mowed the grass on anybody's old meadow, dug some little holes in the ground and set up some little red bandanas and all was ready to pound the pill. But not so. They have to have a green, as smooth as a billiard table, to encourage proficiency and a bunker to encourage lofty ideals, a hazard to encourage profanity and a fair way for pedestrianism and a stand and a muskie and a fore and a lot of other things. Most of the fellows that we know acquired their splendid physique at the business end of a hoe handle or double bitted axe, but they don't cost enough and ain't no fun. Anyway, we have a golf course—started.

We have been hearing rumors that the Michigan Tanning and Extract Co. was adding a new department to its plant here and observed that a quite extensive addition to the buildings was in progress. We always want our information to be accurate and authentic, so we asked our friend just what was in the wind. He says "Yes, do you think it will rain?" We are very positive that if our

friend William were delegated to carry a plate of beans over the German settlement road in a Lizzie, each separate bean would be in its proper place at the end of the journey. He certainly wouldn't spill 'em.

We had gained the impression that the bootlegger was a creature of the slums; that his trade was one fostered by the underworld; that the poor, the ignorant and the defectives were the supporting element. We have had reason to change our mind when a bunch of prosperous, prominent and highly intelligent American citizens can't come into this beautiful country and have a perfectly glorious time without fetching a supply of bottled "pep." It is no wonder that a notorious lawbreaker, in more ways than one, can't be convicted and given deserved punishment in our local courts.

The Chamber of Commerce has just completed the publishing of a new booklet describing Boyne City, both in picture and in text, including Pine Lake, Walloon Lake and the surrounding country. We think it is some book and we know that our Secretary, F. D. Thompson, spent many an anxious hour in its preparation. He was assisted by a bakers' dozen of our literary lights and, finally with fear and trembling, turned it over to the local printer. All of them did noble and we have a nice book. If you read it through (and we'll send it to you and won't even charge you postage) you will be convinced that Boyne City is the only place to spend your vacation or build a factory. It does not say anything about our beautiful lake front park, which looks like devastated France, or our beautiful river, the mouth of which has been so clogged with debris and wreckage that a tadpole can't get into it, let alone a launch or rowboat. Maxy.

Quarterly Meeting of Grocery Directors.

Saginaw, June 18.—The Board of Directors of the Michigan Retail Grocers and General Merchants Association held its quarterly meeting at the Hotel Bancroft Thursday, June 14. The following were in attendance:

Paul Gezon, Grand Rapids.
Chas. H. Schmidt, Bay City.
J. F. Tatman, Clare.
Victory Sorg, Ann Arbor.
B. E. Doolittle, Casnovia.
John Affeldt, Jr., Lansing.
C. G. Christensen, Saginaw.

The following were elected to represent the National Retail Grocers' Association at the annual convention to be held at St. Paul the week of June 25:

D. L. Davis, Ypsilanti.
John Lamb, Ypsilanti.
Herman Hanson, Grand Rapids.

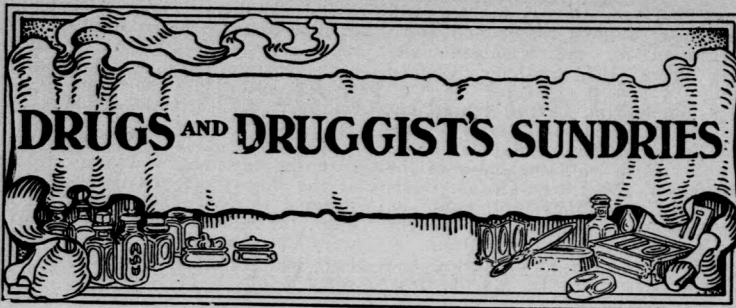
It was a very interesting session lasting from 2 o'clock until 5. Paul Gezon, who is acting as Temporary Secretary, is certainly distinguishing himself, not only as an indefatigable worker, but in getting noteworthy results in a financial way.

The thorough business training Mr. Gezon has acquired by his years of experience, coupled with his untiring energy and capacity for work, has certainly stood the organization in good stead, as his financial report to the Board clearly disclosed.

We would urge all members throughout the State of Michigan who have not yet done so to mail in their checks for the year, as we want to assure them they are going to get more for their money than they have ever had before, if they will feel themselves intimately concerned about the affairs of the association and co-operate closely with the officers.

Write the Secretary about anything he can give you information about or address the undersigned and he assured that all our machinery is at your disposal. Take advantage of it.

Charles G. Christensen, Pres.



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

Michigan Board of Pharmacy.
 President—James E. Way, Jackson.
 Vice-President—Jacob C. Dykema, Grand Rapids.
 Secretary—H. H. Hoffman, Lansing.
 J. A. Skinner, Cedar Springs.
 Oscar W. Gorenflo, Detroit.
 Claude C. Jones, Battle Creek.
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.
 Next examination sessions—Detroit, June 19, 20 and 21; Sault Ste. Marie, Aug. 21 and 22; Grand Rapids, Nov. 20, 21 and 22.

Summarized Report of the Pharmacy Convention.

When President George Grommet of the Michigan State Pharmaceutical Association called the association to order on June 12 for its forty-first annual convention, the busiest convention in the history of the Association commenced. More actual advancement, more real business took place at this convention than at any other one in the forty years of its history.

After the customary greetings were read, Mr. Grommet delivered his annual message. This was a complete resume of the history of pharmacy in the State and outside the State, insofar as the interests of pharmacy within the State had been affected, for the past year. Mr. Grommet recommended that we take steps toward the raising of the standards of pharmacy and also that we petition the Carnegie Foundation to make a survey of pharmacy such as they have of dentistry.

Following Mr. Grommet's address, the report of the Secretary was made and also the report of H. H. Hoffman was given for the State Board of Pharmacy.

D. G. Look, chairman of the Legislative Committee, followed with the report of the Legislative Committee. During the past year, the M. S. P. A. has supported several public health measures that have been enacted by the State Legislature and from the standpoint of the State Association working in the interest of public health, the past year has been a very successful one.

The subject of the re-rating of druggists' fire risks being touched upon, Charles L. McIntyre, Secretary of the Retail Druggists Mutual Fire Insurance Co., was called upon to describe how fire risk ratings were established and the ratio of premium rates to insurance payments in the case of retail druggists. Mr. McIntyre's talk was very instructive.

Charles F. Mann gave the report of the Prescott Memorial Scholarship Association.

Tuesday evening the grand ball was held.

Wednesday morning, June 13, was opened with a discussion of the National Anti-Narcotic Conference. Mr. Mann, who represented the M. S. P. A. at this conference, went into the aims and objects of the conference at length and it is expected that much good will eventually come from this conference.

W. C. Kirchgesnes, who represented the American Pharmaceutical Association, outlined the proposed proposed re-organization of the House of Delegates and this plan was endorsed by the convention.

Glenn Staines gave the report for the Membership Committee and R. T. Lakey made the report of the Publicity Committee.

Wednesday noon the druggists, travelers and their wives were tendered a luncheon by the Kent County Retail Druggists Association. At this luncheon, Dean Edmund H. Kraus, of the College of Pharmacy University of Michigan, gave an address on the "Future of the College of Pharmacy." In this address, the revised curriculum of the College of Pharmacy was brought out, showing how the College was adapting itself to the future requirements of certain specialized pursuits of pharmacy, i. e., the Bacteriological Chemist, the executive administration of pharmaceutical manufacturing plants, etc. Dean Kraus' address was well received by the ladies as well as the delegates. With Dean Kraus, there were Prof. Charles H. Stocking, Prof. Chas. McGill and Prof. Chas.

Glover, from the College of Pharmacy.

After the luncheon, the ladies were guests of the Hazeltine & Perkins Drug Co., for the afternoon at the Kent Country Club.

Wednesday afternoon, Carl D. Young, State Labor Commissioner, gave a very interesting talk on the responsibilities of the druggist under the state labor laws. He brought out several points concerning the liability of the druggist which have been overlooked. He also distributed a little folder. Secretary Middleton has a few of these which were left over and will take pleasure in mailing one to any druggist who did not receive one or who was not at the convention.

The Resolutions Committee, of which J. H. Weber was chairman, brought their report. Among the resolutions favorably reported upon and afterwards adopted upon the floor were the following:

1. Asking that suitable legislation be enacted raising the requirements of applicants for registration to have a college education.

2. That we petition the Carnegie Institute to make a survey of pharmacy in this country.

3. That the appointment of Professor Edmund H. Kraus, as Dean of the College of Pharmacy have the endorsement of the M. S. P. A.

4. That the M. S. P. A. send suitable memorial of appreciation to Dean Kraus.

5. That we endorse the Fair Trade League.

6. That trade preference be given to firms which do not price their goods higher than the "two, four and eight" schedule.

