

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Fortieth Year

GRAND RAPIDS, WEDNESDAY, JULY 11, 1923

Number 2077

## Three Meetings With the Saviour.

Meet Him in the morning each recurring day,  
Let His radiant sunshine flood your misty way,  
Let Him stand between you and the tempter's wile;  
Meet Him in the morning, talk with Him awhile.

Meet Him at the noontide, when life's cares distress,  
Let Him bear the burden of your weariness,  
When perplexing problems press on every hand,  
Meet Him at the noontide, He will understand.

Meet Him in the evening, as the shadows fall,  
Victories and failures—tell the Master all;  
Life will overflow if He takes highest place;  
Meet Him in the evening at the throne of grace.

Wonderful Redeemer, Counselor and Friend,  
Matchless in His mercy, loving to the end!  
With your joy and sorrow, meet Him here to-day;  
Meet Him there to-morrow, dwell with Him for aye.

William W. Rock.



## THE RESORTERS ARE COMING

And  Everybody Likes  
**CANDY**

ESPECIALLY

**Putnam's** AND **LOWNEY'S**

GET READY FOR THE RUSH

NATIONAL CANDY CO. INC.

**PUTNAM FACTORY**

GRAND RAPIDS, MICH.



## CONVINCE YOURSELF—

Boiled down to simple terms, the national advertising campaign on Yeast-for-Health means that "Fleischmann's Yeast corrects constipation naturally and permanently.

That's not much to remember, is it? Yet you would be surprised at the number of yeast sales that follow in the trail of this message.

Convince yourself. Try it for a week, and count your profits.

**THE FLEISCHMANN COMPANY**

Yeast

Service

# HEKMAN'S

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

GROCERS—In taste, more than in anything else, quality counts—that's where Hekman's Baked Goods score 100 percent.

 **Hekman Biscuit Co.**  
Grand Rapids, Mich.

## You can speed up sales by efficient display

IT'S an old maxim that "goods well displayed are half sold." Do you practice it in your business? Are you taking full advantage of the display space in your store?

You can if you will furnish your store with Wilmarth Show Cases and Store Equipment, lay it out according to a Wilmarth Store Plan. You will build increased sales with no additional overhead, and you will put your store on a higher profit-making scale.

Get in touch with us today—you will not be obligated in any way.

**WILMARTH SHOW CASE CO.**  
1542 Jefferson Ave.  
**GRAND RAPIDS MICHIGAN**



Note how effectively goods are displayed by the Wilmarth equipment pictured above—the main sales floor of the leading department store in a moderate sized Michigan city.

**Made In Grand Rapids**

Maximum protection for the money, and adjustments are always made promptly

**Mary J. Field Company**  
Grand Rapids Representative

**Auto Owners Insurance Company**

Bell Main 1155

514-515 Widdcomb Bldg.

Citz. 65440

Supreme  
Ham



## MORRIS'

Supreme

**Hams, Bacon, Boiled Ham  
Canned Meats, Butter, Eggs  
Cheese, Margarine, Sausage  
Lard, Shortening, Salad Oil**

Phone or Write Us  
for Quotations

**MORRIS & COMPANY**

PACKERS & PROVISIONERS

**GOODRICH  
STEAMSHIP  
LINES**

## To Chicago

Daily 8:05 P. M. Grand Rapids Time

## From Chicago

Daily 7:45 P. M. Chicago Time

**FARE \$3.95**

Boat Train Leaves Grand Haven  
Electric Station 8:05 P. M.

1 Block East of Hotel Pantlind

Route Your Freight Shipments

**THE GOODRICH WAY**

"Operating Steamships Every Day in the Year," and

**Grand Haven, Muskegon  
Electric Ry.**

OVER NIGHT SERVICE

City Ticket Office  
Corner Pearl and Ottawa  
With Consolidated Railroad Ticket  
Offices  
Citz. Phone 64509, Bell Phone M. 554

W. S. NIXON,  
General Agent Freight and Passenger  
Department

Electric Railway Station  
One Block East of Hotel Pantlind

L. A. GOODRICH,  
Traffic Mgr.

## 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

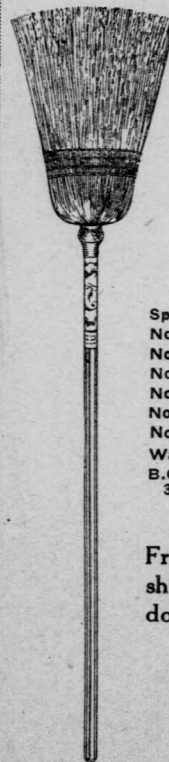
Freight allowed on  
shipments of five  
dozen or more.

All Brooms  
Guaranteed

**Rich & France**

607-9 W. 12th Place

**CHICAGO, ILLINOIS**





# MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, JULY 11, 1923

Number 2077

## MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good  
That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

### Subscription Price.

Three dollars per year, if paid strictly  
in advance.

Four dollars per year, if not paid in  
advance.

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

Sample copies 10 cents each.

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

Entered Sept. 23, 1883, at the Postoffice  
of Grand Rapids as second class matter  
under Act of March 3, 1879.

## SOME ALASKAN ILLUSIONS.

With Seward reporting a temperature of 95 degrees, we may as well be forewarned of the principal result of President Harding's Alaskan trip. Like Canada ever since Kipling called her Our Lady of the Snows, Alaska is tormented by a climate complex. Year after year we are told that Seward's lowest recorded temperature is 7 below zero, that her port is always ice-free, and that her winter is warmer than Baltimore. It is iterated that Juneau is in the same latitude as Edinburgh and has much milder weather. Stika, we are assured, is warmer than Copenhagen, while the great Yukon Valley has winters like those of Montana and summers like those of New York and Pennsylvania. To speak of ice or polar bears in connection with Alaska is to expose yourself to ridicule along with the Senators who in 1867 called it Walrussia and Johnson's Ice Box. The statisticians who tell us that Alaska has produced \$900,000,000 in wealth, chiefly from mines, are careful to add that this is nothing to her future production of wheat, vegetables, and sub-tropical fruits.

Assurances concerning the torridity of Alaska can easily be overdone, and in the dwindling population of recent years we see the result. There should be two seasons for Alaskan publicity. What we are hungry to know at this moment is not how the Nome children go barefoot and eat home-grown watermelon in the shade. It is that the greater part of Alaska rests upon a solid ice cake and that if you dig six feet in summer you come to hard frozen ground. It is the comforting news that in the Tanana Valley the thermometer frequently falls to 80 degrees below, which even the late Arch-deacon Stuck thought cold. We want to be told how at Fairbanks the temperature goes to 15 below in

October and that zero is thereafter regarded as warm. No one denies that Alaska ranks first in the Northern Hemisphere, after Greenland, as a producer of icebergs, and that within four or five days' journey of Seattle one can see fiords with glaciers by the dozen. Around Christmas time the opposite brand of Alaskan publicity may be loosed.

In spite of the excellent geographical instruction of to-day, many people doubtless fail to grasp the fact that if Alaska is superimposed on the map of the United States, part of it would touch Duluth while another section would reach Savannah and a third corner would project into Mexico. Sometimes even the Alaskans seem not to grasp it.

## CROP ESTIMATE A SURPRISE.

It seemed evident from the course of cotton prices that the crop estimate issued at the beginning of last week by the Department of Agriculture came as a surprise to many. This gave the condition as 69.9 on June 25 and the probable yield at 11,412,000 bales. The amount of acreage under cultivation was put at 38,287,000, the highest on record. It is this last mentioned figure which excited the wrath of the President of the American Cotton Association because, as he declared, the amount of abandonment was not considered. To this came a counter from the Agricultural Department to the effect that the matter of abandonment was figured in the percentage of condition. But estimates so early in the season are merely tentative and really little more than a guess. The changes for good or bad are still to come. A difference in yield of only five pounds per acre would add to or subtract nearly 400,000 bales from the total yield. The weather and other conditions during this month and next will determine this. The only thing that is demonstrated so far is that the planters had enough confidence in getting profitable prices for their crop to induce them to seed more land to cotton. In the goods market matters are nearly at a standstill. The feeling that prices must come down as a result of the lessened cost of raw material has stopped forward purchases and there has been a restriction of production. Bleached goods have come down rather decidedly and colored and printed ones are not in demand, even gingham being neglected. Knit goods are sharing in the general lassitude, except for a little interest in balbriggans for Spring.

Be careful how you increase expenses with an increase in income. The increased outgo often reaches a figure greater than the increase in income.

## HAS LITTLE TO COMMEND IT.

There is a big difference between providing credit to farmers for the orderly marketing of their crops and the scheme proposed by a representative of the Farm Bureau Federation for holding a considerable percentage of the coming wheat crop off the market for an indefinite period, with the avowed purpose of advancing the price about 100 per cent. The Farm Bureau representative desires that the President and the Secretary of Agriculture urge the farmers to take advantage of the new warehousing and intermediate credits acts to withdraw from the visible supply some 200,000,000 bushels of wheat and hold it out of distributive channels throughout the present crop year. The purpose here is to force up the price by creating an artificial condition of supply.

Presumably the creation of this amount of frozen credit would enhance the price of wheat for the time being, but it is to be remembered that the existence of this hoard of grain would be known to traders, and that they would begin to discount its eventual marketing for months before the event. Consequently the amount held off the market would still have a depressing effect on prices. Even if this wheat could be prevented from having any such influences on the price received for the present crop it would have to be added to the supply of the following year. It may be argued that the growers could be induced in the meantime to curtail their output correspondingly, so that the amount held out this year would not have such an effect. Past experience shows that voluntary reduction of acreage is not an easy achievement. Many growers will think that if the crop is going to be short and prices are going to be high that they had better take advantage of it by raising a full crop. And, as the saying goes, "there you are."

## THE JOY OF SELF RESPECT.

Although the recent convention of the National Retailers at St. Paul was by far the largest the organization has ever had and reflected a measure of activity and constructive idealism never before manifested, both during the past year and the coming year's plans, it was, when measured by standards of self determination on the part of the retail grocer, a sad reflection on that great—greatest of all—factor of food distribution. In fact if retail grocers were men of pride and ambition, they would feel very mean indeed.

It is generally admitted that there are in the country at present about 365,000 retail grocers, not to mention bakers, delicatessen keepers and such allied factors. Yet this convention—the only accredited representative

of the craft—showed a total membership represented of only 14,858 and a payment in per capita fees of only \$3,728. Its voting strength was only 357 potentially and actually only 231 official delegates were present out of a total registration of almost 1,200.

It is true that the association is spending and planning to spend considerable money in improving the mercantile calibre of the retail grocer, but the funds are going to come directly or indirectly from the manufacturer and jobber; very little from the retailer himself. Yet in adopting his resolutions he talks very cocky to the men on whose bounty he proposes to thrive and become "better grocers." No one doubts the value of the work. No one underestimates the importance of the retailer. Everyone wants him educated. But why not do something to stir him into the joy of self respect; the virtue of "paddling your own canoe"; the pride of supporting one's self.

This may also be true of some other associations, but those which are doing the greatest work for progress and efficiency and economic progress are inspired by the good old-fashioned doctrine of having every man "tote his own load."

## ELEMENTS THAT ADD COST.

Many elements enter into the cost of doing business and each has its effect on the cost of commodities. Among them is the breaking of contracts, resulting in cancellations of orders and returns of goods, which often have to be disposed of at a loss. Bad debts are another factor, whether these are caused by fraud or by failures in business. In connection with the latter, it appears that, while they have recently been fewer in number, as is usual at this time of the year, they are still larger by far than was the case in normal times. For the quarter ended with June there were 4,408 failures. These are less by 1,458 than those for the corresponding period last year, but greater than for any similar period except the one in 1915. In amount of liabilities, the failures of the past quarter were exceeded only in 1922 and 1921. The average number of failures per month was 1,470. Up to about two and one-half years ago, the average was under 600. The losses occasioned by the failures form a grievous tax on business and they are finally paid for by the general public in higher prices. Many of the reverses are due to inefficiency and faulty methods, and the only corrective is greater care in the granting of credits. This is more apt to be exercised when values are dropping than in a period of inflation, but in such event a restriction of credit often precipitates a failure.



## IN THE REALM OF RASCALITY

### Cheats and Swindles Which Merchants Should Avoid.

Written for the Tradesman.

Five promoters of oil schemes, prosecuted by the United States Government with the co-operation of Better Business Bureaus in forty cities and the National Vigilance Committee of the Associated Advertising Clubs of the World are in the Federal penitentiary at Leavenworth, Kas., to-day, serving sentences ranging from one to ten years. They are:

General Robert A. Lee, two years and a \$6,000 fine.

Charles Sherwin, ten years and \$15,000 fine.

Harry H. Schwartz, ten years and \$15,000 fine.

J. W. Carruth, one year and \$5,000 fine.

L. G. Reynolds, one year and \$5,000 fine.

It is estimated that the Government, so far has levied fines totaling \$50,000, a large amount of which has been collected.

The Michigan Tradesman assisted materially in the Nation-wide campaign which resulted in the indictment of approximately 100 promoters, most of whom operated in Texas and adjacent states and sent a large amount of literature into Michigan.

Included in the large number who were indicted was Dr. Frederick A. Cook, of North Pole notoriety. He was arrested on the charge of misrepresenting possibilities of properties to investors and prospective clients.

Activities of solicitors for veteran's magazines in various cities have brought a bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World so business concerns can more readily single out meritorious projects.

The Committee presents the following ruling by the War Department regulating the use of the uniform by persons no longer actively connected with the United States Army:

The Act of June 3, 1916, makes it unlawful for any person not an officer or enlisted man of the United States Army, Navy or Marine Corps to wear the duly prescribed uniform or any distinctive part of such uniform.

The Act of February 28, 1919, provides that any person who served in the United States Army, Navy or Marine Corps in the present war may, upon honorable discharge and return to civil life, permanently retain one complete suit of outer uniform clothing, including the overcoat, and may wear such uniform clothing after such discharge. Provided, that the uniform above referred to shall include some distinctive mark of insignia to be prescribed respectively, by the Secretary of War.

The Secretary of War subsequently prescribed a scarlet chevron to be worn on the left sleeve to indicate that the wearer was discharged.

An investigation started by the Better Business Bureau of Detroit more than a year ago, into operations of the Indian Land Service Association of Tulsa, Oklahoma, reached a climax in the withdrawal of the company from Tulsa while a Government investigation was in progress.

R. W. Skipper, proprietor of the company, and his aids, were travel-

ing in a special display car, inserting advertising in newspapers where they stopped, which featured "United States Government Indian Land Equities." "patents issued by United States Government," etc., and contained no mention of the fact that the sales organization was a private enterprise. The name of the sales company when it appeared at all, was contained in small reading matter.

When the special car stopped at Detroit, the Better Business Bureau wired Tulsa, Oklahoma, and learned that the land offered was a private enterprise and that most of it was not suited for general agriculture. Advice from Poteau, Oklahoma, the center of the company's activities, stated that most of the purchasers who went there said the land had been misrepresented to them.

A conference arranged between Captain Albert A. Town, Chief Investigator of the Michigan Securities Commission, and the agents of the Indian Land Service Co., an oil stock proposition, engineered by the car manager of the Indian Land Service Association, and coupled with the land sales came to light; and Captain Town warned the car occupants to offer neither land nor stock until approval from the Michigan Securities Commission had been obtained.

The car withdrew to Toledo, where the Better Business Commission had been forewarned. The advertising was not accepted by the newspapers there and the car was almost immediately withdrawn. Through the National Vigilance Committee, a National investigation of the company was set afoot. This is still pending. United States Inspector George Hill at Tulsa has been co-operating with the Better Business Bureau of Tulsa.

### Utilizing the "Friend who Helps."

Written for the Tradesman.

Salespeople often have difficulty where the shopper brings with her a friend whose duty seems to be to help in making a selection. Not long ago a ready-to-wear clerk had and experience of this sort.

The shopper was shown several suits, and finally seemed very well pleased with one at \$35. Then she turned to her friend. The latter, with a careless glance at the suit, proceeded to pick flaws in it.

"You'd better try another, my dear," she said.

The shopper tried another, and another, and another, and still the friend interposed her veto whenever the shopper appeared ready to make a selection.

"But are you going to wear this suit, Mrs. Blank?" interposed the exasperated salesman.

"No, I'm not," the friend flared up, "but Mrs. Jones is going to wear one, and I intend to see that she's suited." She turned to the shopper. "Don't you think that we'd better go somewhere else, my dear?" she urged; and before the salesman could collect his thoughts, shopper and friend had both flounced angrily out.

An experienced salesman tells me that when two people go shopping

together, it takes far longer to suit the actual shopper than when the latter comes alone.

"It takes patience to deal with such cases," he added, "and sometimes every bit of tact a clerk possesses. Yet I very rarely lose a sale in such cases—that is, though it takes more time, I sell proportionately as often where two people come as where I am dealing with individuals.