These and other resolutions were adopted, the exact wording of which will be printed in the Tradesman as the proceedings are printed from week to week.

Julius H. Reimenschneider, chairman of the Executive Committee of the N. A. R. D., gave a paper on "Federal Laws and Regulations," showing how the druggist had been hampered in the legitimate following

of his profession by regulations that were without the original intent of the laws to which they had been attached. Mr. Reimenschneider, while a resident of Chicago, makes Ottawa Beach his home during at least a brief rest period each year and is well known to the druggists of Michigan.

The discussion following the report of the Resolution Committee and following Mr. Youngs' and Mr. Reimenschneider's papers, were full of meat and the amount of actual



STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN



A Valuable Impression

A

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

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

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

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The convention drew to a close with the only regret that it didn't last a week. And the question in the mind of those present was, "Where do we go from here?" or where will the next convention be held? Louis V. Middleton, Sec'y.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

[illegible]

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

Canned Salmon
Prunes
Split Peas
Starch
Fruit Jars

DECLINED

Evap. Peaches
Lemon Peel
Orange Peel
Some Spices

AMMONIA

Arctic, 16 oz. ----- 1 75
Arctic, 32 oz. ----- 2 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. 3 35
Silver Cloud, 3 dz. sm. 4 80
Silver Cloud, 2 dz., med. 4 00
Silver Cloud, 2 dz. lge. 6 70
One case free with five.

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

Arctic, 7 oz. tumbler 1 35
Calumet, 4 oz., doz. 95
Calumet, 3 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 25
Queen Flake, 16 oz. ----- 2 25
Queen Flake, 100 lb. keg 11 00
Queen Flake, 25 lb. keg 14 00
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb. ----- 21 20
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

Original
condensed Pearl
Crown Capped
4 doz., 10c dz. 85
3 dz. 15c, dz. 1 25
Silver Cloud, 3 dz. sm. 3 80
Silver Cloud, 2 dz. lge. 3 80
with perforated crowns.
One case free with five.

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat ----- 6 90
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice ----- 5 45
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Purina ----- 4 00
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 75



Shred. Wheat Biscuit 3 85
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Postum Cereal, 12s ----- 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70

BROOMS

Standard Parlor, 23 lb. 8 00
Fancy Parlor, 23 lb. 9 50
Ex. Fancy Parlor 25 lb 10 50
Ex. Fcy. Parlor 26 lb 11 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 35

Rich & France Brands

Special ----- 8 00
No. 24 Good Value ----- 8 75
No. 25 Velvet ----- 10 00
No. 25, Special ----- 9 50
No. 27 Quality ----- 11 00
No. 22 Miss Dandy ----- 11 00
No. B-2 B. O. E. ----- 10 50
Warehouse, 36 lb. ----- 11 00
B.O.E. Warehouse, 32 lb. 10 50

BRUSHES

Scrub
Solid Back, 8 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25

Stove

No. 1 ----- 1 10
No. 2 ----- 1 35

Shoe

No. 1 ----- 90
No. 2 ----- 1 25
No. 3 ----- 2 00

BUTTER COLOR

Dandelion, 25c size ----- 2 85
Nedrow, 3 oz., doz. 2 50

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 75
Apples, No. 10 ----- 4 50
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 ----- 1 90
Apricots, No. 2 ----- 2 25
Apricots, No. 2 1/2 ----- 3 50
Apricots, No. 10 ----- 8 75
Blackberries, No. 10 ----- 9 00
Blueberry, No. 1 ----- 1 75
Blueberries, No. 10 ----- 11 50
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 4 00
Cherry's, No. 10 ----- 11 50
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 85
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 3 25
Peaches, 2 1/2 Cal. 3 00
Peaches, No. 10, Mich 7 75
Pineapple, 1, sliced ----- 2 10
Pineapple, 2, sliced ----- 3 50
Pineapple, 2 1/2, sliced ----- 4 25
Pineapple, No. 2, crus. ----- 2 50
Pineap., 10, cru. 11 50
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 25
Plums, No. 2 ----- 2 35
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'dr, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 40
Clams, Steamed, No. 1 ----- 1 75
Clams, Minced, No. 1 ----- 1 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 2 90
Shrimp, No. 1, wet ----- 1 90
Sard's 1/4 Oil, k'less ----- 4 00
Sardines, 1/4 Oil, k'less ----- 3 85
Sardines, 1/4 Smoked 7 00
Salmon, Warrens, 1/2 ----- 2 55
Salmon, Red Alaska ----- 2 80
Salmon, Med. Alaska ----- 1 85
Salmon, Pink Alaska ----- 1 70
Sardines, Im. 1/4, ea. 10 ----- 23
Sardines, Im., 1/2, ea. 25
Sardines, Cal. ----- 1 75
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Nekco ----- 1 65
Tuna, 1/2, Regent ----- 2 25

CANNED MEAT.

Bacon, Med. Beechnut 2 40
Bacon, Lge. Beechnut 4 05
Beef, No. 1, Corned ----- 2 60
Beef, No. 1, Roast ----- 2 35
Beef, No. 1/4 Rose Sli. 1 75
Beef, No. 1/2, Qua. Sli. 2 10

Beef, No. 1, Qua. sli. 3 35
Beef, No. 1, B'nut, sli. 5 10
Beefsteak & Onions, s ----- 3 15
Chili Con Ca., 1s 1 35
Deviled Ham, 1/2 ----- 2 20
Deviled Ham, 1/4 ----- 3 60
Hamburg Steak &
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 40
Potted Meat, 1/2 Libby ----- 75
Potted Meat, 1/2 Libby ----- 90
Potted Meat, 1/2 Rose ----- 80
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1/2 ----- 1 35
Veal Loaf, Medium ----- 2 30

Baked Beans

Beechnut, 16 oz. ----- 1 40
Campbells ----- 1 15
Climatic Gem, 18 oz. 1 00
Fremont, No. 2 ----- 1 25
Snider, No. 1 ----- 1 35
Snider, No. 2 ----- 1 35
Van Camp, Small ----- 92 1/2
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus, ----- 4 00
No. 1, Green tips ----- 4 00
No. 2 1/2, Lge. Gr. 3 75
Wax Beans, 2s ----- 1 85
Green Beans, No. 10 ----- 7 00
Green Beans, No. 10 ----- 8 25
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked ----- 95
Red Kid., No. 2 ----- 1 30
Beets, No. 2, wh. ----- 1 60
Beets, No. 2, cut ----- 1 75
Beets, No. 3, cut ----- 1 40
Corn, No. 2, St. ----- 1 00
Corn, No. 2, Ex-Stan. ----- 1 55
Corn, No. 2, Fan ----- 1 60
Corn, No. 2, Fy. glass ----- 2 25
Corn, No. 10 ----- 7 25
Hominy, No. 3 ----- 1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 90
Dehydrated Veg Soup ----- 90
Dehydrated Potatoes, lb ----- 45
Mushrooms, Hotels ----- 40
Mushrooms, Choice ----- 45
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. ----- 1 25
June ----- 1 60
Peas, No. 2, Ex. Sift. ----- 1 90
E. J. ----- 1 90
Peas, Ex. Pine, French ----- 23
Pumpkin, No. 3 ----- 1 45
Pumpkin, No. 10 ----- 4 00
Pimientos, 1/4, each ----- 15
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 1 55
Saurkraut, No. 3 ----- 1 35
Succotash, No. 2 ----- 1 40
Succotash, No. 2 ----- 1 45
Spinach, No. 1 ----- 1 35
Spinach, No. 2 ----- 1 45
Spinach, No. 3 ----- 1 55
Spinach, No. 10 ----- 7 25
Tomatoes, No. 2 ----- 1 30
Tomatoes, No. 3 ----- 1 90
Tomatoes, No. 2 glass ----- 2 85
Tomatoes, No. 10 ----- 6 50

CATSUP.

B-nut, Small ----- 1 80
Lilly Valley, 14 oz. ----- 2 25
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 60
Lilly Valley, 1/2 Pint ----- 1 60
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 2 75
Van Camp, 8 oz. ----- 1 75
Van Camp, 16 oz. ----- 2 75

CHILI SAUCE.

Snider, 16 oz. ----- 3 25
Snider, 8 oz. ----- 2 25
Lilly Valley, 1/2 Pint ----- 2 25

OYSTER COCKTAIL.

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

CHEESE

Roqufort ----- 52
Kraft Small tins ----- 1 70
Kraft American ----- 1 70
Chili, small tins ----- 1 70
Pimento, small tins ----- 1 70
Roquefort, small tins ----- 2 50
Camenbert, small tins ----- 2 50
Bric ----- 28
Wisconsin Flats ----- 28
Wisconsin Daisy ----- 28
Longhorn ----- 28
Michigan Full Cream ----- 27
New York Full Cream ----- 33
Sap Sago ----- 32

CHEWING GUM

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Beechnut ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65

CHOCOLATE.