"I try to favorably impress the friend at the very outset. In most cases I know both of them personally; that helps. I speak to both by name, right at the start; then, when Mrs. Smith intimates that she is doing the buying, I direct my attack accordingly. Showing the goods, I turn to Mrs. Jones and invite her inspection, too, instead of waiting for Mrs. Smith to call upon her. If possible, I say something pleasing and tactful about her judgment in such matters. I'll say to Mrs. Smith, perhaps, 'Your friend is an excellent judge of dress goods; I'm sure she'll agree that this just suits your style.' Of course there's no set form of words for such cases; the idea is to say something pleasing to Mrs. Jones without reflecting on Mrs. Smith.

"In short, I try to appeal to both the customer and the friend, for I realize that, in the long run, I will have to convince both. And I find that in a good many cases, far from the friend hindering a sale, she is unconsciously eager to help. Every piece of goods I show, she'll put in, 'That's just the color for you, my dear?' or 'Really, I didn't know you had anything as good for the money!'

When two come shopping together, you have to reckon on both and must try to convince both. And it is a great deal more satisfactory to talk with both customers as you go along than to get one convinced and then have your sale snatched away from you by the friend interposing her veto."

Victor Lauriston.

### Staple Jewelry Picking Up.

Although things in the popular-priced jewelry line are more or less quiet at the moment, some improvement was reported here yesterday in the call for bar pins, baby pins and certain of the other more staple lines. This was regarded as encouraging by makers of this class of merchandise, as the call for novelties had been so heavy for a long time that retailers did not devote a great deal of attention to the staples. In the novelty goods, earrings continue to be the leaders, and the indications are that Fall will see them more firmly entrenched than ever in the mode. Large earrings are expected to be especially active this Fall.

## Wallace Furniture Co.

6% Serial  
Debenture Gold Bonds

Due 1924 to 1933

Net assets four times the amount of notes outstanding. Earnings ten times the interest requirements.

We recommend these notes at prices to yield 6% to 6½% according to maturity.

A. E. KUSTERER & CO.  
Investment Securities

817-821 Michigan Trust Bldg.  
GRAND RAPIDS, MICHIGAN

## The Old Reliable

Over 25,000 Patients  
in West Michigan

## New System Dentists

We've taken pain and high price out of Dentistry and substituted comfort and economy. After all, there's no place like the New System.

41 Ionia Ave. in G. R. Just a Step South of Monroe Ave.  
One Flight Up: Write for Information.

For Investment Securities  
write

F. A. SAWALL COMPANY  
313-314-315 Murray Building  
Grand Rapids, Michigan



### Report on National Convention of Retail Grocers.

Grand Rapids, July 10.—The delegates to the National convention of retail grocers held in St. Paul, June 15 to 28, both inclusive, in passing through Chicago Sunday, June 24 were met by the Manufacturers Auxiliary Committee comprising twenty-five non-competing lines of food manufacturers and were highly entertained, including a sight-seeing trip in Chicago during their brief stay.

One regular and two special trains left Chicago Sunday evening over the C. & N. W., comprised of thirty-seven Pullman sleepers and five dining cars, arriving in St. Paul Monday morning at 7:30.

The trains were met in St. Paul by a local delegation, accompanied by two bands, and a parade was formed and proceeded to the St. Paul hotel headquarters for the National convention.

Representative retail grocers were present from almost every state, from California to New York and from the Gulf to Minnesota. Michigan was represented by delegates Davis and Lamb, of Ypsilanti, and Hanson, of Grand Rapids. On Monday, following the registration, sessions were held in the opera house morning and afternoon and addresses were delivered by the National Association officers and by representative wholesalers, manufacturers and canners.

Monday evening a banquet was given at the St. Paul Hotel under the auspices of the Asparagus Club, composed of ninety-nine tips, all National Association boosters. The obligation of the tips provides that each one of the tips must write a personal letter to every tip at least once during the year. The speakers at the banquet were Mayor Nelson, of St. Paul, Governor Preus, of Minnesota, and Raymond M. Havens of Kansas City, President International Rotary.

At Tuesday morning session, Donald K. David, Assistant Dean Graduate School of business administration of the Harvard University, reported in detail the result of the first years research conducted by him during the past year, pertaining to the operating costs of the retail grocery. The research is to cover a period of three years and \$15,000 was appropriated to carry on the work at the Cleveland convention a year ago.

Out of 443 stores distributed throughout the United States, the common figure of expense was 18 per cent. of net sales. Average gross margin was 19.3 per cent. and 1.3 per cent. net profit. Firms that turned their stocks twelve times or more during the year showed an average net profit 2.3 per cent., while stores that had a turnover of less than eight times during the year showed an average of net profit of only .6 per cent.

Professor David, in summing up the results of the year, stated there are four things every dealer should watch carefully:

1. Steps should be taken to increase the annual sales per employe and under no circumstances should be less than \$15,000 per employe.
2. Careful credit policies should be adopted to minimize the losses.
3. Careful records should be kept—short but efficient methods.
4. Careful study should be made of stock arrangements. The fast sellers should always be at finger tips, which enables employes to wait on trade quicker and with less waste of energy.

A complete report of the research is now published in booklet form and is furnished free to the firms who furnished the figures and can be purchased by others so desiring.

Sidney A. Linnekin, of Wellesley Hills, Mass., Vice-President of Babson Institute, spoke on "Capitlaizing Your Opportunities."

The plan for the Better Grocers Bureau which was proposed at the Cleveland convention a year ago, was outlined in detail by Secretary Balsiger and was adopted unanimously by the National Association. The Bureau provides for an emblem certifying the dealers who apply for same, providing they can measure up to the standard requirements.

1. Must be an American citizen.
2. Must pay obligations promptly.
3. Must conduct a sanitary store.
4. Not open Sundays.
5. Must not resort to unfair business practices.
6. Must keep practical records of business.

Text books will be furnished, compiled by an advisory board selected as the best possible talent and based upon a successful business career.

Tuesday afternoon, the only afternoon that provided for recreation, was spent in sight seeing. The local retailers and manufacturers of St. Paul and Minneapolis furnished 400 autos for the occasion. All cars were numbered and carried a sign, "Climb in." A drive through St. Paul and around the beautiful chain of lakes with which they are blessed wound up at Lake Minnetonka, where a banquet was tendered to delegates, wives and friends and followed by a steamer trip on Lake Minnetonka and a dance at the Pavilion.

At Wednesday's session Willard P. McBain, of Norfolk, Va., General Counsel of the National Association of Retail Grocers, reported on the Biscuit investigation conducted by the Federal Trade Commission, but which has not yet been decided. It was evidenced from the report that if the discrimination practiced by the Biscuit companies in question were practiced by all manufacturers, it would create a monopoly in the retailing of food and would make it impossible for the average individual retailer to compete.

Congressman Clyde M. Kelly, of Pennsylvania, explained the principles of the Stevens-Kelly bill before Congress, authorizing manufacturers to standardize the retail prices of their products. There prevails some opposition to this bill, but Congressman Kelly convinced his audience that it is best for all concerned, and urged the delegates to either see their congressmen or address them personally requesting them to support the bill. Congressman Kelly also informed the convention that more care should be exercised in selecting their representatives in all branches of the Government, which lacks practical business men and which is now topheavy with lawyers.

Irving S. Paul, Chief of Domestic Commerce Division of the U. S. Department of Commerce, Washington, D. C., and an appointee of Herbert Hoover, addressed the convention on What Uncle Sam is planning for Domestic Distribution. The food industry is very fortunate to have a man of the Hoover type in charge at Washington. He reflects a good deal of credit on the efficiency of our present Administration.

Thursday was devoted to reports of committees, selection of officers for the ensuing year and selecting the next convention city. A good deal of time was devoted to the revamping of the by-laws which were inadequate.

The plan adopted by the cities that furnished the largest delegations is to put away a few dollars each week for the convention trip, which can be made an excellent vacation as well as a profitable business trip.

Herman Hanson.

Detroit—The Aluminum Co. of Michigan, 7610 Joseph Campau ave., has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

## Raising the Standard of the Retailer

The retailer must have sufficient knowledge of the lines of merchandise he attempts to carry to be able to judge for himself the quantity and quality of goods he should buy for his particular community; the assortment of stocks to be carried; the investment to be made for the possibility of sale; and the market he has at hand to justify his location in business. One of the essential things that many merchants overlook is that of financing their own business locally at their own banks in the town where their business is located.

Roger W. Babson, the eminent statistician, says, "there are too many retailers; the way to make independent retailers efficient and prosperous is not to decrease their numbers, but to raise their standard." He states that there are a million and a half retailers in the United States to-day, and 100,000 of them are doing a profitable business; 400,000 more are doing a fair business, but 1,000,000 of them are barely struggling along.

Mr. Babson further says that a large proportion of the million who are barely struggling along are actually conducting business at a loss, if they only knew it, and which would be disclosed if their books were kept properly; and the remainder who are not operating at a loss are merely getting day wages, and small day wages at that, who would be much better off if they were bricklayers or plasterers. That is, they would have greater compensation, or their earning capacity would be greater following these vocations, rather than continue to do business as they are doing it at present; and still the prosperity of the country is dependent on the efficiency and prosperity of its retailers. Producers of raw material are dependent on the manufacturers; the manufacturers are dependent on the jobbers, while all three groups are dependent on the retailers.

Be an aggressive retailer.

### WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.





### Movement of Merchants.

Howell—Fred Gardner succeeds Patrick Murningham in the restaurant and cigar business.

Petoskey—The Northern Auto Co., has increased its capital stock from \$75,000 to \$150,000.

Cheboygan—Byron W. Watson succeeds the E. F. Newel Estate in the boot and shoe business.

Muskegon—The Muskegon Auto Sales Co. has increased its capital stock from \$40,000 to \$70,000.

Rockford—The Rockford Co-Operative Elevator has changed its name to the Rockford Co-Operative Co.

Detroit—The Pioneer Laundry Co., 4255 McGraw avenue, has increased its capital stock from \$50,000 to \$60,000.

Detroit—The Polonia Department Store Co., 5355 Chene street, has decreased its capital stock from \$150,000 to \$50,000.

Saugatuck—The Saugatuck Co-Operative Fruit Association has changed its name to the Saugatuck Fruit Exchange.

Detroit—The Detroit Independent Oil Co., 318 Telegraph building, has increased its capital stock from \$150,000 to \$750,000.

Detroit—The Detroit Electrical Appliance Co., 4612 Woodward avenue has changed its name to the Detroit Equipment Co.

Hillsdale—Mathew Straub has purchased the grocery stock and store fixtures of the late Fay Marsh, taking immediate possession.

Hillsdale—S. C. Bull has sold his drug stock and store fixtures to Herbert T. Hennesy, formerly engaged in the same business at Howell.

Custer—John Roche has leased the E. A. Brayman Co. store building and is occupying it with his dry goods and general merchandise stock.

Redford—The Kenmoor Hardware Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Grayling—The Grayling Laundry Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,190 has been subscribed and \$1,285 paid in in cash.

River Rouge—The River Rouge Box Lunch, 1638 Miller Road, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Detroit—The Federal Leather Belting Co., 2290 Antietam street, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,000 has been subscribed \$800 paid in in cash and \$700 in property.

Lansing—The Lansing Fox & Fur Co., 807 Bauch building, has been incorporated with an authorized capital stock of \$75,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Saginaw—The Winchell Flour Co. has been incorporated to conduct a wholesale business in flour, cereals, etc., with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in in cash.

Marquette—The Stafford Drug Co. is remodeling its store building by building an arcade front with large plate glass show windows and a large glass display case in the center of the arcade.

Detroit—Adolph Amberg & Co., silks and velvets, has merged its business into a stock company under the style of the Amberg Silk Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Wood-Ladd Glass Importers, Inc., 2160 Penobscot building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$17,000 has been subscribed, \$4,304.93 paid in in cash and \$12,695.07 in property.

Saginaw—The Cooper Coal Co., 102 South Washington street, has been incorporated with an authorized capital stock of \$450,000 preferred and 8,320 shares at \$4 per share, of which amount \$76,400 and 4,584 shares has been subscribed, \$1,456 paid in in cash and \$93,280 in property.

Royal Oak—The Royal Oak Wholesale Co., with business offices at 2626 Woodward avenue, Detroit, has been incorporated to conduct a wholesale and retail business in lumber, sash, doors, interior finish, builders' supplies, etc., with an authorized capital stock of \$75,000, of which amount \$50,400 has been subscribed and \$11,480 paid in in cash.

### Manufacturing Matters.

Detroit—The Horizontal Hydraulic Hoist Co. has decreased its capital stock from \$100,000 to \$1,000.

Jackson—The Modern Machine Tool Co. has increased its capital stock from \$20,000 to \$32,000.

Detroit—The Grant-Marx Brass Works, 2900 Meldrum avenue, has changed its name to the Marx Brass Works.

Greenville—The Bennett Brass Co. has been incorporated with an authorized capital stock of \$150,000, \$65,000 of which has been subscribed and paid in in cash.

Zeeland—The Zeeland Building Supply Co. has been incorporated with an authorized capital stock of

\$25,000, of which amount \$20,000 has been subscribed and paid in in cash.

Marshall—The stock and equipment of the Green Wrench Co. has been sold to satisfy a chattel mortgage for \$9,172 given by Charles C. Smith, January 6. Smith bid it in at \$8,500.

Detroit—The A. J. LaFay Co., 529 Boston boulevard, has been incorporated to manufacture LaFay thermos heating systems, equipment, etc., with an authorized capital stock of \$100,000, all of which has been subscribed and paid in, \$1,000 in cash and \$99,000, in property.

Hamtramck—The Rogers-Woodward Co., 2147 Smith avenue, has been incorporated to manufacture and deal in automobile and auto truck bodies, parts, etc., with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Hastings—The Simons Mfg. Co. has been incorporated to deal in tools, implements, machinery parts, etc., with an authorized capital stock of \$15,000 preferred and 10,000 shares at 1 per share, of which amount \$3,430 and 6,043 shares has been subscribed, \$3,000 paid in in cash and \$6,000 in property.

Grand Rapids—George L. Stone, Inc., 23 North Ionia avenue, has been incorporated to manufacture and deal in household furniture, with an authorized capital stock of \$25,000 preferred and 500 shares at \$1 per share, of which amount \$19,300 and 500 shares has been subscribed and \$3,000 paid in in cash.

Detroit—The Conlin Co., 108-10 Woodbridge street, has been incorporated to manufacture and deal in hardware, tools, machinery, etc., with an authorized capital stock of \$15,000 common, \$10,000 preferred and 1,000 shares no par value, of which amount \$10,000 has been subscribed and \$7,500 paid in in property.

Detroit—The Heydeg Co., 1036 Beaubien street, has been incorporated to manufacture and deal in refrigerators, refrigerating devices and domestic appliances, with an authorized capital stock of \$250,000 common, \$250 preferred and 10,500 shares at \$1 per share, of which amount \$25,000 and 10,500 shares has been subscribed and \$14,600 paid in in cash.

### Reform in Man's Dress.

Toledo, July 10.—The lists of prostrations and deaths from heat in Summer show men are the victims and seldom women. Why? It is because women do not wear Winter clothes in Summer. Women do not apologize for not having on a wool coat in Summer over a neat shirt-waist. Neither should a man apologize for his shirt sleeves. Men want to go without coats, and do whenever they think they can snatch a moment of privacy. Yet men are so modest that if a woman in low neck and short sleeves walks into a man's office and finds him in legitimate comfort in his shirt sleeves he will apologize, hurry out and put on a wool coat when the temperature is 95.

This is a wrong conception of propriety. How did such an idea ever arise? The shirt is a neat and becoming garment. The blouse was originally a man's garment. Women assumed it and men dropped it. Men should wear blouses made of

lawn, voile, silk, dimity, organdie, etc., with the low sailor collars or round collars. These garments should be recognized as appropriate for any occasion in hot weather.

I have a letter from Dr. Royal S. Copeland saying: "Thank you for your very interesting letter. I am in hearty accord with this idea of yours that men should dress more comfortably and sensibly. In my opinion it is only by public education that these progressive ideas can be brought about. We must press forward in our plans to improve the world."

Men should throw off the tyranny of a torturing, senseless and injurious custom and resolutely proclaim their intention to discard the coat in hot weather. It would soon be recognized as the decent and appropriate mode.

While I have four fine young men sons of my own, I am eager to urge this custom for the good of every man and boy from Bishops and Presidents to bellboys, elevator men, waiters, bus, car and motor men.

Madge Blair Barnwell.

### Corporations Wound Up.

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

Central Michigan Auto Co., Bay City.

The Akme Corporation, Ionia.

Geyser Boiler Appliance Co., Detroit.

Van Altsyne Land Co., Detroit.

Bankers' Coin Case Co., Detroit.

Manistee Steel Products Co., Manistee.

Gartner Baking Co., Battle Creek.

Alpena Ranch Co., Saginaw.

Muskegon Castings Co., Muskegon.

Baker Drug Co., Battle Creek.

River Garage, Inc., Detroit.

Schoof-Gracey Body Co., Detroit.

Lacy Union Hall Co., Dowling.

Lalley Radio Corp., Detroit.

Federal Stamping Co., Holland.

Porter Drug Co., Detroit.

Whirlwind Vaporized Corp., Ltd., Detroit.

Michigan Service & Repair Co., Detroit.

Tryon-Hayes Motor Co., Lapeer.

Hill Tire & Accessories Co., Manistee.

Quail & Harper, Detroit.

Detroit Coin Wrapper Co., Detroit.

Bay City Theater Co., Bay City.

Bay County Abstract Co., Bay City.

Manistee Drop Forge Co., Filer City.

Kenyon's Shipyard Co., Marine City.

National Cartage Co., Detroit.

Jackson Baking Co., Jackson.

J. George Dratz Co., Muskegon.

Riekse Manufacturing Co., Grand Rapids.

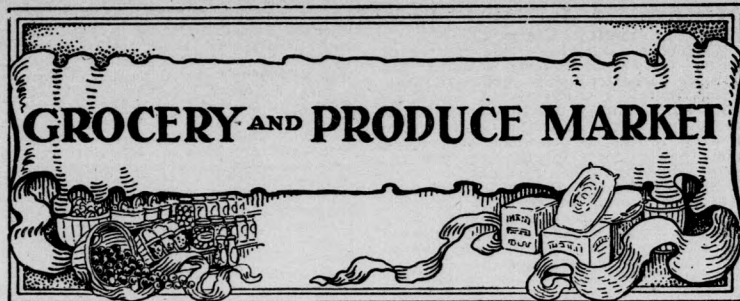
### New Light.

Sweden reports the invention of a light that is a perfect imitation of daylight. It results from extensive experiments with a new electric lamp. It is called the "Age light" and is sponsored by the Gas Accumulator Company of Sweden. It is expected to be of great industrial value, especially in the production of dyes and in the commercial judging and matching of colors. The president of the company is Dr. Gustaf Dalen, inventor of the automatic light buoy used in many parts of the world.

Woman's lot is tough. When a girl, her lover never wants to go home, and later her husband never wants to come home.

Can you love your neighbor in spite of his spite fence?





### Essential Features of the Grocery Staples.

**Sugar**—All refiners are on 9¼c basis, except Federal, which still quotes 9½c. Local jobbers handle cane granulated on 9½c basis.

**Tea**—The regular everyday consumptive demand has been as usual at this season. There is a very good steady demand. Business from first hands has been light, without any material change in conditions. High prices still prevail in the primary markets and there is a general firm undertone everywhere. The tendency on most teas is toward higher prices.

**Coffee**—The market has continued rather weak and sluggish during the week. Santos grades, green and in a large way, are about as they were a week ago, with a weak undertone and with market at buyer's favor. Rio grades are unchanged. Mild coffees also show a shade off and are dull.

**Canned Fruits**—Jobbers are indifferent to old and new packs until the formal opening prices by the larger interests are made public. That will give them a line on the situation and enable them to map out their buying campaign. Standards are unchanged on the spot but are slow sellers. Other California fruits were featureless all of the week. Pineapple retains all of its strength, but it is scarce and not a big item of commerce. Apples are steady.

**Canned Vegetables**—Tomatoes have been a routine seller on old packs and there is not enough effort made to sell new goods to cause a stir. The most plentiful offering is Southern No. 2s, which are in fair demand against present needs. Other sizes, including those from California, are not plentiful and show firmness, since stocks at the source are so closely sold up. Southern cannery are not forcing the sale of new packs. Most of them have booked up all the business they care to assume and brokers are being urged more by buyers than by sellers to get through confirmations. Corn has been quiet but steady. Standards are taken only as they are needed and there are no new developments in new packs. Minor vegetables are taken in nominal blocks.

**Dried Fruits**—The demand during the week has been very dull and unsatisfactory. Sales of futures this year have been very light and the trade do not seem to be interested either in spot or futures. The new price of apricots is to be announced shortly, but the trade will not buy unless the prices are considerably lower than they expect they will be. Some independent packers are al-

ready offering new crop fruit, but the trade are decidedly uninterested. Old crop apricots are very weak and dull. Prunes are selling sluggishly. Holders are willing to shade somewhat, but not to the extent demanded by most buyers. Raisins are in fair demand under the circumstances. New prices on the balance of last year's crop will be named on July 16.

**Butter**—Receipts continue to be large and the quality arriving is average good. The demand for storage purposes is absorbing the receipts on arrival. The market is steady on the present basis of quotations. The consumptive demand has only been fair. We look for continued good make, with possibly lower prices in the near future. Local jobbers hold extra at 37c in 63 lb. tubs; fancy in 30 lb. tubs, 39c; prints, 39c. They pay 25c for packing stock.

**Syrup and Molasses**—The demand for fancy molasses for grocery purposes continues very fair for the season, with prices unchanged. Sugar syrup is dull at steady prices. Compound syrup seems to be wanted right along, although not in any larger volume; prices unchanged.

**Beans and Peas**—The demand for white beans has been very dull during the week, with nobody buying anything except what he has to have. Prices are unchanged for the week, but the tendency is soft. Green and Scotch peas unchanged and very dull.

**Cheese**—The make has been good for the season. The average quality is running fine. The market is barely steady on the present basis of quotations. Stocks in storage are reported to be large. If we do have any change in price it is likely to be a slight decline. Owing to the high price the consumptive demand is only fair.

**Rice**—While fancy rice is not plentiful in any quarter and is firmer, there is no heavy buying movement. Choice grades are less in evidence on the spot than in the South. Other types are in ample supply. Buying throughout was on a conservative scale. Foreign rice was easy and sold only in small volume.

**Provisions**—Everything in the smoked meat line is quiet. Prices are ruling about the same as they were a week ago. The consumptive demand, while a little better than usual, is not up to the standard for the season. Prices are ruling considerably lower than they usually do at this season of the year. The demand for both lard substitutes and pure lard is only fair, but we do not look for much change from the present basis in the near future. Canned meats, barreled pork and dried beef are steady at unchanged quotations.

**Salt Fish**—Mackerel is still very dull and buyers are taking only small lots as they need them. The supply is ample and the market is rather in buyer's favor, although there is no great slump in prices.

### Review of the Produce Market.

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

**Bananas**—8½@9c per lb.

**Beets**—50c per doz. bunches for home grown.

**Cabbage**—\$2 per bu. for home grown.

**Cantaloupes**—Californias now sell as follows in this market:

**Flats** ----- \$2.00

**Ponys** ----- 3.50

**Standards** ----- 4.00

**Carrots**—50c per doz. bunches for home grown.

**Cauliflower**—\$2.50 per doz. heads.

**Celery**—60c per bunch for home grown; \$2 per box of 4 doz. bunches.

**Cherries**—\$3 per crate for sweet, and \$2 per crate for sour; Montmorencies, \$3.

**Cucumbers**—Illinois hot house \$1.75 per doz; home grown hot house, \$2 per doz.

**Cocoanuts**—\$6.25 per sack of 100.

**Eggs**—Receipts continue to be liberal for the season. The average quality is good, considering the weather. The stocks in storage are very large. The market is ruling about the same as it was a week ago. We look for a slight falling off in the production in the near future. We are also likely to have a light demand and do not look for much change in price in the next week or two. Local jobbers pay 18½c for candled fresh, cases included.

**Garlic**—35c per string for Italian.

**Grape Fruit**—Fancy Florida sells as follows:

36 ----- \$4.00

46 ----- 4.50

54 ----- 4.50

64 ----- 4.75

70 ----- 4.75

80 ----- 4.75

96 ----- 3.75

**Green Beans**—\$2.50 per hamper.

**Green Onions**—25c per doz. bunches for home grown.

**Gooseberries**—\$2 per 16-qt. crate.

**Green Peas**—\$4 per hamper.

**Honey**—32c for comb; 25c for strained.

**Lettuce**—In good demand on the following basis:

**Arizona Iceberg**, per crate ----- \$5.50

**Leaf**, per bu. ----- 1.40

**Onions**—Spanish, \$2.50 per crate;

Louisville, \$3.75 per 100 lb. bag;

Egyptian, \$4.75 per 100 lb. bag.

**Lemons**—The market is now on the following basis:

300 Sunkist ----- \$12.00

300 Red Ball ----- 11.50

360 Red Ball ----- 11.50

**Oranges**—Fancy Sunkist Valencias are now quoted on the following basis:

100 ----- \$6.50

126 ----- 6.50

50, 176, 200 ----- 6.50

216 ----- 6.50

252 ----- 6.50

288 ----- 6.00

**Poultry**—Local buyers now pay as follows for live:

**Light fowls** ----- 14c

**Heavy fowls** ----- 20c

**Broilers, 2 lbs.** ----- 32c

**Broilers, White Leghorn** ----- 22c

**Cox and stags** ----- 10c

**Potatoes**—Old command 35@40c

per bu. New, Virginia are now selling as follows:

No. 1, White, per 11peck bbl. ----- \$8.00

No. 1, White per bu. ----- 3.00

No. 2, White per 11 peck bbl. ----- 7.00

**Parsley**—50c per doz. bunches.

**Peppers**—Florida, 75c for small basket containing about 18.

**Pieplant**—\$1 per bu. for home grown.

**Radishes**—40c per doz. bunches.

**Raspberries**—Black, \$2.50@\$3 per 16-qt. crate; red, \$4.50 per crate.

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

**Strawberries**—Home grown command \$3.25 for 16-qt. crate.

**Tomatoes**—7 lb. basket of home grown hot house fetch \$1.65.

**Turnips**—New, 75c per doz. bunches.

**Watermelons**—75c@\$1 each for either Georgia or Florida.

**Huckleberries**—\$3.50 per 16-qt. crate.

### Varied and Attractive Trimmings on French Hats.

Not for some time have the trimmings of millinery been more attractive and varied than those that are seen on the early imports of French hats for the coming season. To the layman it seems as if there is no end to them, or to the treatments of the accepted decorative motifs. This is what the bulletin of the Retail Millinery Association of America has to say of them:

"Huge bows are the fitted hat's favorite trim, while the jauntier types show the use of floss and bead tassels. In the ornamental pins those of the long bulbous type supplant the 'twin' flat types that have been so popular this Spring and Summer. Embellishments of Egyptian motifs in galalith and celluloid also are much in use.

"In the feathers are seen willow, glycerined and clipped ostrich, rearing high. Veils hang long enough to touch the chins of the wearers. Chenille and soutache entwined in cabochon ornaments are among the novelties, others of which are flanges made of rainbow-hued sandpaper tabs.

"Metal tinted leather is used both for entire hats, or for the brims alone, according to the desires of the designer while some of the smart tailored effects show the use of novel self trimmings. Bands and facings of beads are expected to strike a popular note. In the floral trims the calla lily is seen most frequently."

B. D. Owen, dealer in drug sundries and sporting goods at Alanson, renews his subscription to the Tradesman saying: "It is the best magazine published for business people."

L. E. Finout, shoe dealer at 442 Maple street, Battle Creek, renews his subscription to the Tradesman, saying he cannot run his business without it.



## The Month of July in American History.

Grandville, July 10.—July in the history of the United States has been an epochal month.

From the Fourth of the month dates the beginning of the nation. Along down the years we follow to the Civil War which was of astounding proportions.

From Alexandria, Virginia, General McDowell marched with an enthusiastic army of northern farmers and mechanics to meet the embattled hosts of armed rebellion on the plains of Bull Run.

The meeting was in full battle strife. On the 21st of July 1861, the North and South met and struggled for the mastery. As at Waterloo, a mischance gave the confederates the advantage and victory. The Union General, Patterson, had failed to intercept Johnston. With thousands of fresh troops this confederate leader rushed into action, and even on the eve of a Union victory, the Army of the Potomac was cut in twain confusion worse confounded seized upon the raw troops of Michigan and New York. The Fire Zouaves were overcome; the gallant Irish Sixty Ninth falls by the way, and the Union army breaks for Washington in mad and helpless flight.

Artemas Ward afterward commented in satirical vein upon the "magnificent advance of our army upon Washington."

Those were days filled with alarms. Public feeling ran high. The patriotic zeal of the North failed to be wilted by the fierce July heat that fairly sizzled the hot Virginia clay.

A tall dark man stood silently watching as the Union wounded were conveyed to the hospitals from the field of Bull Run. This man had been chosen to congress from Illinois as an opponent of the Lincoln administration; had in fact been considered a consistent upholder of the cause which had precipitated the nation into the throes of rebellion.

Gazing on the bleeding forms of his fellow countrymen, laid low by the devilish venom of human slavery, John A. Logan, then and there vowed he would enter the war on the side of the Union, nor lay down his arms while traitors were assailing the life of the nation.

He kept good that pledge. In fact, he cast his lot with Lincoln, became an ardent supporter of the Federal cause, and came forth at the end of a four years war, the greatest civilian general of the contest.

Because of his high standing with the true blue Unionists, John Logan came very close to securing the prize of the Presidency of his country.

The Battle of Bull Run was the most important, taking into consideration numbers engaged, somewhere about 40,000, of any that had taken place on American soil to date.

The greater battles that followed, however, served to obscure the fight on the plains of Mannassas, known as Bull Run.

Two years later, in the month of July, Lee and his legions pursued the Union outposts to Gettysburg, and there the two armies met in the greatest battle of the Civil war.

The story of Gettysburg is known to every eighth grade schoolboy and girl in America. It was the turning point in the greatest rebellion the world ever saw, and from the hour when the magnificent brigades of Pickett were hurled back in utter defeat, the cause of the Union was ever in the ascendant, making glad the hearts of every freedom loving man and woman the round world over.

Grant was not then commander of the Potomac army. Had he been its leader there is little doubt that the war would have ended soon after. The Union commander, General Meade, having won the victory, failed to follow it up to the complete annihilation of Lee's confederates. Re-

cent rains raised the Potomac and had the rebels been hotly pushed they would have been compelled to surrender.

However, an all wise providence had willed otherwise.

Had Gettysburg closed the contest, the South would have come back with slavery still intact. A peace at such a time would have only served to make peace for a term of years, with all the ills of slavery still within the Union.

Back west, across prairies and wooded fields, there was enacted another scene which has made its imprint on the history of our country. Another July day when the beleaguered fortress at Vicksburg on the Mississippi struck its colors to the indomitable soldiers of U. S. Grant.

The battle of Gettysburg was fought through the three opening days of July. On the 4th the army of Northern Virginia was in full retreat, and on the nations natal day the rebel General Pemberton capitulated to Grant.

Two such victories as Vicksburg and Gettysburg, heartened the Union cause, and fetched the victorious Grant from his western field to (some time later) take command at Washington of all the armies of the United States.

There is no such important month in our history as that of July.

In celebrating July 4th we also celebrate these two great victories which wrought so much to the welfare of the world's greatest republic.

July has been a great war month.

Other important battles and sieges took place this month, but those briefly mentioned were the most important.

The history of the United States would be tame, indeed, without the story of her Julys in which the nation redeemed itself from the sin of slavery and planted the banner of liberty high up in the skies.

July being the birth month of the Republic will naturally hold a place in the hearts of America for all time.

Old Timer.

## America Has Been Good to Him.

To come over from Europe in the steerage, and to return, forty years later, in what used to be the Kaiser's suite in the biggest and most magnificent of steamships—that is an experience that tells a good deal about the opportunities which America offers, and about the utilization of those opportunities by some of our more recent immigrants.

It was the Secretary of Labor in President Harding's Cabinet who with justifiable pride made this striking contrast between his arrival and his departure, doing it just before the Leviathan sailed on her first trip as an American boat in the regular passenger trade. Just why Mr. Davis selected or was assigned to the Kaiser's suite is not revealed. He would be lonely there should he attempt—which of course he won't—to maintain an imperial seclusion, and the envying grandeurs he may find rather tiresome and oppressive before he gets across.

Possibly his dignity as a high official could have been maintained as easily in humbler quarters, leaving that measure of distinction to those who must spend uselessly a lot of money to prove their difference from common folk. Mr. Davis has done it already in another and better way.

It is better to lose a sale now and hold a customer than to make the sale and lose the customer.

## Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, July 2.—In the matter of Walter C. Jones, Ernest Stanard and Farmers and Merchants Bank of Jones, a copartnership, bankrupt, of Jones, an order was made by the referee calling a special meeting of creditors at his office on July 13 for the purpose of passing upon the trustee's fourth and fifth reports, showing total receipts of over \$15,000, and for the declaration and payment of a first dividend of 10 per cent. Creditors were directed to show cause why the reports should not be approved and allowed; also why the administration expenses should not be paid to date and why distribution should not be made of all the funds in the individual estate of Walter C. Jones, Ernest Stanard, and the Preferred Liberty Bond fund.

In the matter of the Palace Lamp Co., a corporation, of Benton Harbor, the trustee having filed his supplemental final report and account showing the distribution of all funds, an order was made by the referee closing the estate and discharging the trustee. No cause to the contrary having been shown, a favorable certificate was made as to the Bankrupt's discharge.

July 3.—Joseph Miller, a laborer, of Kalamazoo, filed a voluntary petition and was adjudicated a bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt disclose no assets over and above his statutory exemptions and the following are listed as creditors.

Preferred or Secured Claims.  
City of Kalamazoo, taxes ----- \$37.00  
Dallas Boudeman, Jr., Kalamazoo, 65.00  
Hoover Bond Co., Kalamazoo ---- 80.00

\$182.00

Unsecured Claims.