Baker, Caracas, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 37
Baker, Premium, 1/2s ----- 34
Baker, Premium, 1/4s ----- 34
Hersheys, Premium, 1/2s ----- 35
Hersheys, Premium, 1/4s ----- 36
Runkle, Premium, 1/2s ----- 34
Runkle, Premium, 1/4s ----- 37
Vienna Sweet, 24s ----- 1 75

COCOA.

Baker's 1/2s ----- 40
Baker's 1/4s ----- 36
Bunte, 1/2s ----- 43
Bunte, 1/4 lb. ----- 35
Bunte, lb. ----- 22
Droste's Dutch, 1 lb. ----- 9 00
Droste's Dutch, 1/2 lb. ----- 4 75
Droste's Dutch, 1/4 lb. ----- 2 00
Hersheys, 1/2s ----- 33
Hersheys, 1/4s ----- 33
Huyler ----- 26
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 40
Lowney, 5 lb. cans ----- 31
Van Houten, 1/2s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT.

1/2s, 5 lb. case Dunham ----- 50
1/2s, 5 lb. case ----- 43
1/4s & 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 ----- 2 00
Hemp, 50 ft. ----- 1 75
Twisted Cotton, 50 ft. ----- 1 75
Braided, 50 ft. ----- 2 75
Sash Cord ----- 4 00

COFFEE ROASTED

Bulk
Rio ----- 13
Santos ----- 23
Maracaibo ----- 29
Guatemala ----- 23
Java and Mocha ----- 39
Bogota ----- 30
Peaberry ----- 26
Christian Coffee Co.
Amber Coffee, 1 lb. cart. ----- 30
Crescent Coffee, 1 lb. ct. ----- 26
Amber Tea (bulk) ----- 47
McLaughlin's Kept-Fresh
Vacuum packed, Always
fresh. Complete line of
high-grade bulk coffees.
W. F. McLaughlin & Co.,
Chicago

Coffee Extracts

N. Y., per 100 ----- 11
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

Eagle, 4 doz. ----- 9 00
Leader, 4 doz. ----- 6 50

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. ----- 4 00
Caroline, Baby ----- 3 50

EVAPORATED MILK



Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall ----- 5 25
Danish Pride, tall ----- 5 25
Danish Pride, 8 doz. ----- 5 15
Every Day, Baby ----- 4 00
Goshen, Tall ----- 5 00
Goshen, Gallon ----- 5 00
Oatman's Dun., 4 doz. ----- 5 25
Oatman's Dun., 8 doz. ----- 5 15
Pet, Baby, 8 oz. ----- 5 15
Borden's, Tall ----- 5 25
Borden's, Baby ----- 5 15
Van Camp, Tall ----- 5 25
Van Camp, Baby ----- 3 95

CIGARS

Lewellyn & Co. Brands
Mi Lola ----- 125 00
Capitol, 50s ----- 115 00
Victoria, 50s ----- 95 00
Buckeye, 50s ----- 75 00
Panetela, 50s ----- 75 00
LaSoreta (smokers) ----- 70 00
Wolverine, 50s ----- 75 00
Garcia Master ----- 37 50
Cafe, 100s ----- 130 00
Swift ----- 130 00
Wolverine, 50s ----- 130 00

Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 50s ----- 75 00
Cabinet, 50s ----- 73 00

Worden Grocer Co. Brands

Kiddies, 100s ----- 37 50
Record Breakers, 50s ----- 75 00
Delmonico, 50s ----- 75 00
Epicure Panetela, 50 ----- 75 00
Perfecto, 50s ----- 95 00

The La Azora Line.

Agreement, 50s ----- 58 00
Washington, 50s ----- 75 00

Webster Cigar Co.

Plaza, 50s, Wood ----- 95 00
Pantella, 50, Wood ----- 95 00
Coronado, 50 Tin ----- 95 00
Belmont, 50s, Wood ----- 110 00
St. Reges, 50s, Wood ----- 125 00

Vanden Berge Brands

Chas. the Eighth, 50s ----- 75 00
Whale-Back ----- 50s 58 06
Blackstone ----- 50s 95 00
El Producto Boquet ----- 75 00
El Producto, Furi-
tano-Finos ----- 92 00

Snuff.

Copenhagen, 10c, roll ----- 64
Seal Blandening, 10c ----- 64
Seal Gotsberg, 10c, roll ----- 64
Seal Swe. Rapee, 10c ----- 64
Seal Norkopping, 10c ----- 64
Seal Norkopping 1 lb. ----- 85

CONFECTIONERY

Stick Candy Fails
Standard ----- 18
Jumbo Wrapped ----- 20
Pure Sugar Stick, 600's ----- 4 20
Big Stick, 20 lb. case ----- 21

Kindergarten ----- 19
Kindergarten ----- 18
Leader ----- 18
X. L. O. ----- 15
French Creams ----- 20
Cameo ----- 22
Grocers ----- 13

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted ----- 1 75
Choc Marshmallow Dp ----- 1 75
Milk Chocolate A. A. ----- 2 00
Nibble Sticks ----- 2 00
Primrose Choc. ----- 1 35
No. 12 Choc., Dark ----- 1 75
No. 12 Choc., Light ----- 1 85
Chocolate Nut Rolls ----- 1 90

Gum Drops Fails

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior ----- 21

Lozenges. Fails

A. A. Pep. Lozenges ----- 20
A. A. Pink Lozenges ----- 20
A. A. Choc. Lozenges ----- 20
Motto Hearts ----- 21
Malted Milk Lozenges ----- 23

Hard Goods. Fails

Lemon Drops ----- 20
O. F. Horehound dps. ----- 20
Anise Squares ----- 20
Peanut Squares ----- 22
Horehound Tablets ----- 20

Cough Drops Bxs.

Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. ----- 1 05
4 oz. pkg., 48s, case ----- 4 00

Specialties.

Cocanut Finks ----- 22
Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 20
National Cream Mints ----- 30
Silver King M. Mallows ----- 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladiator, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 85
Pal O Mine, 24, 5c ----- 85

COUPON BOOKS

50 Economic grade ----- 2 50
100 Economic grade ----- 4 50
500 Economic grade ----- 20 00
1,000 Economic grade ----- 37 50
Where 1,000 books are
ordered at a time, special
1 print front cover is
furnished without charge.

CRISCO.

36s, 24s and 12s.
Less than 5 cases ----- 21
Five cases ----- 20 1/2
Ten cases ----- 20
Twenty-five cases ----- 19 1/2

6s and 4s

Less than 5 cases ----- 20 1/2
Five cases ----- 19 1/2
Ten cases ----- 19 1/2
Twenty-five cases ----- 19

CREAM OF TARTAR

6 lb. boxes ----- 40

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 14
Apricots
Evaporated, Choice ----- 20
Evaporated, Fancy ----- 15
Evaporated, Slabs ----- 25

Citron

10 lb. box ----- 51

Currants

Package, 14 oz. ----- 20
Boxes, Bulk, per lb. ----- 20

Peaches

Evap. Fancy P. P. ----- 18
Evap. Fancy, P. P. ----- 20

Peel

Lemon, American ----- 25
Orange, American ----- 26

Raisins

Seeded, bulk ----- 12 1/2
Seeded, 15 oz. pkg. ----- 14
Seedless, Thompson ----- 13 1/2
Seedless, 15 oz. pkg. ----- 14

California Prunes

90-100 25 lb. boxes ----- 10 1/2
80-90, 25 lb. boxes ----- 11
70-80, 25 lb. boxes ----- 12
60-70, 25 lb. boxes ----- 13
50-60, 25 lb. boxes ----- 14
40-50, 25 lb. boxes ----- 15 1/2
30-40, 25 lb. boxes ----- 18 1/2

HORSE RADISH

Per doz., 6 oz. ----- 1 10

JELLY AND PRESERVES

Pure, 30 lb. pails ----- 3 60

Pure 7 oz. Asst., doz. 1 20

Buckeye, 22 oz. doz. 2 00

O. B., 15 oz., per doz. 1 40

JELLY GLASSES

8 oz., per doz. ----- 35

MARGARINE



I. VAN WESTENBRUGGE

Carload Distributor

1 lb. cartons ----- 23 1/2

2 and 5 lb. ----- 23

MATCHES.

Diamond, 144 box ----- 8 00

Blue Ribbon, 144 box 7 55

Searchlight, 144 box 8 00

Red Stick, 720 lb. bxs 6 60

Red Diamond, 144 bx 6 00



Old Pal, 144 Boxes -- 8 00

Buddie, 144 Boxes -- 5 75

Safety Matches.

Quaker, 5 gro. case 4 75

Red Top, 5 gro. case 5 25

MINCE MEAT.

None Such, 3 doz. -- 4 85

Quaker, 3 doz. case -- 3 60

Libby Kags, Wet, lb. 24

MOLASSES.



Gold Brer Rabbit

No. 10, 6 cans to case 5 10

No. 5, 12 cans to case 5 35

No. 2 1/2, 24 cans to cs. 5 60

No. 1 1/2, 36 cans to cs. 4 60

Green Brer Rabbit

No. 10, 6 cans to case 3 65

No. 5, 12 cans to case 3 90

No. 2 1/2, 24 cans to cs. 4 15

No. 1 1/2, 36 cans to cs. 3 50

Aunt Dinah Brand.

No. 10, 6 cans to case 2 85

No. 5, 12 cans to case 3 10

No. 2 1/2, 24 cans to cs. 3 35

No. 1 1/2, 36 cans to cs. 2 90

New Orleans

Fancy Open Kettle ----- 55

Choice ----- 42

Fair ----- 28

Half barrels 5c extra

Molasses in Cans.

Red Hen, 24, 2 lb. ----- 2 70

Red Hen, 24, 2 1/2 lb. ----- 3 25

Red Hen, 12, 5 lb. ----- 3 00

Red Hen, 6, 10 lb. ----- 3 00

Ginger Cake, 24, 2 lb. ----- 3 00

Ginger Cake, 24, 2 1/2 lb. ----- 3 90

Ginger Cake, 12, 5 lb. ----- 3 60

Ginger Cake, 6, 10 lb. ----- 3 35

O. & L. 24-2 lb. ----- 4 50

O. & L. 24-2 1/2 lb. ----- 5 75

O. & L. 12-5 lb. ----- 5 00

O. & L. 6-10 lb. ----- 4 75

Dove, 36, 2 lb. Wh. L. ----- 5 20

Dove, 36, 2 lb. Black ----- 5 20

Dove, 24, 2 1/2 lb. Black ----- 3 90

Dove, 6, 10 lb. Blue L. ----- 4 45

Palmetto, 24, 2 1/2 lb. ----- 4 15

NUTS.

Almonds, Terregona ----- 19

Brazil, Large ----- 14

Fancy mixed ----- 20

Filberts, Sicily ----- 15

Peanuts, Virginia, raw ----- 13 1/2

Peanuts, Jumbo raw ----- 13 1/2

Peanuts, Jumbo, rst ----- 15 1/2

Salted Peanuts

Fancy, No. 1 ----- 17 1/2

Jumbo ----- 20

Shelled

Almonds, Spanish, ----- 55

Peanuts, 125 lb. bags ----- 13 1/2

Filberts ----- 50

Pecans ----- 1 05

Walnuts ----- 50

OLIVES.

Bulk, 2 gal. keg ----- 4 25

Bulk, 3 gal. keg ----- 6 00

Bulk, 5 gal. keg ----- 9 50

Quart, Jars, dozen ----- 6 25

Pint Jars, dozen ----- 3 75

4 oz. Jar, plain, doz. 1 45

5 1/2 oz. Jar, pl., doz. 1 60

9 oz. Jar, plain, doz. 2 80

16 1/2 oz. Jar, Pl. doz. 4 50

4 oz. Jar, Stuffed ----- 1 90

9 oz. Jar, Stuffed, doz. 4 00

12 oz. Jar, Stuffed, dz. 5 00

PEANUT BUTTER.



Bel Car-Mo Brand

8 oz. 2 doz. in case 3 30

24 1 lb. pails ----- 5 75

12 2 lb. pails ----- 5 60

5 lb. pails 6 in crate 6 10

14 lb. pails ----- 19

25 lb. pails ----- 18 1/2

50 lb. tins ----- 18

PETROLEUM PRODUCTS

Perfection Kerosine ----- 12 6

Red Crown Gasoline ----- 21 3

Tank Wagon ----- 31 8

Gas Machine Gasoline ----- 21 3

V. M. & P. Naphtha ----- 25 2

Capitol Cylinder ----- 42 2

Atlantic Red Engine ----- 23 2

Winter Black ----- 13 7

Iron Barrels.

Medium Light ----- 59 2

Medium heavy ----- 61 2

Heavy ----- 64 2

Extra heavy ----- 69 2

Transmission Oil ----- 59 2

Finol, 4 oz. cans, doz. 1 40

Finol, 8 oz. cans, doz. 1 90

Parowax, 100, 1 lb. ----- 6 7

Parowax, 40, 1 lb. ----- 6 9

Parowax, 20, 1 lb. ----- 7 1



Semdac, 12 pt. cans 2 70

Semdac, 12 qt. cans 4 00

PICKLES

Barrel, 1,200 count ----- 16 00

Half bbls., 600 count ----- 9 00

10 gallon kegs ----- 6 75

Sweet Small

30 gallon, 2400 ----- 33 00

15 gallon, 2000 ----- 17 50

10 gallon, 800 ----- 12 75

Dill Pickles.

600 Size, 15 gal. ----- 9 00

PIPES

Cob, 3 doz. in bx 00@1 20

PLAYING CARDS

Broadway, per doz. ----- 2 40

Blue Ribbon ----- 4 00

Bicycle ----- 4 25

POTASH

Babbitt's 2 doz. ----- 2 75

FRESH MEATS

Beef.

Top Steers & Heif. 15@16

Good Steers & Heif. 14@15

Med. Steers & Heif. 12@13

Com. Steers & Heif. 10@12

Cows.

Top ----- 13

Good ----- 12

Medium ----- 09

Common ----- 08

Veal.

Top ----- 13 1/2

Good ----- 12 1/2

Medium ----- 10

Lamb.

Good ----- 30

Medium ----- 28

Poor ----- 22

Mutton.

Good ----- 13

Medium ----- 11

Poor ----- 09

Pork.

Heavy hogs ----- 08

Medium hogs ----- 10

Light hogs ----- 10

Loins ----- 17

Butts ----- 13

Shoulders ----- 11 1/2

Hams ----- 13

Spareribs ----- 10

Neck bones ----- 05

PROVISIONS

Barreled Pork

Clear Back ----- 23 00@24 00

Short Cut Clear ----- 22 00@23 00

Clear Family ----- 22 00@23 00

Dry Salt Meats

S P Bellies ----- 16 00@13 00

Lard

80 lb. tubs ----- advance 1/4

Pure in tierces ----- 12 1/2

California Hams 11 @12

69 lb. tubs ----- advance 1/4

50 lb. tubs ----- advance 1/4

20 lb. pails ----- advance 1/4

10 lb. pails ----- advance 1/4

5 lb. pails ----- advance 1/4

3 lb. pails ----- advance 1/4

Compound Lard ----- 13 1/4@14 1/4

Sausages

Bologna ----- 12

Liver ----- 12

Frankfort ----- 16

Pork ----- 18@20

Veal ----- 11

Tongue ----- 11

Headcheese ----- 14

Smoked Meats

Hams, 14-16, lb. ----- 20@23

Hams, 16-18, lb. ----- 20@23

Hams, dried beef ----- 38 @39

California Hams 11 @12

Pork ----- 30 @32

Boiled Hams ----- 32 @35

Minced Hams ----- 14 @15

Bacon ----- 22 @34

Beef

Boneless ----- 23 00@24 00

Rump, new ----- 23 00@24 00

Mince Meat

Condensed No. 1 car. 2 00

Condensed Bakers brick 31

Moist in glass ----- 8 00

Pig's Feet

1/4 bbls. ----- 2 15

1/2 bbls., 35 lbs. ----- 4 00

3/4 bbls. ----- 7 00

1 bbl. ----- 14 15

Tripe

Kits, 15 lbs. ----- 90

1/4 bbls., 40 lbs. ----- 1 60

1/2 bbls., 80 lbs. ----- 3 00

Casings

Hogs, per lb. ----- @42

Beef, round set ----- 14@26

Beef, middles, set ----- 25@30

Sheep, a skeln 1 75@2 00

RICE

Fancy Head ----- 07 1/2

Blue Rose ----- 05 1/2

Broken ----- 03 1/4

ROLLED OATS

Steel Cut, 100 lb. sks. 4 75

Steel Flake, 10 Fam. 1 90

Quaker, 18 Regular ----- 1 80

Quaker, 12s Family ----- 2 65

Mothers, 12s, 11/2 num 3 25

Silver Flake, 18 Reg. 1 45

Sacks, 90 lb. Jute ----- 2 90

Sacks, 90 lb. Cotton ----- 3 00

SALERATUS

Arm and Hammer ----- 3 75

SAL SODA

Granulated, bbls. ----- 1 75

Granulated, 100 lbs cs 2 10

Granulated, 36 2 1/2 lb. packages ----- 2 40

COD FISH

Middles ----- 15

Tablets, 1 lb. Pure ----- 19

Tablets, 1/2 lb. Pure ----- 1 40

Wood boxes, Pure ----- 26

Whole Cod ----- 12

Holland Herring

Milkers, kegs ----- 1 15

Y. M. Kegs ----- 1 00

Y. M. Half bbls. ----- 8 50

Y. M. bbls. ----- 16 50

Herring

K K K K, Norway ----- 20 00

8 lb. pails ----- 1 40

Cut Lunch ----- 1 00

Boned, 10 lb. boxes ----- 16 1/2

Lake Herring

1/4 bbl., 100 lbs. ----- 6 00

Mackerel

Tubs, 100 lb. fancy fatil 25

Tubs, 60 count ----- 5 00

White Fish

Med. Fancy, 100 lb. 13 00

2 in 1, Paste, doz. ----- 1 35

E. Z. Combination, dz. 1 35

Dri-Foot, doz. ----- 2 00

Bixbys, Doz. ----- 1 35

Shinola, doz. ----- 90

STOVE POLISH.