Coombs Milling Co., Coldwater -- \$8.63  
L. Spielman, Kalamazoo ----- 100.00  
Kalamazoo City Savings Bank,  
Kalamazoo ----- 130.00  
J. J. Lawler, Kalamazoo ----- 13.25  
Mrs. Lillie, Kalamazoo ----- 75.00  
Dairyman's Milk Co., Kalamazoo -- 31.50  
C. W. Rowland, Detroit ----- 115.00  
Geo. Jones, Kalamazoo ----- 31.00  
Hilting Bros., Kalamazoo ----- 6.34  
Ed. Raymond, Kalamazoo ----- 100.00  
E. Gordon, Kalamazoo ----- 75.00  
Harry Ball, Kalamazoo ----- 80.00  
J. F. Craft, Kalamazoo ----- 62.00  
Felix Sheveix, Kalamazoo ----- 50.00  
Harry Cleveland, Kalamazoo ----- 13.00  
Hatfield Agency, Kalamazoo ----- 24.00  
R. U. Adams, M. D., Kalamazoo -- 50.00  
F. A. Weinberg, Kalamazoo ----- 10.50  
Consumers Coal Co., Kalamazoo -- 20.00  
Glenn Ingersol, Kalamazoo ----- 125.00  
Archie Hughes, Kalamazoo ----- 35.64  
Bert Downes, Kalamazoo ----- 15.00  
Mrs. Leo Folk ----- 100.00  
Sergeant Coal Co., ----- 9.82  
Ashton Feed Mills, Kalamazoo -- 23.08  
Frank McCall, Kalamazoo ----- 6.27  
M. H. Titus, Kalamazoo ----- 75.00  
L. H. Bell, Kalamazoo ----- 33.00  
W. M. Mannering, Vicksburg ----- 130.00  
Kalamazoo Nat'l Bank Kalamazoo 200.00  
Jack Patterson, Est., Kalamazoo -- 95.00  
A. J. Ice, Kalamazoo ----- 150.00  
Wm. Conway, Kalamazoo ----- 65.00  
John Terberg, Kalamazoo ----- 72.00  
Martin Ellis, Kalamazoo ----- 65.00  
W. P. Burdick, Kalamazoo ----- 65.50  
Alva Becker, Kalamazoo ----- 90.00  
Frank Herrick, Gunn Lake ----- 50.00  
Home Savings Bank, Kalamazoo -- 75.00  
Rose Siple, Kalamazoo ----- 140.00  
Jane Piper, Kalamazoo ----- 350.00  
Vant Roer Coal Co., Kalamazoo -- 21.50  
F. Wiles, Kalamazoo ----- 113.00  
American Laundry, Kalamazoo -- 20.76  
E. J. Burchett, Doster ----- 150.00  
Marian Hamilton, Kalamazoo ----- 75.00  
Joe Westlake, Kalamazoo ----- 70.50  
Cedric Nelson, Detroit ----- 100.00  
L. J. Hoeksma, Kalamazoo ----- 50.00  
Horace Reeves, Terre Haute ----- 20.00  
Louie D. Mine, Los Angeles ----- 40.00  
Ralph Breninger, Kalamazoo ----- 100.00  
W. S. Maxam, Kalamazoo ----- 5.17  
Ransom Hunt, Kalamazoo ----- 100.00  
E. Hathaway, Cloverdale ----- 30.00  
Arthur Adams, Kalamazoo ----- 135.00  
Geo. Tattershall, Kalamazoo ----- 100.00  
D. S. Field, Kalamazoo ----- 135.00  
Liberal Clothing Co., Kalamazoo -- 12.50  
Whellock-Presler Co., Kalamazoo -- 3.90  
Ardella Hazard, Kalamazoo ----- 50.00  
Frank Pratt, Sturgis ----- 30.00  
James Flemming, Kalamazoo ----- 160.00  
Wm. Bey, Kalamazoo ----- 50.00  
Wm. Wilson, Kalamazoo ----- 125.00  
Dwight Curtenius, Kalamazoo ----- 135.00  
J. Wright Tuxbury, Kalamazoo -- 80.00  
H. B. Buck, Kalamazoo ----- 25.00  
Walter Swartz, Kalamazoo ----- 100.00  
Henderson-Ames Co., Kalamazoo -- 75.00  
J. W. Stockwell, Kalamazoo ----- 30.00  
Wm. Jacobs, Kalamazoo ----- 9.50  
Horace Prentise, Kalamazoo ----- 6.70  
Thomas Pountain, Kalamazoo ----- 15.00  
First Nat'l Bank, Kalamazoo ----- 180.00

\$5,328.66

July 5. In the matter of Warren L. Hogueum, bankrupt, of Benton Harbor, the first meeting of creditors was held at the referee's office and claims to the amount of some \$4,000 were proved and allowed. W. M. Cunningham, of the same place, was elected trustee. Herman Frick, George Heffner and Jacob Simon of the same place were appointed appraisers. The bankrupt was sworn

and examined by the referee and attorneys present without a reporter, the same disclosing that the failure was caused through ill health. The meeting was adjourned for a period of 30 days.

July 7. Leon J. Dopp, formerly engaged in the garage business at Kalamazoo with Chauncey Brown and Merle Payne, under the firm name of Elite garage, filed a voluntary petition and was adjudicated a bankrupt and the matter referred to Referee Banyon. The schedules show no assets over and above the bankrupt's exemptions, and the following are listed as creditors.

People Outfitting, Kalamazoo, unknown  
Robert Hass, Kalamazoo ----- \$25.00  
Consumers Coal & Coke Co., Kalamazoo ----- 35.00  
S. F. Bowser Co., Fort Wayne, unknown  
Standard Oil Co., Grand Rapids, 1133.20  
Harry A. Scott & Co., Kalamazoo 10.63  
Booth Publishing Co., Kalamazoo 13.96  
Clyde Clausen, Kalamazoo ----- unknown  
Mich. State Tel. Co., Kalamazoo -- 4.91  
Ashton's Feed Mill, Kalamazoo -- 1.60  
Herman Brouser, Kalamazoo ----- 12.00  
Dr. H. H. Cobb, Kalamazoo ----- 8.00  
Nusbaum Supply Co., Kalamazoo 72.00  
Kalamazoo Ice & Fuel Co., Kal. -- 109.00  
Wm. O. Harlow, Kalamazoo ----- unknown  
Sun Oil Co., Battle Creek ----- 100.00  
R. E. Fair, Kalamazoo ----- 9.00  
Co-Operative Gro. Store, Kazoo -- 28.00  
Nusbaum Motor Supply, Kazoo -- 18.00

\$1,615.30

## Employment the Big Factor.

In quite a few discussions with wholesalers recently regarding the outlook for Fall the point was made that trade ought to be good because of the general lack of unemployment. With everybody earning money, more than they did in 1920, and with the level of commodity prices not nearly as high as then, it is confidently asserted that the public will buy, although cautiously and probably after shopping around for value. Other wholesalers say that the full effect of the wage increases recently granted will not be felt on business until fall because in many industrial centers the workers are now using the extra money to pay off debts incurred during periods of idleness or of earlier extravagance. Those who take this view discount talk of a buyer's strike, declaring that manufacturers generally are operating on the closest possible price basis and the stores are showing every disposition to hand along savings to the public.

## Diamond Demand Divided.

One of the interesting things about the current demand for diamonds is that both the large and small gems are selling. The smaller sizes, ranging from half a carat downward, are in more active demand than the larger ones, due to the marked difference in price, but there is an excellent call reported here for fine gems ranging in size from 2½ to 3 carats. Many stones running from a quarter to a third, of a carat are moving at the present time for use in engagement rings of the popular-priced variety. In the finer stones, emerald cut and navette effects are appearing with increasing frequency.

## The Race of Men.

Written for the Tradesman.

I sat me down and thought awhile,  
How on life's every highway mile;  
I'd stopped to resolutions make,  
Before my special course to take.

I'd vowed I'd follow short cuts through,  
As any thoughtful man should do;  
I'd win life's race and smile to see,  
The others follow after me.

But—as hard as I did try,  
The patient others passed me by;  
Until, alas, I seemed to be  
The furthest from prosperity.

At last, I saw where I was wrong,  
And how I'd been so, all along;  
So now I'm in the race again,  
To journey through like other men.

F. K. Glew.



## *Radical Reduction in Room Rates at Hotel Rowe*



**F**IRMLY believing that the landlords of the United States should set the pace to bring about a return of pre-war conditions, so far as room rentals are concerned, we have decided to make a sweeping reduction in the price of our rooms and from and after July 15 we will offer our rooms to the traveling public on the following basis:

100 rooms, with lavatory and toilet, circulating ice water and servitor service, \$2 per day.

225 rooms, with private bath, circulating ice water and servitor service, \$2.50 per day.

Since the Hotel Rowe was opened for business on January 1, we have enjoyed a wonderful run of business. Instead of showing a decline in volume, our patronage is growing in intensity. Every week shows a gain over the week before. We can clearly foresee that an enlargement of the hotel is a possibility of the future. To shorten the time when such an addition to our resources will be necessary, we have concluded to reduce the prices of rooms to the basis above stated.

No attempt to make up this reduction in room rates will be made in our dining room or lunch room. Present prices in both departments will prevail and service will be maintained at the present high standard.

A noteworthy feature of the Hotel Rowe is that we have the most beautiful lobby of any hotel in the Central West.

HOLDEN HOTEL COMPANY,  
Proprietor Hotel Rowe,  
Grand Rapids, Michigan



## NOT ADAPTED TO AMERICA.

President Harding has made a good many foolish utterances since he left the White House on his trip to Alaska, but in no branch of oratorical exploitation has he struck so false a note as in his chimerical utterances on the subject of co-operative distribution.

President Harding declared that one of the great needs at present is to "shorten the bridge between the producer and the consumer." The former, he said, is getting too little and the latter is paying too much. The present system of distribution of necessities has grown too complex and costly, with the result that the cost of living in America is "exorbitant."

Mr. Harding proposed as a remedy "a plan of co-operation among consumers," financed in part with Government funds "through a carefully organized and supervised adaptation of the principles of the savings bank or building and loan society." He said he will recommend some action in this direction by Congress when it next convenes, though he admitted he has made no special study of the subject and can speak only in general terms.

However this excursion of the conservative Chief Executive into what was for his mind a rather adventurous field may have struck other people, it failed to arouse a favorable reaction in Prof. George B. Hotchkiss of the department of Advertising and marketing of New York University, who declared bluntly:

**I honestly believe that if any one of our largest and most successful chain store systems were to be put on a co-operative basis the enterprise would be in bankruptcy within five years. The American temperament doesn't run in that direction.**

The co-operative system has been a marked success in many parts of Europe and it is therefore natural to ask why the same principles and methods cannot be applied here with equally satisfactory results. But conditions in the two continents are quite different.

Americans are individualistic in temperament. We complain every now and then of the wastes inherent in the present system of distribution and the great numbers of apparently inefficient small dealers. The last census, for example, showed several hundred thousand retail grocers, amounting to one such establishment for every seventy-two families in the country, and other lines of business are similarly overmanned.

But in letting our minds dwell on this situation, which seems economically unjustifiable, we forget that almost all the big enterprises of the present started in just that way and grew and prospered because their proprietors kept on their toes, "sold service," and really met the needs of their communities.

Fullness of opportunity for those alert and determined to grasp it is one of the great things about America but it is not favorable to a general adoption of co-operative methods in business. Our myriads of little retailers have each and all the incentive

of working for themselves, whereas in Europe a store manager lacks the ambition given by the opportunity to make himself and his family independent and is willing to work all his life for a small salary.

This, then, is the crux of the whole situation and the rock on which a movement toward general adoption of co-operative methods of retail merchandising is bound to split in this country.

## SURPLUS AND BONUS.

The Treasury surplus at the end of the current fiscal year is coming in for a great deal of discussion. It is gratifying to note that the amount, approximately \$310,000,000, is about 50 per cent. greater than the most optimistic estimates. It attests the dimensions of the trade revival in the United States and affords some hope for relief from taxation, or perhaps for some reduction in the public debt. But there is a fly in the ointment. Already announcement has been made by the advocates of a bonus that they will press their claims again before Congress. Along with the surplus there are further installments of interest on the British debt on which the politicians have their eyes. The debt payments are earmarked for application to the war loans, and their diversion to the bonus or to any other purpose will not be keeping faith with the bondholders. It is to be noted also that a portion of the surplus will have to go into increased appropriations. Congress failed at the last session to provide sufficient funds for certain highly essential Government functions. For this reason our foreign mail service and the handling of imports through the custom houses have been hampered. While further economies may be practicable in some Government departments, increased appropriations will be necessary in others.

Another point to be noted in connection with the surplus is that the Treasury officials expect income from customs receipts to show a substantial decline during the remainder of the year, because imports show a seasonal fluctuation and are always heaviest in the spring. Whether during the ensuing fiscal year customs receipts will be as heavy as during the year just closed will depend, of course, on the nature of business activity in this country in coming months. Assuming that there will be no let-up in this respect, and making allowance for increased necessary appropriations and for the application of foreign interest payments to the war debt, as the law stipulates, there will be no great amount available for bonus payments unless Congress makes provision for additional taxes or for a bond issue. There is still talk of a sales tax for this purpose, but such a provision for raising revenue has less chance with the new Congress that will assemble in December than it had with the old Congress that expired last March.

Endeavor to do your particular work better than you or anyone else has ever done it before.

## OUR NATURAL RESOURCES.

The President's remarks on conservation place him with none of the various schools of opinion on the subject. Every meeting of the National Conservation Congress, every debate in Washington, reveals a sharp clash between groups each of which insists that it is the only true conservationist. One issue is whether the state or Nation shall control the development of important natural resources; the other is whether the rate of development shall be fast or slow. President Harding said nothing of the first question, which was so important a few years ago. Many will recall how Mr. Harding's last Republican predecessor became involved in a hot fight between Secretary Fisher and ex-Secretary Ballinger over the propriety of Mr. Fisher's plan for Federal leasing of public lands, Ballinger and others insisting that the states be given control. Mr. Taft journeyed to Denver in 1911 to take Mr. Fisher's side. Only last week Mr. Harding contented himself with saying that we should not lock up our natural resources—which will please one school; and that "development must be gradual, a business of the decades and the centuries"—which will please the other. It is the reassuring kind of statement that we look for in National party platforms.

Since Ballinger resigned under fire in 1911 to be replaced by Fisher our country's policy in conservation has shown a wise mixture of prudence and enterprise. All that we can ask of President Harding is that he continue the Fisher-Lane policies. The measures passed under the Wilson administration constituted a model programme. They included the general development bill, which made oil, gas, coal, phosphate and potash on National lands available to private producers under Government supervision without danger of monopoly; a new reclamation act enlarging the area of irrigated lands; a law for building the railway into Alaska, now largely finished, and the coal leasing act for Alaska. The water-power legislation for which Secretary Lane struggled for years was passed in 1920, and under it hydro-electric plants in the West are being multiplied without danger of that monopolization of resources by selfish corporations which had already begun to take place under state development. President Harding and Secretary Work will satisfy the country if they follow the lines thus marked out.

It is true, as the President points out, that locking up water power or grazing lands is an outrageous waste. But no sensible men ever wanted them locked up; they ask only that they be unlocked with an eye primarily to public, not private good.

## WOOLS AND WOOLEN GOODS.

Further reports from abroad appear to show a weakening of wool prices. At both the London and Australian auction sales there were many withdrawals of the offerings because upset prices could not be obtained, and the wool sold was on a lower basis than at previous sales.

Even good merinos were cheaper. In this country buyers and sellers are no nearer agreements as to price, and transactions are consequently few. Wool consumption in domestic mills for May, the last month for which figures are available, showed a use of 59,682,254 pounds, grease equivalent, which was about 3,000,000 pounds more than in the month before. Unfortunately, these figures do not include data for the American Woolen Company and some other large concerns which do not report to the Department of Commerce. A decrease in the working of wide looms and a slight increase in narrow ones was reported for May, but a decrease in both woolen and worster spindles was noted. The mills are still somewhat busy on Fall orders, but this condition is not likely to last unless more reorders come in. In a fortnight or perhaps a little longer the Spring openings of woollens will be had, and conjecture still is busy with the amount of the advances which will be asked. An average of about 10 per cent. is the usual guess, with certain fabrics a little above this and some others less. A few tropicals have been put out, but most of the offerings are due for this week. Suits of them have not been selling up to expectations and, unless a spurt sets in soon for them, many will have to be carried over. Fall clothing orders could be better than they have been. It is said that retailers are deterred from ordering what they need because they lack funds, but the price element may be a factor. Women's wear fabrics have been doing quite well.