Blackline, per doz. ----- 1 35

Black Silk Liquid, dz. 1 40

Black Silk Paste, doz. 1 2

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

Some Ways of Handling Dollar Day Sales.

Written for the Tradesman.

One of the most popular and profitable sales small town or city dry goods stores can put on—and a sale that goes good any season of the year—is the Dollar Day Sale. In some places of the south the Dollar Day Sale has passed the experimental stage and become a fixed part of the dry goods dealers' program. It is an interesting and effective sales stimulant.

The Dollar Day Sale can be featured for a certain day of the week—say Friday—or it can be extended to two or more days; or a certain day of the week during a certain period can be observed as Dollar Day. There are no hard and fast rules as to times and occasions. In respect of this kind of sale—as of all others for that matter—the general pattern must be cut to fit the local situation. All that is attempted here is to present the gist of the idea as it has been worked up into successful sales by enterprising concerns which have been using it advantageously for several seasons.

In the Thursday morning paper appears a full-page advertisement of a Dollar Day Sale for Friday and Saturday. In heavy, black-faced type extending clear across the top of the page is the announcement: Friday and Saturday Every Department Contributes In A Great Dollar Day Sale. In the center of the page stands an immense figure "1." The bottom of this numeral is two inches in width and its height is twenty inches. In cut-out within the black stem of the numeral is a dollar-mark four inches in height and below it (spelling downward) the word SALE.

Below the black headlines are three parallel sections of equal width, the entire ad being set within a border. The various announcements in the two outside sections are set in boxes of various sizes, a pleasing effect being secured by matching the boxes as nearly as possible.

At the top of the left hand section is women's hat announcement bearing the caption: A Real Dollar Day Feature—Women's Stylish New Hats. Then follows two illustrations, together with the following statement: An interesting group of women's hats, just arrived and especially featured Friday and Saturday. The assortment includes the popular straw sailors in wanted colors; also pokes in a great variety, that rely on fruits, flowers, and ornaments of various kinds as trimmings. Hats that formerly sold from \$1.98 to \$3.50 are embraced in this grouping and ready for your selection at \$1.00. The hat announcement occupies a box 5x3¼.

Below it are two boxes, end to end, extending across the first section space, each of them 2½x1. These are devoted to muslin gowns. The first reads: 2 Muslin Gowns. Extra special; 5 dozen muslin gowns for women. Regular and extra size—made of good material, and neatly trimmed. Regular 75c quality. Special 2 for \$1.00. The other, Muslin Gowns. Women's muslin gowns,

developed of excellent quality softly finished material. Full cut lace and embroidery trimmed. Regular \$1.39 value. Dollar Day special at \$1.00 each.

Below, in a box 5x5¼. Unusual Dollar Day Values in Wearables for Little Tots. Illustration of two small girls, and the following reading matter: Child's Dresses; Thirty-five dainty little gingham dresses for girls from 6 to 12 years. Colors are blue and pink; also many pretty plaids. \$1. 2 Children's gowns; size 6 to 12 years—developed of a fine quality white cloth, with low neck and short sleeves—2 for \$1. 2 Child's Rompers; made of good romper cloth, nicely trimmed, 2 for \$1. Infant's Dresses; voile and organdie. Long and short styles. Sizes 2 to 6. Each \$1. Children's Middy Blouses, nicely made of fine quality twill, slightly soiled from display, regular \$1.50 values at \$1.

Below this, in a box 5x2¾, an apron ad. A Really Worthwhile Sale of 100 Women's New House Aprons; actual values to \$1.48—\$1. A complete assortment of pretty house aprons, made of high quality gingham or percale, in unusually attractive patterns. Each one full cut in the popular tie belt models, nicely trimmed. Extra as well as all regular sizes.

Below that, in a box of about the same size, a waist ad. Don't Miss This Sale of Women's New Wash Waists. Friday and Saturday, as a special Dollar Day feature, we will offer eight dozen regular \$1.50 Lingerie Waists, in dainty white voiles and dimity stripes, nicely trimmed and finished. All sizes—each \$1. 2 Collar Sets; beautiful Organdie Collar and Cuff Sets, Paisley trimmed—2 sets \$1. 2 Petticoats; Developed of good quality underwear muslin—regular 69c value—Dollar Day, 2 for \$1.

At the bottom of the first section, in a box 5x3¼, this: Values Well Worth Your Notice In New Summer Wash Dresses; 8 yards voile—Fancy Summer Voiles, assortment of patterns, 36 inches wide, special at 8 Yards \$1. 12 Yards Scrim—curtain Scrim, good quality, in white and ecru—36 inches wide—12 yards \$1. Silk Pongee; Imported—12 Mommie Silk Pongee—36 inches wide—Regular \$1.19 value at yard \$1. 3 yards Ratine; excellent quality—36 inches wide. In all wanted colors for sport wear, 3 yards \$1. 2 Yards Dotted Swiss, 38 inches. Dotted Swiss with colored grounds and white dots. Dollar Day 2 yards \$1. 3 yards Beach Cloth; Good Quality beach cloth, 36 inches wide. Pink, blue, green and lavender. 3 Yards \$1. Robroy Cloth for Child's Play Suits, 3 Yards \$1.

The writer will not take time to go through the entire announcement, describing in detail its several features, but will give enough, he hopes, to show how a progressive Southern concern advertises its famous Dollar Day Sales.

In closing, just a few items from the central section, the various items being grouped to the right and left of the big figure "1" above referred to.

81x90 sheets, regular \$1.10 value, special at \$1; Boys' Pants; Boys' Wash Pants, sizes 8 to 18 years, made of heavy quality mixed material in brown and gray, at pair \$1. Grass Rugs, 26x72 inches, high grade grass rugs that are noted for their good wearing qualities. Beautifully designed, each \$1. 2 Window Shades \$1; Door Mats, each \$1; Muslin Teddies, the pair \$1; Muslin Bloomers, each \$1; 4 Pillow Cases \$1; 3 Yards Ribbon; fancy striped hair ribbon about 7 inches wide, in all colors, special for Dollar Day Friday and Saturday, 3 Yards \$1; Bandanas, each \$1; the new Paisley Bandanas that are in such great demand; 3 Balls Yarn \$1; \$1.50 Corset \$1; Wash Skirts \$1; 2 Curtain Rods \$1; 2 Both Towels \$1; Child's Pumps \$1; House Slippers \$1; 4 Pairs Boys' Hose \$1; 2 Knit Ties \$1; Umbrellas, each \$1; Handbags \$1; Night Shirts \$1; 2 Boys' Blouses \$1; Men's Caps \$1; 2 Qt. Freezers \$1; Door Mats \$1; Willow Baskets \$1, etc.

The small dealer with the limited stock can work up a Dollar Day Sale, not, to be sure, upon as elaborate a scale as the one I have been describing, but one that will doubtless create an interest in his community and result in business that might not otherwise be had. Think it over and try it out—not too extensively at first, but in a tentative, experimental manner. There are lots of possibilities in the Dollar Day Sale; and the beauty of it is that it can be worked by anybody, anywhere and almost any time.

Frank Fenwick.

Compendium of Sugar Litigation.

In the interests of public information and because of the deep importance of the hundreds of sugar suits brought by the American Sugar Refining Company and the Franklin Sugar Refining Company in the past two years, the American has had the salient points of the cases compiled, with condensed digest and statement of charges, arguments, briefs and decisions in almost sixty of the cases thus far terminated and has issued it to its customers and friends in a booklet of some 400 pages.

It furnishes a brief compendium of the points involved in the numerous contract litigations consequent on the collapse of the sugar market in 1920 and will prove a valuable reference work on the subject, covering as it does juris prudence in many States and under widely varying laws. In a foreword, President Earl D. Babst, attorney, says:

"From time to time we have informed our customers regarding the progress made in enforcing the 22½c and 17c refined sugar contracts entered into during 1920. This volume, setting forth decisions of the courts in suits commenced by the American Sugar Refining Company and the Franklin Sugar Refining Company, involving these contracts, is presented for the information of all.

"Our policy in this matter has been clearly stated from the beginning and may be summarized as follows:

"1. The contracts in question were made in good faith, and will be enforced in justice to our stockholders and in justice to the great body of our customers who met their engagements in equal good faith.

"2. In our letter to the trade of October 13, 1920, and February 4, 1921, we proposed various plans of deferred deliveries and deferred payments, and thus undertook to finance our customers for considerable periods in order to assist them in accepting and paying for their contract sugars. Arrangements effected under these plans are still being carried out in a large number of cases.

"3. Where a customer recognizes his obligation, but is not financially able to assume the loss incident to accepting and paying for all of the sugar at once, and can satisfy us by a complete disclosure of his affairs that such is the case, we still will endeavor to effect an arrangement with him which will enable him to meet the obligation over an extended period. It is our hope that all customers still obligated under these 1920 contracts may yet be induced to satisfy their obligations to us without the necessity of protracted litigation.

"4. In every case, however, where we are convinced that the attitude of the customer is prompted by a desire to escape his obligation, we expect to exhaust all remedies which the law affords to enforce the contract.

"5. We ask the support of all of our customers in our effort to up-

No Smoker
Can Be
Satisfied
Before
He Has
Smoked
A

Charles
the
Eighth
10c
Cigar

A Cigar
Of Real
Merit
All Live
Dealers
Sell Them
Mfd. By

Make
This
Cigar
The
Next One

Citz. Phone
22905
Bell, M 1821

Vanden Berge Cigar Co.

GRAND RAPIDS, MICH.



hold the sanctity of contracts on which the stability of business depends."

Does Your Portfolio Help?

When a man becomes a salesman, he accepts the portfolio just as the recruit policeman accepts his badge. It is an indication of his office. Without attempting to study whether a portfolio is of real value or not, many firms consider that a husky portfolio is part of their salesmen's outfit. Some of the more progressive concerns have found from actual experience that the usual leather case carried by salesmen is a detriment, rather than a help. In the first place, it marks a man as a salesman and there are times when a salesman is not welcomed. Again, does the case serve its purpose to the greatest degree? A wholesale grocery concern formerly had its salesmen take portfolios on all their trips. But it was soon discovered that the grocers would not take the time to go through the contents with the salesmen. The men now carry a price list, copies of the magazines containing the company's advertisements and a few samples in a small case that fits under the coat. They flash the advertisement that is running at that particular time—that arouses interest—then the few samples are shown and usually business is done quickly. On the other hand, the makers of Crisco spent \$30 apiece on their portfolios when putting on a campaign two or three years ago. These were impressive cases carrying a complete line of advertising the company was using, dealer helps, etc. This company was believed that to impress the dealer with the magnitude of the coming campaign it was necessary to gain and hold his attention by a rich display. They felt that many times the dealer had been unable to grasp the real significance of a campaign because the salesman was unable to demonstrate graphically enough with the material at hand. Robert H. Ingersoll & Bros. were among the first to use super-portfolio. They sent their men out elaborately equipped. The returns were slow in coming in. Study showed that the dealer and salesmen spent most of the time looking through the portfolio. Ingersoll & Bro. now supply leather folders, showing photos of their displays, current advertising and dealer helps. A portfolio should shock—not grip. All of the details should be served in a booklet to be read at the dealer's leisure. The portfolio should save time in delivering a sales talk, add force and lead to more sales. It should be a bulletin, not a complete encyclopedia.

Man Wanted.

Wanted—A man for hard work and rapid promotion; a man who can find things to be done without the help of a manager and three assistants.

A man who gets to work on time in the morning and does not imperil the lives of others in an attempt to be first out of the office at night.

A man who is neat in appearance and does not sulk for an hour's overtime in emergencies.

A man who listens carefully when he is spoken to and asks only enough questions to insure the accurate carrying out of instructions.

A man who moves quickly and makes as little noise as possible about it.

A man who looks you straight in the eye and tells the truth every time.

A man who does not pity himself for having to work.

A man who is cheerful, courteous to everyone and determined to "make good."

This man is wanted everywhere. Age or lack of experience do not count. There isn't any limit, except his own ambition, to the number or size of the jobs he can get. He is wanted in every big business.

Doing all you can to make a success of the store in which you work helps to make business better for the boss, and it also helps to make your job better and more secure.

Roth Body Co.

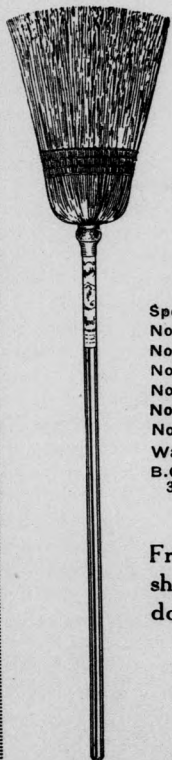
BUILDERS OF SPECIAL

Motor Truck BODIES

"Any style body for any make truck"

2048 DIVISION AVENUE, S.
Citizens 31072

R. & F. Brooms



THE
DANDY
LINE

Also

B. O. E. LINE

Prices

Special	\$ 8.00
No. 24 Good Value	8.75
No. 25, Velvet	10.00
No. 25, Special	9.50
No. 27, Quality	11.00
No. 22 Miss Dandy	11.00
No. B-2 B. O. E.	10.50
Warehouse, 36 lb.	11.00
B.O.E. W'house, 32 lb.	10.50

Freight allowed on shipments of five dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS

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.

WONDERFULLY located grocery doing big business in fast growing Oakland county lake town, one hour from Detroit. Clean, new stock, five year lease, established twenty years. Write Box 59, Walled Lake, Michigan. 218

For Sale—Must be sold at once. Good live grocery business, doing an A No. 1 credit business in town of 5,000. A fine farm trade also established. Total inventory of stock and fixtures around \$3,400. If you are interested, write at once, or call and see us. A fine location and a nice store. Parr & Ridenour, St. Johns, Mich. 219

For Sale—Best country drug store in Western Michigan. Splendid location, clean stock, modern fixtures, good building. For particulars, address No. 220, c-o Michigan Tradesman. 220

For Rent, Sale or Exchange for real estate in live town, stucco store building, with ground floor and basement, 24x60. Also twenty acre farm near store, eight acres cleared with 50 seven-year-old apple trees. Twelve acres second growth timber. Good location for general merchant who understands handling produce. Located on Ann Arbor Railroad four miles from any other town. Ideal proposition for young couple willing to work. L. B. Bellaire, 120 East Cass St. Cadillac, Mich. 221

JULY and AUGUST is the time to sell your surplus stock. My terms reasonable. L. J. Crisp, Sales Conductor, Elk Rapids, Mich. 222

For Sale or Exchange—149 acre stock and grain farm. Good buildings, water and fruit. Borders on good lake with plenty fishing. Good neighborhood and schools. H. T. Reynolds, Delton, Mich. 223

FOR RENT—Live wire woman's ready-to-wear shop located in one of the best cities of Central Michigan. A money-making proposition. If interested, write Ladies' Shop, c-o Michigan Tradesman. 196

FOR RENT—Live wire woman's department store has certain departments on main floor for rent. Located in one of the best cities of Central Michigan. Also offer entire third floor for rent. Best of references required. Write or wire No. 105, c-o Michigan Tradesman. 105

For Sale To Close An Estate—\$800 acres of muck land adapted for hay or pasture land, at the source of Maple river in Emmet county, Michigan, \$5,000. Liberal terms if desired. G. N. Gould, Administrator, Harbor Springs, Mich. 143

REFRIGERATING MACHINES ALL SIZES MAKES—Taken in on larger ones, sell about 1/2 price. Will erect and guarantee. Born Refrigerating Company, Chicago. 166

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

FOR SALE—General merchandise business, excellent farming community, good village: three churches, high school; stock thirteen thousand; fixtures, eighteen hundred; double store and upstairs, four thousand; warehouse on track eight hundred. Fine repair shop in connection. Want to retire. Daggett Mercantile Co., Daggett, Mich. 183

For Sale—Hardware and implement business in a good farming community twenty-five miles from Grand Rapids. A fine opportunity for anyone wishing to start business. Inventory of stock, \$4,500. Buildings reasonable. Closest competition six miles. Reason for selling, have a Ford contract. Address No. 206, c-o Michigan Tradesman, or Box 133 Burnips, Michigan. 206