## NO CHECK TO PROSPERITY.

When there is a pronounced reaction in business after a period of prosperity there is a tendency for credits temporarily to become "frozen," just as was noted in 1920. This results in the tying up of funds and also in greater demand for credit on the part of those who find a narrower market for their goods and who hesitate to take their losses in a falling market. The result is a hardening of money rates and an increase in rediscounts with the Federal Reserve banks. One of the leading economic services has pointed out that when the recent slackening in trade activity is subjected to this test it fails to reveal any evidence that there is a real interruption to the country's prosperity, for it has not been accompanied by a tightening of rates in the money market. On the other hand, the heavy increase in rediscounts by the Federal Reserve banks during the past week is regarded in some quarters as a sign of increasing calls for credit due to the slowing down of business, and the point is made that this should be reflected in a tightening of money rates. Part of this increase, however, was due to the call for funds to meet mid-year settlements, and there has been no development as yet to indicate anything resembling a freezing of credits incident to lower prices and a slower turn-over of commodities.

Is Ford in danger of over-expanding?



# "Because I eat 'em myself"— *the Grocer said*

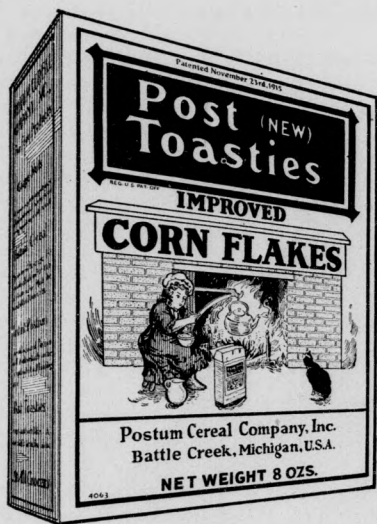
THE writer of this message happened to drop into a prominent grocery store and heard a lady ask for a package of Corn Flakes. The grocer, the boss, handed her a package of Post Toasties.

"Why did you give her Post Toasties?" I asked.

"Because Post Toasties are *real* corn flakes—I eat 'em myself. My kids eat them. I know they're good and they're well-known. Anything else?" and he laughed.

"Yes," I couldn't help answering, "if every grocer in the United States would do the same, there would be more pleased customers and more prosperous grocers."

Post Toasties are as good to eat as they are to sell. If you don't know this from personal experience, try them!

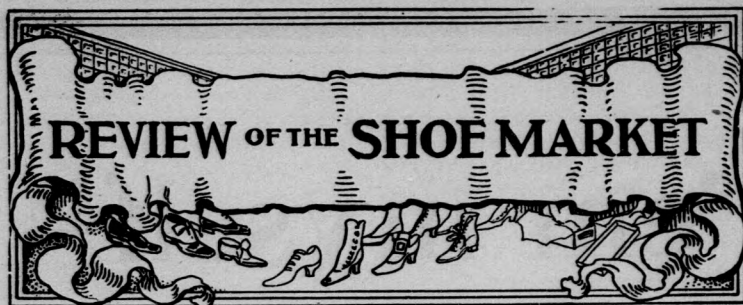


## Post Toasties

*Improved* CORN FLAKES

Made by Postum Cereal Co., Inc., Battle Creek, Mich.





### Is Your Store Run Down at the Heel?

About fifteen years ago an energetic young chap worked as a clerk of a shoe store in a thriving Middle West town. He saved his pennies, put in a lot of work during extra hours, making considerable extra money, and after what seemed to him to be a decade, he, with true American spirit, decided to "go on his own."

He moved over to an adjacent town, which at that time was experiencing a boom because of the establishment of a number of manufacturing plants there, picked out a store in the middle of the best block in town, put his name over the door and began business.

This young chap had laid awake nights planning what he would do in a store of his own. After getting the backing of several prominent manufacturers who helped him put in his opening stock, he turned his surplus cash to good advantage by providing himself with the most modern store front, display fixtures and merchandising equipment available at that time. He believed in advertising. He ran some very clever ad copy in the local weekly, likewise sent out some very ingenious direct-by-mail appeals to prospective patrons within a radius of about twenty-five miles, and before very long the business began to grow. It was soon on its feet. The proprietor was then independent of his manufacturer sponsors, so he reached out and succeeded in capturing several good lines of shoes that had been carried for a number of years by a certain department store in town. Then, with good merchandise, good service on the floor, full knowledge of value and a natural born merchandising instinct, the institution flourished, the profits came rolling in, and John, the proprietor, who by this time had two clerks working under him on the floor, found it convenient and profitable to make several trips a year to shoe markets on combined business and pleasure errands.

A little later on he built a home for his growing family. His credit was rated high. He discounted his bills. Had the most brightly illuminated store in the county. Window displays were a delight to the eye. He bought an automobile, was accepted on the local bank directorate, and esteemed as one of the most prominent citizens in those parts.

Then came the war. Shoe prices increased overnight, and John, in common with several thousand other merchants, "bought his head off." He was making a lot of money, more

than he had ever dreamed could be made in the shoe business. He traded in his old car for a new six that delivered eight miles to the gallon, and in the home there must now be one room for each of the kiddies, numbering three, likewise a room for the maid, recently acquired. So a new home was erected during a time when building material and labor were at the peak of prices. The family moved in, surrounded by expensive furnishings.

Not long after the armistice, John woke up one morning to the fact that the shoes on his shelves were not worth quite as much as they had been a month or two previously. To make matters worse, he had on his hands a very substantial stock, indeed, of colored kid boots, some of which he had paid as much as \$12 a pair for. These were now worth as much as you could get for them, and that wasn't very much. The weeks went by, prices tumbled again and again, colored boots were still on the shelves, and calls from the local bank which had been carrying considerable of his paper became more frequent and urgent.

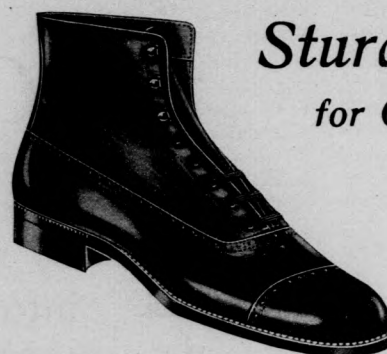
Came a day when he was forced to sacrifice the home, though he still held on to the "old bus," as he figured this didn't cost him anything when figured into the income tax report. His old customers were now complaining about prices as they had never done before. They could not be induced to buy two pairs any more; in fact, it was a difficult job to sell one pair. And besides it became increasingly difficult to collect outstanding charge accounts.

A merciful Providence allowed this merchant to somehow or other suffer his way through the period of deflation and adjustment, so that the store continues to exist and to do some business even today. It is the same old store, but not the same old John. The old spirit of the proprietor has been broken. He now says that the retail shoe business is the worst in the world, and he is wondering if there isn't more money in raising chickens—somewhere where he can take his wife and kiddies, a new community where he is not so well known, and where folks are not so "foggy" in their ideas and want things for nothing, as they do in the old town.

All the mills in this town are again busy. Everybody seems to be working and have ample funds. The bank reports show a large increase in savings accounts. Post office receipts were never higher. The farmer is getting better prices for his crops and is now paying his bills. Prices of shoes are more steady. It is

## Herold-Bertsch Shoes

Michigan  Made



### Sturdy Shoes for Growing Boys

Herold-Bertsch builds into its boy's shoes those qualities of careful workmanship that give long wear in spite of the rough usage inevitable from youthful feet. To satisfy the boys, and also their Dads who foot the bills carry a complete line of H-B Boys' footwear. Write for circular showing line.

**HEROLD-BERTSCH SHOE COMPANY**  
GRAND RAPIDS

30 Years of Dependable Shoe Values

### The Dressy Chaps are Slipping into these Attractive Low Cuts fast HERE'S A REAL GO GETTER



You will have a window trim with a Pull once you give Hirth-Krause Co. More Mileage Shoes a showing. Get yours TO-DAY by mail.

#### CALF LEATHERS

- 535—Men's Blk. Calf Saxon last Ox. four row stitched pinked tip and Vp. solid Lea. Welt Wingfoot rubber heel, 6-11 BCD .....\$4.25  
536—Men's Ruby Red Calf Ox. four row stitched pinked tip and Vp. solid Lea. welt sole Wingfoot rubber heel 6-11 B C D ..... 4.25

#### SIDE LEATHERS

- 528—Men's Blk. side Saxon last Ox. spaced stitching perf tip natural finished bottom welt sole rubber heel 6-11 C D .....\$3.65  
529—Men's coco side Saxon last Ox. spaced stitch natural finished welt sole 6-11 C D ..... 3.65

**HIRTH-KRAUSE CO.**  
From Hide to You

Shoe Mfgs. and Tanners

Grand Rapids, Mich.



easier to gauge values. But folks don't seem to patronize the store in the same fashion they did in former years.

Across the street, a few doors down, one of John's clerks several months ago opened up a shoe store under his own name. The new store is advertising one of the brands of shoes that John sold for a number of years. The store has a new front new fixtures, no dead stock, new styles, attractive and frequently changed window displays and is doing considerable advertising.

The department store in the next block, the one that John euchred out of that fast selling line of shoes, recently succeeded in returning the compliment. It has a new manager, a new front and the shoe department on the ground floor has been entirely rearranged and renovated.

John says there are entirely too many shoe stores. He's right. There are too many shoe stores like John's—run down at the heels.

But John doesn't know that his store is run down at the heels. He doesn't know that his store front is now sadly behind the times—

—that his display fixtures are too clumsy and out of style.

—that the ceilings of his display windows are too high.

—that the linoleum on his floor is faded.

—that the chairs are squeaky and rickety.

—that cartons have countless different kinds of labels.

—that the lids of cartons are broken.

—that the store is generally littered with tissue paper.

—that he has a gum-chewing girl to wait on trade.

And last, but not least, a frayed and dilapidated awning which makes for a very much run down appearance for the front of the store.

John is in a sad plight, but not at all unlike the condition of many other merchants who not only do not "know" that the war is over, but who are unwilling to pay the price for success.

It has been often and truly said that there is "no royal road to success." But there is one way to attain success when many other methods fail, and that is by hard work. Hard work mixed with common sense and a moderate amount of gamble, vision and confidence is a combination that is pretty sure to spell success.

But just because a merchant has up-to-date equipment and good lines of shoes is no reason that he may sit back and wait for trade to come in. He must operate outside of his own door and push the trade inside.

Any retail shoe store that is "sick" will yield to treatment if proper analysis of the case is made and conscientious and heroic treatment is applied, which means generally that the *modus operandi* must be revised. Stocks on the floor must be mercilessly appraised for true value and salability. The cost price does not necessarily represent value. It's what people want and are willing to pay for that counts. Mistakes in buying will continue to be made by

big merchants and small operators alike. Almost anyone can sell a good buy, but it requires merchandising ingenuity to quickly get rid of the "bloomers." And you can't please and sell everybody if you have a store three blocks long stacked to the roof with merchandise.

To-day it is absolutely necessary that a merchant classify himself. Either he should play the novelty game for all it is worth, or he should adopt a middle of the road policy and not dabble in perilous styles. If he decides to be a novelty or high style merchant, he must get long profits when styles are right and when they are new. He must also provide some way to quickly dispose of his odds and ends and unsalable merchandise. The ideal way

to accomplish the latter is to have more than one store. Live merchants, even in the smaller towns, are gradually recognizing the present day necessity of this.

Too many shoe stores—there probably always will be. There are and will also always be three kinds of shoe merchants—triumphant, militant and suffering. At the present time it seems that the suffering class outnumber the triumphant class, and the class with sleeves rolled up and fighting for business is more numerous than the triumphant and suffering classes combined.

The retail shoe business is not a bad business. Lots of folks are making money in it. It is a speedy game, however, and woe is to him, either fat with success or hump-

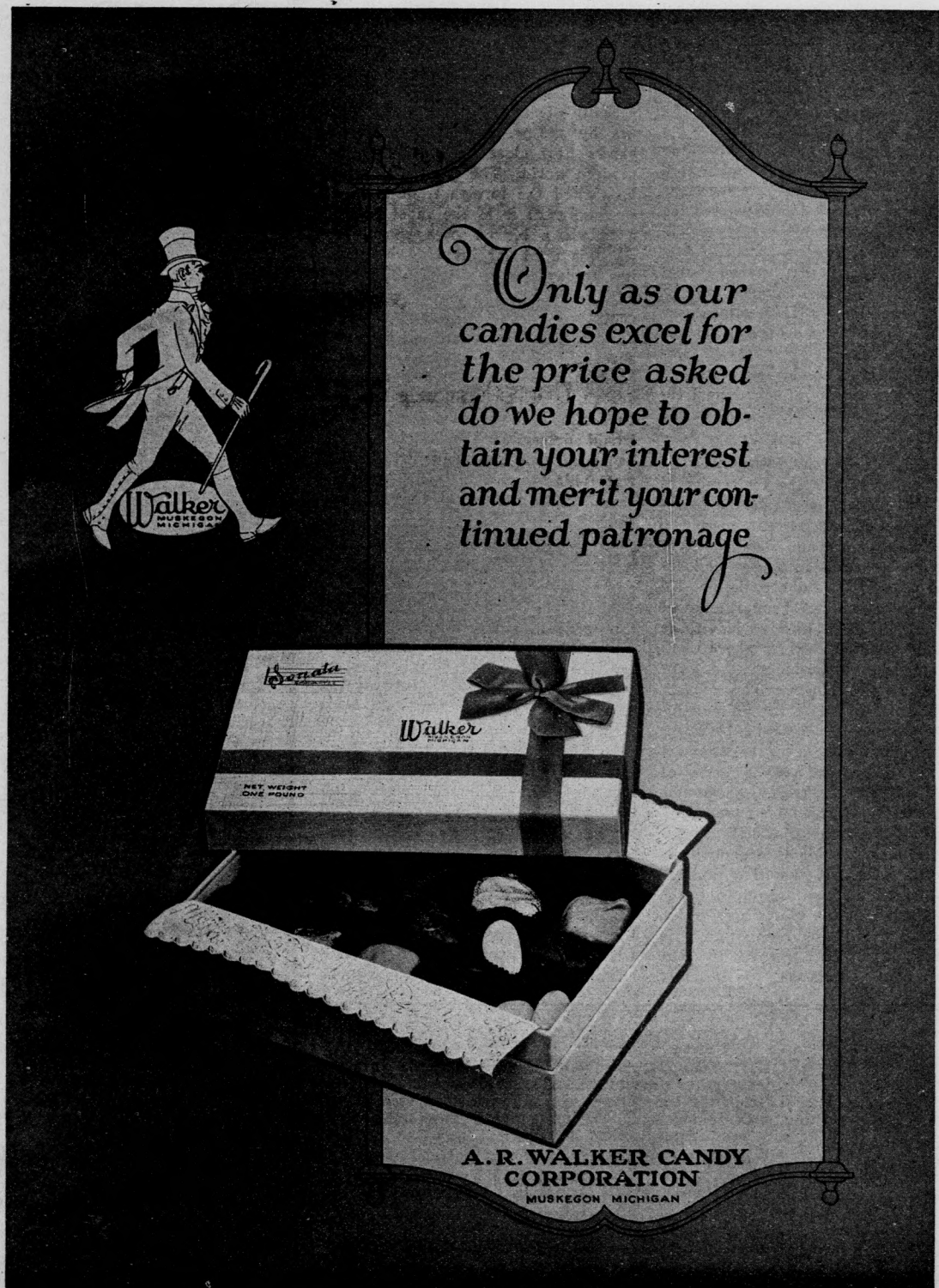
backed with failure, who has eyes and sees not, who does not take himself and his store frequently for analysis. It doesn't pay to take either good business or bad business for granted. The one best way to have good business to-day is to work and fight like hell for it.

Harry Kisker in Shoe Retailer.

#### His Regret.

A colored man in Anniston gave a justice of the peace a big fat possum as a wedding fee. Meeting the groom a year after, the justice said: "Well Joe, how do you like married life?"

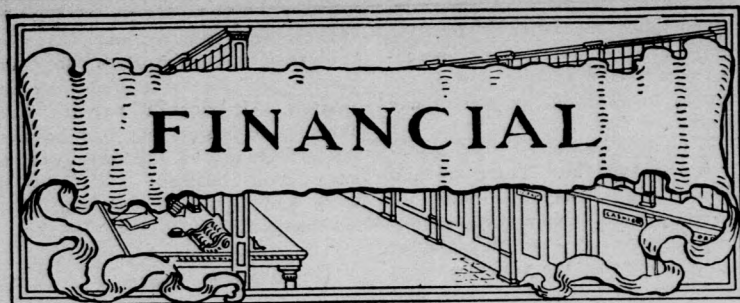
"Well, suh," was the reply, "all I kin say is—I wish I'd et dat possum."



Only as our  
candies excel for  
the price asked  
do we hope to ob-  
tain your interest  
and merit your con-  
tinued patronage

**A. R. WALKER CANDY  
CORPORATION**  
MUSKEGON MICHIGAN





### Bicentenary of Greatest Modern Economist.

The passing of Independence Day and consequently of many references to 1776 directs attention to an event of that year which almost compares in importance. It was in 1776 that Adam Smith, the father of modern political economy, published his "Wealth of Nations," a work which has exercised an influence over human thought in the nineteenth and twentieth centuries second only to the wielded by Darwin's "Origin of the Species." June 5, 1923, the 200th anniversary of the birth of the Scotch professor and economist, was duly observed in Great Britain, but passed virtually unnoticed in this country, where his teachings have also been of profound influence. It was adherence to principles which Adam Smith denounced that caused Great Britain to lose her colonies, and it was perhaps more than a coincidence that the Declaration of Independence which is a charter of political freedom, and the "Wealth of Nations," which is a tractate on economic freedom, were given to the world in the same year.