For Sale—87 foot frontage on main street, 180 foot frontage on side street. Fine maple shade on side street. Store building 22x100 feet occupied as feed store. Small store building on corner which is used for millinery store. Large horse shed, room for four teams. This is the best location in the city. Price \$7,000. Stock in store consists of flour, feed, hay and groceries. Will invoice \$2,000 to \$3,000. Address No. 208, c-o Michigan Tradesman. 208

For Sale—Three I. C. H. 8-16 tractors, with plows. Bargains, as we are closing out our business. Chas. Howland Implement Co., Pontiac, Mich. 215

For Sale To Close An Estate—Creamery building and equipment at Harbor Springs, Michigan. Terms given if desired. G. N. Goulds, Administrator, Harbor Springs, Michigan. 142

FOR SALE—One of the best groceries and shoe stocks in town of about 2,000 population close to Grand Rapids. Doing about \$30,000 business annually, invoice about \$4,500, stock and fixtures. Rent \$35 per month. Address No. 175, care Tradesman. 175

WANTED—Position in store, by a man who has had eight years' experience in a variety store as manager and buyer. Best of reference given. Address No. 211, care Michigan Tradesman. 211

FOR SALE—Grocery and meat business in Boyne City, Michigan. Doing a business of \$20,000 a year. Can rent or buy the brick building. Other business. Faris Nickola, Boyne City. 212

STOCK of merchandise consisting of dry goods, notions, gent's furnishings, men's and boy's shoes, rubber goods, suit cases, trunks and bags. Doing cash business. Also two-story brick building. Stock can be reduced to suit purchaser. Reason for selling, account failing health. Address Lock Box 172, Webberville, Mich. 213

For Sale—Our place of business, at Forward, seven miles from McBain, Michigan. General store. Good business, established twenty years. Mostly Holland trade. Good building, value \$5,000; stock, \$5,000. Business about \$15,000 annually. Will exchange buildings for good real estate. Stock, cash. Can reduce stock to suit buyer. Reason for selling, sickness in family and want a change. Will bear investigation. Jos. Nederhoed, Marion, Mich. 204

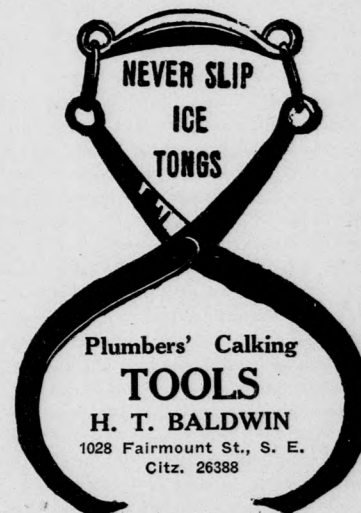
Wanted—A stock of general merchandise. Have a splendid 200-acre farm and cash. Address No. 216, c-o Michigan Tradesman. 216

Insist Upon Tea Table FLOUR

Weber Flour Mills Corp. Brands.

Tea Table \$7.75
Oven Spring 7.30

For Sale by
KENT STORAGE COMPANY
Grand Rapids—Lansing—Battle Creek
Wholesale Distributors



Plumbers' Calking
TOOLS
H. T. BALDWIN
1028 Fairmount St., S. E.
Citz. 26388



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

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Perhaps there is nothing that is abused more than the ordinary bank check. Of course, we could not dispense with that convenient medium of exchange, but it does seem that we could take more precautions in handling these instruments.

To begin with—what is a bank check? It is simply a bill of exchange drawn by any person against a bank for a given sum stated on the check in favor of anyone whom the drawer of the check may designate. The bank is bound to honor this check or bill to the extent that the drawer has money on deposit subject to check. Further than this, the bank need not honor the check.

Sometimes a bank will honor checks when the drawer's deposit is depleted and thus let the drawer of the check overdraw his account. This is not a good practice, either for the bank or depositor, because it enables such depositors who may be fraudulently inclined to pass checks, which they really intend to be worthless, but which the bank thinks they intend to make good. In this way more bad checks come into circulation and those depositors who merely through laxity or carelessness overdraw their accounts, encourage and make easier a practice which they condemn in others who overdraw through a different motive.

Checks may be endorsed by the holder, which indicates that the indorser has received the money and, should the check prove worthless at the bank, the last holder or endorser may come back on the endorser before him. Thus most of the bad checks are made out to a payee and the payee indorses it before he gets it cashed. This makes the victim think that there are two parties to whom he may look for payment and when the check comes back he will try to find the drawer of the check before he looks to the endorser who got the money. It is generally the best plan to go after the endorser first.

Recently a clever trick was brought to my attention where the casher of a bad check went into a clothing store, bought a suit of clothes and presented in payment a check on a bank directly across the street for \$75, which was for \$25 more than the value of the goods purchased. The check was not his own, but was made out to him by one Aldrich. This check he handed to the clothier, who was hesitating about cashing it, was requested by the check artist to endorse it and send a clerk over to the bank to get the money. This looked reasonable enough to the clothier and, not wishing to offend a good customer by any further delay, he promptly endorsed the check and sent a clerk across the street to get the money on the check. Soon the clerk returned with check, but with no money. This, apparently, angered the artist who, seizing the check out of the clerk's hands left the store proclaiming loudly that he would show up this man Aldrich and teach him not to give a bum check.

Mr. Clothier gave the matter no further thought until a couple of days later the selfsame check was presented to him for payment by a bank a few blocks away, where it had been cashed by the "indignant" artist, solely on the strength of the endorsement of the victimized clothier.

In another instance a customer came into a grocery store and bought a box of apples to be delivered to a given address. In payment he produced a check for \$15. The grocer promptly cashed it, giving the customer \$13 in change. The apples were delivered to the address and a few days later the people living at that address phoned the grocer telling him that they had ordered no apples. Again, a man posing as a priest came into a grocery one evening accompanied by a boy whom, he told the grocer, he wanted to give \$10 to help the boy, as he was the priest of the parish in that neighborhood. The grocer, not wishing to offend the priest, promptly cashed his check for \$10. Needless to say, the check returned promptly, marked—forged signature.

The passing of bad checks is not confined to the cities, but is prevalent all over the country. The thing to do is to cure the evil. The way in which to do this is through better legislation—a refusal of banks to let any customers overdraw and precautionary measures on the part of those who cash checks. If depositors are continually permitted to overdraw their accounts, they become careless, suddenly the bank shuts down on them and their checks come back. Many who have written these checks are honest, but their checks are bad, nevertheless. These very people make it doubly hard for the enforcement of bad check legislation, for if banks would quit cashing checks when a balance is depleted, the number of worthless checks would be greatly reduced and check legislation would be much more easily enforced, because it would be much easier to prove fraudulent purpose in issuing checks.

If a check is drawn on a bank in which the drawer never had an account, then this is obtaining money under false pretenses and is a state prison offense, in spite of anything. But if the drawer has a small account at the bank then he may draw checks against the bank and if he should make a mistake and draw one too big—much too big, perhaps—he will have the alibi to fall back on that he miscalculated the amount he has on deposit. Under most bad check statutes, it is difficult, if not absolutely impossible, to prove fraud in such cases. Consequently, what we need is bad check legislation with teeth in it, that can be enforced.

The Montana statute is the best with which I am acquainted. In fact, it is the only legislation that is of any consequence. I know that the laws in Minnesota and South Dakota might just as well not be in the books, because under them it is necessary to prove fraud at the inception of the check absolutely. If such fraud can be proven, the guilty one can be convicted just as well

without the bad check law as with one. Under the Montana statute the writer of a worthless check is given a chance to make good and if he does not do so within a reasonable time, fraud is implied as the motive for writing the check and the drawer of a worthless check is then dealt with as one who fraudulently utters a check. Such a statute can be enforced and no alibi is left to hide behind. Moreover, the number of worthless checks is materially lessened.

Under a statute such as the Montana statute, drawers of worthless checks know that they will be prosecuted for larceny and they will really keep close tab on their bank balances and if they make a mistake it will be a bona fide one in nine cases out of ten, which they will proceed to correct immediately.

It is a very wise plan to cash all checks on the same day, or early the day after they are received. This gives the payee quicker notice if any checks are bad; and there is still another reason. Suppose Jones in Wyoming gives Smith in New York a check for \$200. Jones has plenty of money on deposit to meet the check. Smith gets the check, keeps it a few days and then cashes it. In the meantime, the bank in Wyoming, against which Jones drew the check and where he kept his account, failed. The check cannot be cashed and is worthless. Whose loss is it? Smith will have to stand the loss. Had he cashed the check promptly, he could have come back on Jones for the \$200; but his delay of a few days cost him \$200 and he cannot recover from Jones.