Although Smith held the chair of moral philosophy at the University of Glasgow it would be a mistake to infer from this that he was merely a cloistered dreamer and that his great work on economics is only philosophical theorizing and speculation. He did indeed gain a background of economic theory during his three years of travel in France, where there was then a flourishing school of theoretical economists. The opposition of this school to the State regulation of industry, such as prevailed at that time in every important country of Europe had its influence on Adam Smith's thinking, but his work shows throughout an intelligent grasp of the principles of business, and he supports his theses with an army of facts and concrete illustrations which shows that he did not shut himself in his closet and evolve his ideas out of his head. There is evidence that his attitude towards Government regulation of business

was due fully as much to his mingling with the merchants of Glasgow and Edinburgh and noting the meddlesome rules to which they were subjected, as it was to his associations with French philosophers of his day. Smith was a clubman and man of the world as well as a scholar, and he mingled with people of every social rank. The "Wealth of Nations," which he spent twelve years in preparing represents the fruits of reading, teaching, travel, and first-hand observation.

Smith's teaching that a nation benefits by the wealth of its neighbors shows how close he still is to the modern world. The spirit with which he viewed the foreign trade is in no way different from the most enlightened views of our own period and there is need for invoking his maxims to-day just as there was in the period of transition in the eighteenth century. The recent popular slogan of "less Government in business" accords with the views of the Scotch economist who maintained that the degree to which men were left free to follow their own self-interest would determine the extent of the beneficence of the results which they were able to achieve. In other words, "man's self-interest is God's providence."

Unwise Government interference with trade he regarded as the main evil of his time. The proper function of the State consisted in defence from foreign attack, the administration of justice, and the construction of essential public works. His extreme advocacy of a let-alone policy on the part of the State has led some of his critics to assume that we have departed very far from his teachings. Yet in this Smith has suffered at the hands of some of his overzealous followers in the same way that Darwin has suffered. Conditions which Smith attacked are now only of historical interest. The principles of natural liberty for industry, which he advocated, are now generally accepted, but the conditions of industry, meanwhile, have undergone profound changes, and the principles must be

## Merchants Life Insurance Company

WILLIAM A. WATTS  
President



RANSOM E. OLDS  
Chairman of Board

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

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

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

### In the Next 20 Years—

IT is going to be possible for the Average Man now active in business to build up a good estate. Now is the time to start it. By an "Estate" we mean an income-producing property. Does any thinking man doubt that he needs to do something of this kind?

Out of 100 Average Men who die, 9 leave estates which if invested at 6% net will produce \$50 per month or more; 27 leave estates which will produce an average of \$20 a month; the other 64 leave little or nothing—mostly nothing.

What is your plan?

We will help you plan your estate, and help you build it to a proper size. The conservation of property under "Living Trusts" or under Wills, is our principal business. Let us advise with you.

Our free booklets give valuable suggestions on this subject.

"Oldest Trust Company in Michigan"

**THE MICHIGAN TRUST COMPANY**

GRAND RAPIDS, MICH.



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applied in a different way from that which would have been followed a century and a half ago.

Too much emphasis—or rather the wrong sort of emphasis—has been placed on Smith's doctrine of enlightened selfishness. When the "Wealth of Nations" appeared the factory system was still in its infancy, and the evils of child labor, industrial accidents and unhealthful occupations were then not foreseen. Along with the idea of individual liberty in industry has developed the sense of public responsibility. Smith himself had already come to note that the woolen mills of Scotland were beginning the exploitation of young children, and he pointed to the need of public education as a solution of this growing evil, thus giving one more instance of his breadth of vision and humanity of spirit. A vast amount of economic literature has been given to the world since the days of Adam Smith. Various writers have expanded and refined his teachings in some special fields, and others have elaborated treatises in new fields, such as currency and banking and industrial relations, but all of the new material shows strong influences of the work that constitutes the foundation stone of modern economics.

William O. Scroggs.

#### Hard on the Prophets.

These are times that try the souls of the business prophets. The erratic movements of the markets have played havoc with their forecasts, and they are hard put to it to keep their barometers in working order. It is the excessive claims of ability to forecast just how the market is going to jump that have brought the theory of the business cycle into discredit with some of the more conservative economists and business men, because such forecasts always have some sort of a cyclical movement as their basis. Serious students of business phenomena who accept the cycle theory do not find it necessary to essay the role of prophets, but they do claim that a more accurate knowledge of the conditions underlying the periodic fluctuations in business may prove of enormous value if it is applied so as to modify the extremes of the swings from prosperity to depression. There is a world of difference between this and efforts to guess the next movement in stocks.

There are indications that in some lines of production the high rate of activity of past months has been represented in part the filling up of gaps in stocks due to the war or the depression of 1921. Now that these war-time deficits have been made good some slackening may be expected. In other cases the high rate of production has not resulted from the restoration of depleted stocks, but rather may be said to be due to deferred consumption. There was voluntary abstention from consumption in many lines of goods during the war. The post-armistice boom brought a riot of extravagance which was partly a reaction from war-time denials, but at that time soaring prices soon put a limit on the scale of consumption by persons of mode-

rate income. Then came readjustment and a second period of curtailed consumption. Since the upward trend began there has been a steady gain in the buying power of consumers, both in industrial and agricultural districts. Meanwhile, living costs have fluctuated so slightly that it would not be inaccurate to refer to them as relatively stable. The enormous gain in real income has made possible the satisfaction of deferred wants and accounts for the increased sales by department stores and mail order houses and for the record-breaking output of motor cars.

#### As to Fall Retail Policies.

With the Fall buying activities of retailers drawing closer, much speculation is indulged in as to the retail policy that will govern during the remainder of the year. During the first six months, most of the stores had a volume in the main lines that was considerably in excess of the same period of last year. But it is generally agreed that the Fall and Winter will not be a period of as easy sailing. Among leading wholesalers, the opinion is held that retail prices next Fall will show as close profit margins as possible and that the efforts of the stores will be highly concentrated on the keeping up of rapid turnover. With stocks light and new stuff introduced very frequently, it is hoped that the volume, despite any indicated tendency of the consumer to balk at higher prices, will be kept up during the last half of the year.

Unless your business is paying you a good profit in addition to your salary, sell out and go to work for someone else.

Don't try to do your work with only a part of yourself. Throw your whole heart and soul into it.

### BUY SAFE BONDS



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

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Grand Rapids, Mich.



### How Shall We Handle the Flame Fiend?

Fire is an indispensable friend or a vicious enemy, according to how we treat it. Under control it keeps us warm in winter, it cooks our meals, it makes steam to run trains and many of our industries. A short time ago it did two million dollars worth of damage to a packing plant in Omaha, killed nearly thirty people in a New York insane asylum, cremated thirteen more in a frame building in Kansas City, and recently wiped out some seventy-five summer homes in Massachusetts. Every minute we live it sucks nearly a thousand dollars from our national wealth and every four years it destroys more than we lost soldiers in the whole world war! In Chicago alone it's wicked tongue licks up approximately \$35,000 worth of property each day.

The time has come when we as Americans must call a halt to the alarming destruction of the flame fiend. His greedy and insatiable appetite has increased one hundred fold since 1916. His merciless destruction is an ever present menace to us all and he strikes when we are least prepared to combat him. We must unite in a determined warfare on this monster, for if allowed to continue his ravages it seems likely that we will ultimately face economic disaster.

There are two general ways in which we may stop our terrific fire waste. The first is an engineering problem and is concerned with structural protection and matters pertaining to water works and fire departments. Fire protection engineers should always be consulted when plans are made for new building. The weapons in the hands of the rank and file of us are carefulness and common sense. The second method of combat then, is not of a technical nature, and is within the comprehension of all of us. Most of our great national conflagrations have had simple preventable beginnings. A 40 cent piece of glass replacing a broken bull's eye in a sidewalk would have prevented a \$40,000, 000 Baltimore fire. Turning off an electric iron would have saved a \$5,000,000 disaster at Atlanta. If someone had eaten Mrs. O'Leary's cow, the lamp might not have been kicked over in Chicago.

Most of us, as laymen, are chiefly interested in three classes of buildings; our homes, our places of business, our public institutions; and at this season of the year with clean up campaigns in progress all over the land, it behooves us to turn our attention to conditions in our own communities. Fire prevention begins at home. We call ourselves civilized and yet nearly 900 dwelling house fires occur daily in the United States.

Many of our houses are frame tinder boxes and contain numerous fire hazards. In addition, probably not one out of twenty-five boasts any extinguishing equipment other than the ordinary hydrants. As most of our fires happen in the home it is not strange that our chief loss of life is found there. Over 80 per cent of all those who die by fire in this country are women and children!

We might mention a few of the favorite playthings of the fire demon which are frequently found in our dwellings. Matches and smoking constitute the chief cause of loss in the United States. Only the safety type should be used. Keep them off of the stove, and high enough up so that little children cannot play with them. They all love to do that.

Electricity is next in importance. There is just as much sense in putting a penny in a fuse plug as there is in hanging a heavy weight on a steam safety valve. Amateur wiring should never be permitted, for circuits are frequently overloaded. Call an efficient electrician. Electric pressing irons are a fine convenience but they cause the fire departments thirty-five runs every day. Disconnect them when not in use, keep them on a metal stand, and never leave the room when the current is on. A red pilot light in the same circuit will warn when there is danger. Cheap equipment of this nature is poor economy. Do not tie drop cords, and always keep the latter free from hooks, nails or metal.

Ashes should be kept in metal receptacles only and removed frequently. Keep them away from all combustible material.

Gasoline and kerosene kill hundreds. Seven hundred eighty-seven women died last year because they did not understand that rubbing cer-

### PERKINS, EVERETT & GEISTERT

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STOCKS

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

Orders promptly executed in all markets. Quotations gladly furnished.  
We invite you to use our statistical service.

A RELIABLE FIRM TO EXECUTE YOUR ORDERS IN  
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\$20,000,000.00 Assets

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## COMPETENT HANDS

**T**HE DIFFERENCE between putting your estate in the charge of a trust company or in the keeping of an individual, is often the difference between competent hands and incompetent hands.

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  
any time on this important subject.

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

Ottawa at Fountain

Both Phones 4391



tain articles of silk and wool generate static electricity, something which does not mix with gasoline satisfactorily. Home dry cleaning is likely to be fatal. Keep these liquids out of your house. There are some two hundred fifty different types of oil furnaces for dwelling heating now on the market. Innumerable fires have resulted. Practically all of them are dangerous. One blew up in Iowa recently, killed a prospective purchaser, and severely injured the salesman who was demonstrating that it couldn't explode.

Look your heating devices over, including chimneys and stovepipes. Defective flues are major offenders. Chimneys should be built of brick or stone from the ground up and lined with tile. Keep your furnace and chimneys clean. A cracked chimney is a ticket to the ash heap. So is a stovepipe with holes, or located close to combustible material.

Old wooden shingle roofs are a menace not only because they easily become ignited from sparks from the chimney, but they are also terrific fire spreaders. When great conflagrations happen, flying fire boards start hundreds of fires simultaneously by falling on roofs of this type. Underwriters tell us that when 30 per cent. of the roof area of any city is constructed of wooden shingles, that city is subject to conflagration.

And so the crackling, lurid flames race on up and down our beautiful land, leaving only desolate, heart-breaking ruin for which we must all pay, for insurance is simply a tax collector who distributes the funds where the losses occur. We must pay—every penny. There is no escape! Statistics prove the average American is approximately nineteen times as careless as the European in handling fire. Are you proud of that record? You as an American citizen have a grave responsibility. You cannot pass it on to others. Enlist at once in the fire prevention army. Stop this fire waste! Wherever fire prevention has been sanely and persistently practiced, encouraging results have been obtained. The only way in which this staggering problem can be solved is by each one of us accepting the challenge as to our own individual responsibility. Only then shall we win, for as Kipling wrote: "It's the

everlasting team work of every bloomin' soul that wins the day."

Richard E. Vernor.

#### Seven Mistakes of Life.

1. The delusion that individual advancement is made by crushing others down.
2. The tendency to worry about things that cannot be changed or corrected.
3. Insisting that a thing is impossible because we ourselves cannot accomplish it.
4. Attempting to compel other persons to believe and live as we do.
5. Neglecting development and refinement of the mind by not acquiring the habit of reading fine literature.
6. Refusing to set aside trivial preferences, in order that important things may be accomplished.
7. The failure to establish the habit of saving money.

To go every morning with a stout heart and an elastic step, with courage and enthusiasm, to work which we are not fitted for and were not intended to do, work against which our very natures protest, just because it is our duty, and to keep this up, year in and year out, requires heroic qualities.

## CHANDLER & VANDER MEY

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## The Michigan Retail Dry Goods Association

advises its members to place their  
fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE  
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Other merchants equally welcome.

319-20 Houseman Bldg.

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### THE HARDWARE AND IMPLEMENT MUTUALS DIVIDE THEIR RISKS INTO THREE CLASSES

CLASS A—HARDWARE AND IMPLEMENT STORES, DIVIDEND 50% to 55%  
CLASS B—GARAGES, FURNITURE AND DRUG STORES, DIVIDEND 40%  
CLASS C—GENERAL STORES AND OTHER MERCANTILE RISKS, 30%

These Companies are recognized as the strongest and most reliable Mutuals in the United States, with Twenty Years of successful Underwriting Experience. No Hardware Mutual has ever failed, No Hardware Mutual has ever levied an assessment. Ask the Hardware Dealer of your town.

If interested, write for further particulars.



### Another Senator to Retire From Public Life.

Grandville, July 10.—It is said that in ancient times the great Roman, Mark Antony, threw a world away for love of Egypt's queen.

That any man at the present time should seek to emulate the great Roman by throwing his every political surety to the winds because of a love for a glass of beer is passing understanding.

Governor A. Smith, of the Empire State, threw his presidential prospects to the winds for love of alcoholic liquor, and now we see the ex-mayor of Detroit, and at present Senator from Michigan, going him one better by declaring for 5 per cent alcohol in beer!

On what meat doth our Caesar feed that he should grow so reckless!

Beer in itself is not so bad, yet it is the stepping stone to other ills we know not of. When beer comes back, 5 per cent. more or less, the discarded saloon follows at its heels. This is as inevitable as death, and mincing matters on the subject only sinks the apologist for liquor in any form deeper in the mire.

Mr. Couzens has won an enviable record as mayor, and so far as Senator, all of which he deliberately tosses into the discard for a paltry drink of beer!

So great, and yet so small!

Of such are the makings of our public men of to-day. It certainly was the height of folly to cast one's lot with the wets in a State like Michigan, which went bone dry years before the United States enacted prohibition.

It is impossible for an advocate of beer or wine in any form to ever secure public office in this State. Mr. Couzens must be aware of this. If he has given his honest opinion as to the value of a little beer to wet the throats of his constituents, well and good. At the same time he must content himself with retirement to private life at the end of his present term as Senator.

As an appointee of the Governor, he became Senator, but he can never succeed to that place by the vote of the people.

He certainly has read the signs wrong if he expects any such outcome to his declaration for the return of beer.

His colleague, Senator Ferris, has his ear to the ground and is fully wise to the folly of going against the wishes of a people whose years of freedom from the saloon have satisfied them that prohibition is the right thing for the State.

The contention that 5 per cent. alcohol is not intoxicating is plainly a fallacy, else why the desire for any alcohol in our drinks? If there were no intoxicating qualities about this small per cent., then why insist on having it? It is the intoxicating content that counts. Once we compromise on a small bit of drunkenness, it is easy to increase the amount.

This matter of liquor or prohibition is getting deeper and deeper into politics every day, and yet it is a dangerous subject to handle.

Light wine and beer, if granted, means the return of the saloon. There is no getting around this fact. The people who suffered so long under the reign of whisky in politics have recorded a vow that, now that the saloon is out, it shall remain out to the end of time.

We now have a better Nation in which to rear our families, a safe and sane country, which in time will be the healthiest, wealthiest, proudest happiest people under the shine of the sun. The question is, shall we throw all this aside to give place once more to the rollicking of King Alcohol?

Not in this generation, all such as Senator Couzens to the contrary notwithstanding.

A little beer for the stomach's

sake may sound well. It has the serpent's tooth, however, and cannot pass. The back of the people is against the wall. No smallest concession will be made to the liquor traffic, nor will there be granted a rise in the alcoholic content of soft drinks.

The saloon must go was the cry that arose years ago. The saloon has gone, thanks to the determined effort of temperance people, and Michigan stands to-day unfettered by the most villainous curse of the centuries.

Back to the saloon! Never. No compromise with wrong. It is written on the banners of prohibition, and no amount of coaxing, wheedling or soft soldering talk can win back King Alcohol to Michigan.

It might be possible for a senator to win out for beer in some other commonwealth than ours, but here the die is cast. Grand old Michigan has banished the saloon forever.

The contention that accepting 5 per cent. beer does not mean a return of the saloon is fallacious. Furthermore, there is no more call for a little intoxicant than there is for a full amount. The one leads directly up to the other.