As a parting word—be cautious and careful about cashing checks, especially for strangers. If everyone will be careful, fewer bad checks will be issued. Work for check legislation like the Montana law. Then no one but a dyed-in-the-wool check artist will have the nerve to put across a bad check.

John L. W. Wood.

There is a disposition in some quarters to adopt a censorious attitude towards bankers and others who have been urging a policy of caution upon their clients. It was this action, it is alleged, that was responsible for the let-down in forward buying in a number of lines during April and May. The inference to be drawn from the critics' attitude is that if buyers had not been urged to be careful trade would have gone on as briskly during May as it had in preceding weeks. This may be true; the volume of forward buying might even have gone on increasing by leaps and bounds, and prices, instead of softening slightly, might have continued to mount. But the question is whether such an outcome would have been desirable. There is always a small but vociferous group who maintain that rising prices are essential to prosperity. The foundation stone of business, in their opinion, is to buy cheap and sell dear. It is these who now are complaining that ultra-conservative business advice has spoiled things, but they are not receiving much sympathy.

Friendliness Best Aid to Good Salesmanship.

If a man thinks everyone is against him, he will soon begin to treat them so they will be.

If he thinks everyone is his friend, he will treat them right, unconsciously, and they soon will be his friends.

The man who lives his daily life according to this formula has in his make-up a spark of sound and true philosophy that will make his life brighter.

If we put into all the relations with our fellows a full measure of friendliness and good will, we are pretty sure to get it back, full and overflowing.

On the other hand, if a man is suspicious of everybody, everyone will be suspicious of him.

The world needs friendliness, and kindness, and good will—not Sundays only, but every day of the week, and every hour of the day.

Think friendly thoughts.

If you've got a soul don't be ashamed of it.

Bring it into the office with you. For the soul is the source and fountain-head of every good and worthy impulse.

Put your faith in men.

Believe they are your friends, and they will be.

Boys' Khaki Garments Sell Well.

Manufacturers of khaki garments for boys have found an increasing demand for their products this Spring. The large consumer interest, which is spread all over the country, has caused retailers to re-order very frequently. In their boys' departments the latter have featured khaki garments, finding less sales resistance with them, owing to their cheapness and durability. Wholesalers of regular lines of boys' suits, blouses and knickers attribute a considerable portion of the reduced demand for these to the popularity of the khaki merchandise.

A Good Thing for Parson.

Among those in charge of a church fair in Kalamazoo were a number of young women. When one of these was asked by a friend, after the event, whether the fair had been a success, she made reply:

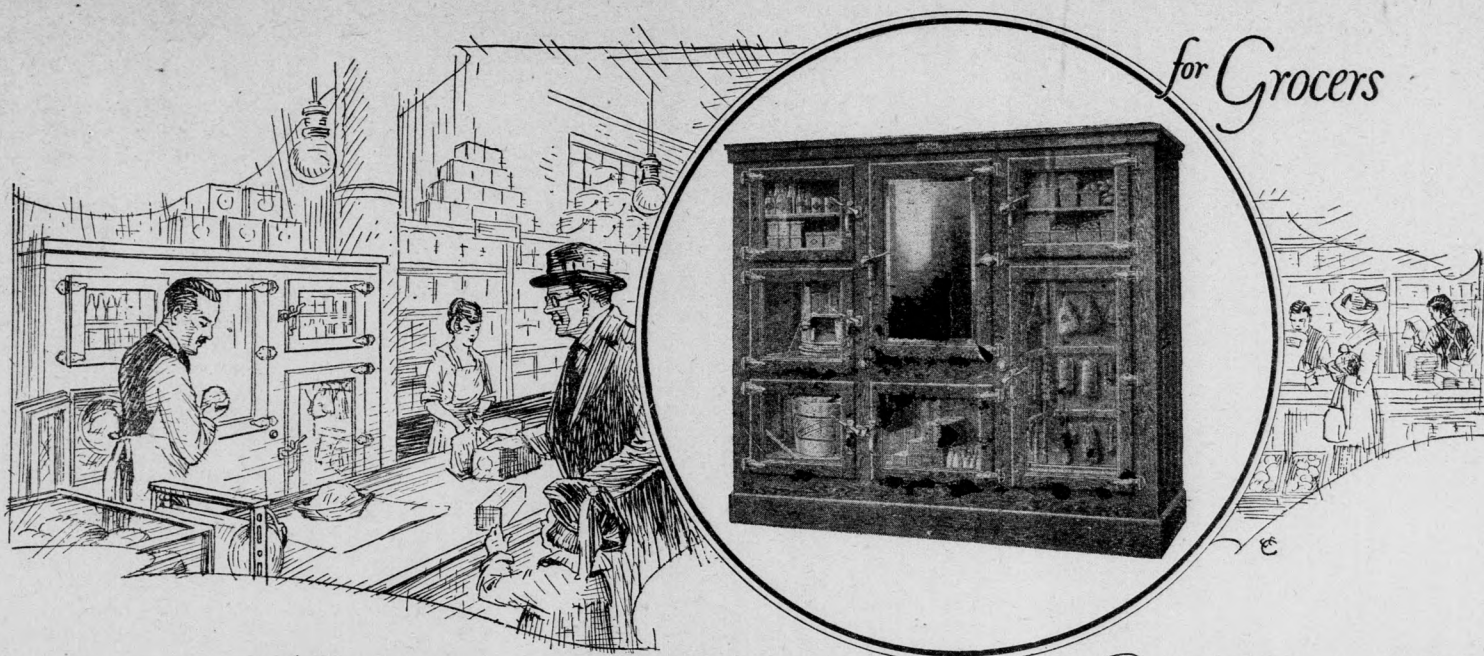
"Yes, indeed, the minister will have cause to be grateful."

"How great were the profits?"

"There were no profits. The expenses were more than the receipts. But ten of us got engaged, and the minister is in for a good thing in wedding fees."

The demand for canned foods for immediate or later use is not up to normal for the season and neither is the supply of old packs up to its ordinary proportions. There is absolutely no speculative interest in a big way for spots or futures. Nearly all old foods are closely cleaned up, but this does not tend to create a heavy buying demand to pick up merchandise while it is still available either at the source or in resale blocks.

The man with no interest in or enthusiasm for his work never makes a real success of it.

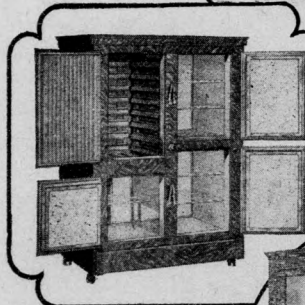
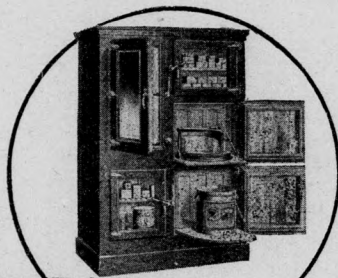


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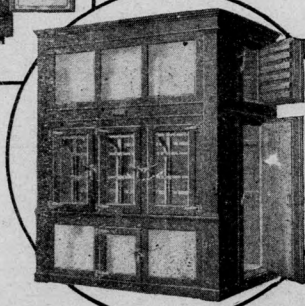
Do You Waste a Good Profit?

No. 405
for Grocers



No. 460 for
Residences

No. 185 for
Meat Markets



Not intentionally, of course—no grocer would throw away money deliberately. But have you ever stopped to think how much of your original profit may be wiped out by spoilage? Have you done everything possible to eliminate this loss?

A McCray refrigerator positively will cut your spoilage loss to a minimum; will keep your perishables always fresh, wholesome and tempting; and by displaying your stock attractively will enable the quick turn-over on which your profit depends.

A constant current of pure, cold, dry air circulating through every compartment is maintained by the patented McCray construction. This assures thorough refrigeration and keeps every corner sweet, wholesome and perfectly dry.

The ice bills of McCray users are exceedingly low, as any of them will tell you. Our method of building the walls, the highest grade materials and perfect insulation, the sturdy construction throughout, all make for the most economical operation.

There are many stock sizes and styles of McCray refrigerators, coolers, and display case refrigerators for grocery stores and markets. Besides we build equipment to order to meet special needs.

EASY PAYMENTS IF DESIRED. Ask about our plan which enables you to buy a McCray with the profit that it saves you.

Send the coupon now for further information. We'll gladly suggest specific equipment to meet your needs, without obligation.

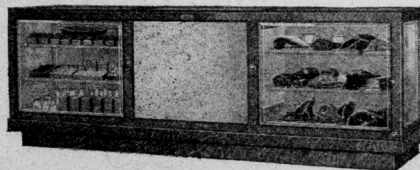
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