With a law on the statute book granting a little alcohol in beer there would be no such thing as the enforcement of anti-saloon conditions. The open saloon would again flourish even in greater freedom than under the old license law.

Any politician who tempts fate by seeking the restoration of even a modicum of alcohol in our drinks, seals his political destiny for all time. It is better of course that we elect out-and-out prohibitionists to enforce our temperance laws, hence we cannot shed a regretful tear over the loss of such senators as prefer a little alcohol to the good of the public. Such men, weak-kneed where prohibition is concerned, will not be missed.

Old Timer.

### Odd Size Butter Cartons Eliminated.

The U. S. Department of Agriculture publishes the following:

"One of the first benefits to the public brought about by the packers and stockyards act as administered by the United States Department of Agriculture was the discontinuance on the part of one of the large packing companies of the use of the short-weight butter cartons in certain states of the southwest. The cartons had been designed to hold 1 pound of butter each, but actually contained only 15 ounces. The statement on the label had been changed to conform with the capacity of the package, but other packers and distributors of butter contended that it was an unfair practice and if continued would force the rest of them to adopt similar fractional cartons in order to maintain their trade.

"Informal discussions were held with the national organization, the Institute of American Meat Packers, and a committee was appointed consisting of representatives of the industry, of the national organization of creamery butter manufacturers, and of the packers and stockyards administration. The committee decided that the practice should be discontinued and indorsed the principle of standard containers. It recommended for butter that the contents of retail cartons be on the basis of pounds, half, and quarter pounds. The two national organizations indorsed the decision and the company in question immediately put it into practice."

SOME MERCHANTS whose business is seasonable carry their cash reserves in our 5% Full Paid shares, using it as collateral with us when funds are needed.

This guarantees them a 5% return on their money at all times and provides them with money at 6% when needed.

### Grand Rapids Mutual Building and Loan Association

Resources \$4,500,000.00

Chartered 1888

35 Years in the Widdicomb Building



# Lily White

"The Flour the Best Cooks Use"

## An Unusual Guarantee

The guarantee that covers every sack of Lily White Flour is unusual because it leaves nothing to the imagination. It leaves no loopholes of escape for the miller or the dealer.

We know the flour to be milled from the finest wheats, scientifically prepared, and capable of producing the finest looking, finest tasting and most wholesome breads you ever ate.

Because we know this, and because the best cooks for three generations have found it true also, we can guarantee Lily White to be the best flour you ever used—and if you don't think so the trial costs you nothing.

### 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.



Raised Biscuits made with Lily White

Think of Lily White the day before you bake.

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.

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.



### Putting Retailer on Profit Side of Ledger.

I was shocked when reading a recent issue of the Tradesman to find that the retail mortality was seven years. Just think of it, the majority retail stores die within seven years!

Many misguided people are constantly shouting excessive overhead as the cause of the numerous failures when the truth of the matter is that overhead cuts no figure if sales turnover is large enough. In fact, we are living in an age, or era, where labor costs are getting on a higher level each year, and this will continue for a long time. In fact, when people enjoy the taste of higher wages and the added comforts and pleasures that go with higher wages, they are not going to reach back to lower standards of living and less income. Higher wages naturally increase all other costs. Somewhere in the economic circle, higher wages play their part in increase of house rent, increased light bills, increased freight charges, increased insurance, taxes, etc., all of which go to make up the retailers' overhead.

So, instead of spending our time in finding out ways and means of reducing overhead, which in time means lower wages and less buying power, let us spend our time figuring out ways and means of selling more merchandise, getting a bigger turnover out of our stocks through the means of the higher wages.

You never see a big salesman cutting down expenses. He is always thinking of how he can spend more to sell more and all big sales and big salesmen have as their background liberal expenditures in some form or other.

When we begin to look around for ways and means of increasing sales or turnover, what do we find? We find gross inefficiency. We find no preconceived plan of action. We find no sales strategy. We find no advertising ability.

With these fundamental principles, all stores, all businesses can and will succeed even though they may be in the most limited locations; and without these fundamentals applied most religiously, big retailers would never have known success, would never have become big, nor could they remain big without the application of these basic principles.

No beginner can to-day hope to exist very long, to say nothing of expanding, without following these principles.

Let's go farther, let's see what the troubles are that make the retail mortality seven years. Here they are:

Too many are unfitted by temperament to ever make successful retailers.

Too many of the uninitiated think it is an easy way of making a living.

Too many start in with too little working capital.

Too much credit extended to them. Credit too cheap.

Too many are lazy.

Too many are misled by the old saying 'that goods well bought are

half sold' and, therefore, expect too much of their buying.

While too few heed the newer and more trite saying: 'that goods all sold are well bought,' and therefore spend too little time and thought in devising methods and plans to sell goods.

Buying is much easier than selling. That is, as long as you have the cash, or credit, but cash or credit soon wear out, and are gone, if sales are not made; so it's sell, sell, sell, at a profit!

If you do that, buying will take care of itself. Too many retailers think too much of their office and too little about their main floor. Buying is too recklessly done. The ratio of sales to purchases per item is almost unknown to retailers, or put in the other way, the ratio of what should be bought is seldom employed with regard to actual sales.

Too many retailers know nothing whatever about good local advertising and waste 75 per cent of their money. Advertising, like everything else, requires thought, study and experience, if it is to be done successfully.

Study advertising yourself.

Direct mail work will make a lot of sales if there are enough real live prospects on the list.

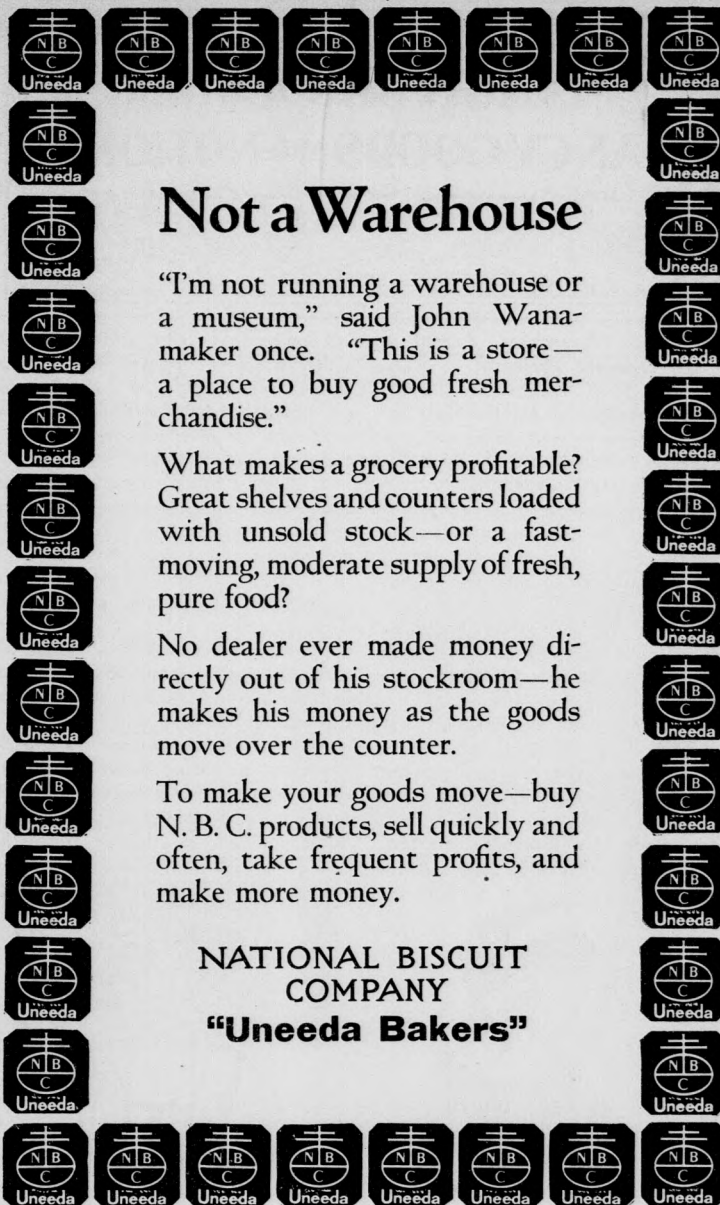
Before you lay out your direct mail campaign, make certain you really have someone worth while to send all your expensive mailing literature to.

There are a lot of other things you can do to increase the business you are now getting from each account, but each must be based on the premise of increasing your business in your own line, for you cannot profit unless and until you do.

Homer J. Buckley.

At the recent meeting of the National Retail Grocers' Association a plan was launched for a "Better Grocers' Bureau." The purpose of this new organization is mainly educational. It is planned to impress retail grocers with the importance of adopting more efficient methods of carrying on their business and especially with the necessity of analyzing costs. Such a movement is to be welcomed. It can supplement the work that has already been done along this line by the Harvard Bureau of Business Research, whose work has been of incalculable benefit to retailers in enabling them to find just where they stand and how their individual business units are functioning in comparison with others in the same line. The surveys which have been made of the grocery, hardware, shoe, and jewelry business have emphasized the close relation of quick turnover and avoidance of heavy stocks to net profits. The mortality rate among retail grocers is vastly greater than it should be, and there is much need for carrying this educational work further. The "Better Grocers' Bureau" has a great opportunity before it.

The more thoroughly you do nothing when there is nothing to do, the better you can do something when there is something to do.



## Not a Warehouse

"I'm not running a warehouse or a museum," said John Wanamaker once. "This is a store—a place to buy good fresh merchandise."

What makes a grocery profitable? Great shelves and counters loaded with unsold stock—or a fast-moving, moderate supply of fresh, pure food?

No dealer ever made money directly out of his stockroom—he makes his money as the goods move over the counter.

To make your goods move—buy N. B. C. products, sell quickly and often, take frequent profits, and make more money.

NATIONAL BISCUIT  
COMPANY  
"Uneeda Bakers"

## Thanks

Our boys sure thank you for the nice mail and 'phone orders received when they were enjoying their annual week's vacation. We want you to know that we also appreciate the favors extended to our travelers. Come in and see us.

JUDSON GROCER CO.





### How John Wanamaker Solved a Difficult Problem.

The late John Wanamaker's vigilance to preserve the good will of his great business is well illustrated by and incident related recently by a fellow merchant of Philadelphia:

A married woman from the ordinary walks of life was shopping in the great Philadelphia store, and laying her pocketbook down on the counter, walked away, forgetting it until she had gotten half way to the store door. Vexed with herself for such carelessness, she hurried back to the counter, picked the pocketbook up quickly and hurried to the door. As she stepped away from the store door a plain-clothes man, dropping alongside, took her arm and said, "Come along, kid."

She made an indignant protest,

but he held her arm and guided her firmly down the street. She realized what a scene might be created if she attempted to break away and so went with him unresistingly to the police station. However, she said:

"You may think you are right, but before you take me wherever you are going, I want you to know that you are wrong and I can prove it."

"All right, sister," he replied soothingly. "Just trot along with me and we'll see about it."

By the time the police station was reached the woman had recovered her nerve, and as she stood before the magistrate, she said:

"Just a minute, your honor, before anything is done. I want to show the officer that he is wrong. You say you saw me pick that pocketbook up," she continued, addressing



(Photo Courtesy Knitted OUTERwear Bureau, Inc.)

An attractive two piece knitted suit, of fiber silk, in navy blue, reminiscent of the Russian. Closed U-neck and sleeves and border trimmed in red, blue, tan and orange design, with a belt fastening at the sides.



(Photo Courtesy Knitted OUTERwear Bureau, Inc.)

In knitted frocks, every latest development of Fashion is carried out. The figured monogram and the square neck are particularly effective in the frock illustrated.

## Are You Prepared For Your July and August Clearance Sales!

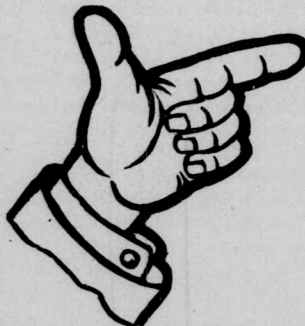
CLEAN UP and do not carry over Summer merchandise into next Spring.

### NOW IS THE TIME

to inventory your stock so you will know what you have to sell in your CLEARANCE SALE.

### THEN GET FROM US

whatever other merchandise you need to put on a BIG SUCCESSFUL SALE. This should include STAPLES which we will let you have CHEAP, and certain merchandise which we are DUMPING



WE WILL REFUND YOUR TRAVELING EXPENSES at rate of 2% if you will buy \$500 or more of STAPLE and CLEAN UP MERCHANDISE. This offer is good during July.

### IN MAKING YOUR MERCHANDISE PLANS ON FALL MERCHANDISE

may we suggest if you are not covered until October, that you let us take care of you NOW.

The supply of Cotton until the new crop comes in in October will be limited. You can get a nice business EARLY by having this merchandise IN STOCK NOW.

We are now shipping this merchandise with Fall dating to those who bought EARLY.

By such purchases, you secure many advantages such as:

1. LOWER PRICES—The prices on futures are always the lowest.
2. BETTER SELECTION—The early buyer gets his pick first.
3. EXTRA DATING.
4. BENEFIT OUR EARLIER PURCHASES We are still offering the balance unsold of FALL MERCHANDISE bought when Cotton was 16c to 18c.

IF YOU ARE NOT FULLY COVERED on the following lines, you still can get in by seeing our salesman or us.

### DON'T GET CAUGHT WITHOUT THESE IN STOCK NOW

#### FUTURES FOR FALL—PIECE GOODS

Dress Goods  
Wool Flannel  
Ginghams  
Challies  
Poplins  
Comforters  
Cotton & Wool Batts

Shakers & Twills  
Printed Flannels  
Outing Flannel  
Bath Sets  
Embroidered Towels  
Turk Towels

Wash Cloths  
Cretonne  
Silkline  
Em'b'd. Pillow Cases  
Eiderdown  
Robe Flannel

BLANKETS—Cotton, Wool, Staple, Fancy, Esmond, Crib, Barlan Heather, Bath Robe, Comfortable, Indian, Woolnap.

#### NOTIONS

Yarns, Handkerchiefs, Gloves  
Ribbons, Suspenders, Corsets

#### HOSIERY, UNDERWEAR AND FURNISHINGS

Also Sweaters Flannel Shirts  
Sport Coats Mackinaws  
Dress Shirts and Pants  
Work Shirts  
Duck and Sheep Coats  
Winter Caps  
Boy's Flannel Blouses  
Wool and Serge Middies  
Lowell Aprons and Dresses  
Knit Caps  
Ladies Outing Gowns Infants Knitwear  
Flannel Night Shirts and Pajamas

#### BE WISE

## GRAND RAPIDS DRY GOODS CO.

The Largest Exclusively Wholesale Dry Goods House  
in Western Michigan





the officer. "Did I look into it?"

"No," he replied.

"Very well," she continued, "now I shall tell you just what is in the pocketbook. There are three one-dollar bills and forty or fifty cents in change, also a nail file, a receipted gas bill and an amber hairpin."

The magistrate became suddenly alert: "See here," he said to the officer, "have you made any mistake?"

"I saw her snatch the book up and I brought her right along," he answered.

Turning to the woman, the officer asked accusingly, "Why didn't you tell me that the pocketbook belonged to you?"

"You didn't give me a chance," she answered. "I told you you were wrong, but I wasn't going to make a scene right there on the street." Then she broke down and cried.

Of course she was released, and she went home highly indignant and lost no time in getting her husband on the telephone. He was likewise indignant and immediately got into touch with a lawyer.

But this quick action was not any speedier than that of John Wanamaker. In fact the first mail the next morning came a pen-written letter from Mr. Wanamaker, explaining his consternation and sorrow that such a thing could have happened in his store. He admitted the mistake freely and said to the customer that, having a daughter of about her age, he could appreciate the fearful embarrassment to which she had been subjected.

He went on to say that he knew that no mere apology could make amends, but he wanted her to know how he felt about the occurrence, and said if there was anything in the store that she had really set her heart on he would like to make her a present, and thus do a little something toward rectifying a real wrong that she had suffered.

For a long time this woman had wanted a piano. Stirred by Mr. Wanamaker's letter, she replied that the one thing of all things she had wanted for several years was a piano. Next morning one of the big Wanamaker vans was at her door and several husky men carefully placed in her sitting room a baby grand piano.

"John Wanamaker," added the man who related this incident, "knew not only how to get good advertising, but he knew how to avoid publicity of an undesirable kind."

#### Slowness in Summer Clothing.

Both retailers and manufacturers have lately felt a slowing up in the Summer clothing situation. Stocks on hand locally are not being reduced as quickly as is desired and was expected earlier, although manufacturers are now making up little or no goods for stock. It is believed that the local conditions apply to other centres as well. From the retail standpoint, it would seem that there is likely to be some carry-over into the next season, although merchants are making every effort to move their stocks by the naming of attractive prices. The time is growing shorter for these methods, it is

pointed out, and clearance sales may be moved somewhat ahead of their regular dates. Mohairs have shown up well thus far. In fact, the demand for these suits has been better in some instances than for tropical worsteds. Consumer request for the latter has not been as broad as it was believed would be the case. Beach cloth garments have moved satisfactorily, it is said, with the aim being to sell two suits at once to a customer.

#### Black Once More Leading.

In the variety of colors which are competing for favor in Fall garments, black again seems to be headed for leadership in coats of the pile sheen woolens. This staple shade, however, is thought likely to be hard pressed by grays of the squirrel order to harmonize with the fur trimmings that will be used. Tans and browns follow. In other fabrics, greens are being pushed forward for various types of coats and some suits. Particular stress is being placed on bottle green and the myrtle shade. Leading couturiers abroad, it is pointed out, have ranked the former very high and some of the foremost style houses here are giving them considerable attention. Navy will again be a leading staple in dress goods.



(Photo Courtesy Knitted OUTERwear Bureau, Inc.)

The two piece knitted suit, consisting of jacquette and skirt is enjoying considerable prestige for Summer wear. This one is in white with an all over design of diamonds in the most delicate pastel shades.

## Ladies Silk Hosiery

We carry the following well known advertised Brands:

BEAR BRAND  
BURSON  
BUTTERFLY

DURHAM  
L. M. C.  
REAL GOOD

These are all dependable lines. They are sure to please. Black and colors.

## PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service

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.



**Fiegler's**  
**Chocolates**  
—  
Package Goods of  
Paramount Quality  
and  
Artistic Design



**VAN DAM**  
MANUFACTURED BY  
TUNIS JOHNSON CIGAR CO.  
GRAND RAPIDS, MICHIGAN

## Citizens Long Distance Service



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

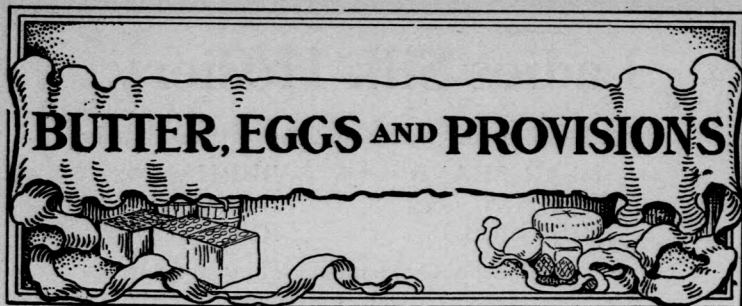
22,400 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

**CITIZENS TELEPHONE COMPANY**





### Interest in Canned Goods is Renewed.

The market shows some evidence of reviving interest and buyers have begun to regard offerings with renewed attention. It is evident that the annual inventory has shown the buyers that their stocks are lower than they realized. All staple canned vegetables are in short supply with wholesalers, peas, corn and tomatoes, all low in stocks and jobbers are not disposed to sell to each other, preferring to hold their limited supplies for their own customers.

Pineapple is quiet and the demand has, to an extent, subsided. This is to be attributed to the abundance of new fruits and melons on the market and to the further fact that the shipments of the new pack of pineapple from Hawaii are said to be in transit, due here in about four weeks.

The pack of canned strawberries in Michigan is short and the Fancy and Choice grades are all gone and will in most instances be delivered short. The Standard grade of canned Michigan strawberries is cleaning up rapidly, and soon will be sold up. Raspberries for future delivery are beginning to sell well. There is some demoralization in the prices of canned cherries in Michigan and elsewhere, as there was a good crop, and canners bought fruit somewhat lower than they expected. Just at present buyers are holding off of canned cherries, and are setting low price limits for their requirements, and inviting the brokers to meet their prices which are usually far below the asking prices of canners.

Canners say that the far South and Southwest are buying canned corn for both spot and future delivery but that the central West and North are "laying off" of both spot and futures.

Indiana canners of tomatoes are indifferent about accepting contracts for canned tomatoes for future delivery. They are entirely sold out of the 1922 pack, all sizes, and the plants in the fields (so it is reported from the famous Elwood district where a large portion of the tomatoes in the state are produced) are irregular, some small and some quite large. Canners do not understand the significance of this condition and are indisposed to sell more canned tomatoes until the crop condition assumes a more definite and assured state.

John A. Lee.

### Necessity of Uniformity in Butter.

A great deal has been said about uniformity in the quality of butter. Creameries in a given locality have been urged to co-operate with each other and make butter of the same quality and then ship it to market

in car load lots, because such butter would sell at a higher price, than would be the case if each creamery ignored its neighbors.

We recently collected a little evidence which seems to indicate that a great many creameries are now making butter of the same quality. I doubt, however, if they are all receiving the same price for it. I recently noticed that the score of the Chicago butter buyer on the butter we sent him from 46 creameries was the same figure on the butter from 9 creameries. This looks as if at least 9 creameries are making butter of exactly the same score and it is the best bit of evidence on uniformity I have seen.

I find, however, by a little further inspection of the butter merchant's score cards, that there was a variation of only 2 points in the score of the butter from 36 of the creameries, and only 1 point difference in the scores on the butter from 22 creameries and one-half a point difference in the scores of the butter from 15 creameries.

In view of the fact that several judges scoring the same tub of butter often vary as much as one point and seldom agree closer than half a point, these scores of the butter buyer on this shipment of butter from 46 creameries indicate that 20 per cent. of the butter was given the same score; 33 per cent. differed only by half a point in score; 49 per cent. differed by one point; and 80 per cent. differed by only 2 points.

The butter buyer scored all this butter from the 46 creameries about a point lower than the average score given by the four judges at the dairy school, but the same uniformity in the score of the butter from the different creameries is noticed by inspecting the scores given by the judges. These scores show that 50

# 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

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.

## United Motor Trucks

A SIZE AND STYLE **To Fit Your Business**

SALES SERVICE

**ECKBERG AUTO COMPANY**  
310 IONIA AVE., NW.

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.

### 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-  
uated meal, Buckwheat flour and  
Poultry feeds.

Western Michigan's Largest Feed  
Distributors.

## L & S

### Food Products of Quality

Pickles Condiments Preserves

We give display bowls free

Exclusively Distributed by

**LEWELLYN & CO.**  
WHOLESALE GROCERS

GRAND RAPIDS

DETROIT



per cent. of the butter came within 1 point of the same figure.

This certainly looks as if uniformity in the quality of butter made at our different creameries is making considerable progress, and how about the price? One creamery writes me that their butter sells for one cent. above the highest Chicago market quotations, but I doubt if there are many others that get this price for butter of the same score.

Prof. E. H. Farrington.

#### Court of Nations Height of National Imbecility.

Grandville, July 12.—"Our people native and foreign born, cherish the belief that this Republic was created to become an instrument for the betterment of man and not merely a pleasant and safe abiding place."

This from the pen of Col. House, a one time member of the Wilson regime. It sounds nice, and at first glance seems to have an iota of truth, although when fully considered proves to be the purest sort of bunk.

This Republic was formed for Americans, not to attempt inveigling the whole wide world into a sort of international government of which we know nothing and care less. He who does not look after his own family is worse than an infidel.

To govern the United States, to make the form of government democratic in the sense that here we have found a land which seeks to secure the happiness of the people through a government of the people, by the people, for the people. If any nation in Europe seeks the same end let her take pattern from us and go to it, but that any European nation desires or hopes to see the United States go out of its way to lead them up to the republican trough and ask them to eat isn't sound sense.

This Republic is one great family of happily conjoined states, which have managed their own domestic affairs to the entire satisfaction of all. Had we chosen to nose in among the quarrels of Europe we would doubtless long have fallen into fragments and the dream of Washington would never have been fulfilled.

The Wilson administration was pledged to a league of nations which the American people did not want, and so said in unmistakable terms at the first opportunity.

We threw off that incubus in 1920. That is should rise now to carry our statesmen is provocative of considerable irritation and useless propaganda among internationalists who have not the best interests of America at heart.

An organization has been formed at Washington known as the Civitan club, which wants to establish a national policy of education in international questions and instruction in citizenship in the grade schools.

This is wholly in the interest of foreign countries and is wholly antagonistic to the true interests of the United States.

Nationalism should be taught, true Americanism but no misleading foolishness, as regards other countries. The great brotherhood of man is all well enough, and it is all right to regard our neighbors in Europe and elsewhere with kindly wishes, but let us keep wholly clear of alliances with any of them. There seems to be a drifting toward a mock sentimentalism which can have but one object—the infliction of vast injury on this country. We stand or fall on our own management of home affairs; let the rest of the world do likewise.

Those people who conceive it the essential duty of America to save Europe from itself imagine popular instruction in foreign questions is sorely needed, while the true American can see only the necessity for the

teaching of more true Americanism in our public schools as well as elsewhere.

The Civitan club is doing an injury rather than a benefit to this country, as such propaganda is not needed.

President Harding, who has set his heart on spoiling much of his past record by insisting on the necessity for the United States to ally itself with an international court (an offshoot of the plague known as the league of nations) is in no way adding to the hilarity of the occasion. The question is simply this:

How can the United States benefit by joining this international court? That has not been elucidated as yet. If we are to get no benefit, then why join? If we are to be aided in any way to better Americanism by this court of European nations, please tell us in what way.

There is not a statesman in the wide world, especially not one of American birth, who can name a single advantage to be gained by this move.

England, France, Italy and others may say this, that and the other as to benefits, but each and all of the European nations are only too anxious to add Uncle Sam to the list of court members. There is reason on their part for all this but nothing beneficial for the one most concerned.

Uncle Sam has a well filled wallet. Those nations in Europe who suffered such overwhelming losses in war are anxious to see the inside of that wallet and to handle some of the contents. Will we be foolish enough to let them do it? I opine not.

President Harding is on the wrong track. However much he may assert as he did at St. Louis, that the world court is in no sense a part of the league which the American people cast into the dump heap, the fact remains that the self same nations are in it; their greed and needs are the same; once Uncle Sam gets mixed up in any way with their proceedings in a court or otherwise, that moment we cast aside our proud position as the great, independent Republic of the world.

If we enter into the squabbles and factions of old world politics, we will make ourselves unending trouble, for which we shall be ourselves to blame. All Europe will respect us more if we keep on our own side the road, pay strict attention to our own affairs, letting Europe settle her own family troubles as suits them best.

It seems to the writer that for this country to join an international court would be the height of national imbecility. Old Timer.



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Write us about it.

Blended, Roasted and Packed by

**CHRISTIAN COFFEE CO.**

337-339 Summer Ave.  
GRAND RAPIDS, MICH.

## M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

## Seasonable Fruits and Vegetables

## WATERMELONS AND CANTALOUPE

When you order from us, you are assured of the prompt shipment of the best melons obtainable.

**VINKEMULDER COMPANY**  
GRAND RAPIDS, - - MICHIGAN

## MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

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## Polar Bear Flour

A MONEY MAKER

Can Always be sold at a profit.  
Quality in the Bag Brings Repeat orders.

J. W. HARVEY & SON,  
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## THE PROOF OF



QUALITY

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**NUCOA SALES**

Nucoa, by far, out-sells all others

**I. VAN WESTENBRUGGE**  
DISTRIBUTOR

Grand Rapids Muskegon

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





**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. Cortenhorst, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digman, Owosso.

#### Boating Supplies a Good Line to Handle.

Written for the Tradesman.

When a hardware dealer builds up his sporting goods department, only one condition is necessary to induce him to add an extensive line of boating supplies, a sub-department that seems to lead naturally from the sporting goods part of the store. This essential condition is a demand for boats and boat fittings.

There must be a body of water near the town or city and in addition there must be among the citizens a love of aquatics. In other words, there must be not only the water but a disposition on the part of the citizens to take advantage of it. Regarding the latter point it is safe to say that wherever the opportunity presents itself, the people are not slow to show their fondness for the pleasure of being on the river or lake as the case may be.

As the salesman in charge of the sporting goods department puts in a stock of canoes and paddles and finds that they create interest with resulting sales, he is attracted toward this end of the sporting goods business. He finds his customers asking for motor boat supplies, for sail boat goods and similar lines, and realizing that his stock is not complete without these features, he "lays to" and fills out the list. Or he may decide not to touch them; and while retaining canoes and paddles he misses the opportunity to build up the reputation of having a complete stock. People who want articles in this class know where they can secure them, and they also know the stores where supplies are kept in a haphazard condition with only certain lines carried in full.

Considering the boat supplies part of the sporting goods department, therefore, the first two points to be provided for are the natural demand from the locality and, with that assured, a complete assortment of the goods required.

In considering the boat supplies department, it should be remembered that there are several subdivisions. There are supplies for sailing boats, and other supplies for motor boats, each subdivision of the department being quite a figure in itself. Then there are canoe and skiff supplies, and the dealer who decides that this part of his business is going to be

complete has to remember or to know by experience the articles he has to have in stock. While some of the lines are the same for both sailing and motor boats, there are others which are principally concerned with but one of these lines.

In the larger city stores these boat supplies are usually given a section to themselves. The smaller goods are kept in drawers on the shelves. The heavier articles, such as anchors, steering wheels, rudders, etc., have a certain space allotted to them. Thus a customer has every opportunity of looking over the goods and there is the possibility of some lines he has not thought of appealing to him. Window displays are a most effective method of bringing these lines to the attention of the public.

A thorough knowledge of the various supplies is a strong point in the salesman's favor. He should know the goods asked for and their use; and to create the best impression should be able to talk boats and fittings as well as the average owner who enters the store. Only in this way can the salesman suggest any new goods that may be received or intelligently discuss even the ordinary supplies.

An approximate list of supplies that should be carried includes chocks, cleats, hand rail stanchions, brass railings, flag pole sockets, row locks, bow plates, inlet and outlet connections, tiller pulleys, swing blocks, boat hooks and snap hooks, wire rope and thimbles, anchors, engine signs, rudders, steering wheels, anchor shackles, rope, pumps, fenders, headlights, searchlights, propeller blades, etc. The possibilities of suggesting articles in this department are as numerous as in any other and perhaps more so.

In smaller places the department probably cannot be developed on so elaborate a scale. In this connection the hardware dealer will do well to carefully study his field before entering it. There is the matter of existing competition to be considered. Is the field already efficiently covered; and is it possible of development? A good deal depends on the trend of local boating activities. In some waters the motor boat has things all to itself. In others, sail-boats are popular. The shrewd dealer who can accurately gauge the possibilities of developing a "craze" for yachting or motor boating may make a big thing of the business.

These lines, of course, link up with other lines in many places. Thus in one community I know of a sailing yacht is never seen on the local river for obvious reasons. But a few miles away a little lake which is

## Foster, Stevens & Co.

### Wholesale Hardware



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Grand Rapids, Mich.

## Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

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

## These Hot Days Call For

Refrigerators, Ice Chests, Water  
 Coolers, Ice Cream Accessories, Etc.

We can serve you in  
 Both NEW and RE-BUILT

**Grand Rapids Store Fixture Co.**

7 Ionia Ave., N. W.

Grand Rapids, Michigan

### THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

## Michigan Merchants

WELCOME THE TOURISTS

Their pleasure means our prosperity

**Sherwood Hall Co., Ltd.**

SIXTY YEARS SERVICE

GRAND RAPIDS,

::: MICHIGAN





the popular local summer resort affords excellent opportunities for sailing. The summer resorfers from this particular city have their sail boats and for two or three months every summer take keen interest in the sport, with quite frequent regattas.

In such a situation, the moral is obvious to the shrewd hardware dealer. Every yachtsman is a summer camper; and, conversely, every summer camper who does not possess a sail-boat is a prospective owner. The hardware dealer's mailing list of yachtmen represent so many prospects for the sale of summer camp equipment, stoves, axes, lanterns, tents, cooking utensils, etc. And his mailing list of summer resort denizens includes a number of people who may at any time become sailing enthusiasts. Good salesmanship works both ways. The two interests dovetail very neatly.

So, too, where the nearby waterways reach any distance, the canoeist or the motor boat owner quite often take long summer jaunts or even holiday and week end trips during which they camp out over night. Here, again, a good opportunity for developing extra business presents itself to the hardware dealer. Depending on the size of the craft, he can dispose of quite a bit of camping equipment.

It should be remembered, too, that enthusiasm for these outings can be developed. In some communities the motor boat owner and the canoeist are satisfied with an afternoon on the water. But if two or three parties go camping over night or for a week or two weeks, and bring back good reports, there will be plenty of imitators. All with resultant profit to the hardware dealer, who can play a perfectly legitimate part in encouraging this form of healthful and pleasurable recreation in the community.

It should never be forgotten that this business is not for one season alone; it comes again year after year. The motor boat owner may lose his youth and his enthusiasm but, he sells his boat to a fresh enthusiast who becomes a new prospect. So the hardware dealer should handle the business with a view to realizing on its annual recurrent possibilities.

To this end, it is desirable to keep an accurately classified card index of canoeists, motor boat owners, sail boat owners, campers out, and prospects for all these various lines. If a man is interested in a motor boat this year yet does not buy, the sale may be made next year. It will pay you to keep a line on him, and to follow up this season's effort next year, or even the year after.

The more systematic and thorough your efforts, the more intimate your understanding of the sports to which you cater and of the goods you handle, the more successful will the department become. Enthusiasts for outdoor sports appreciate intelligent attention in a store, and are apt to advertise it to their friends at every opportunity. So it will pay you to develop a department and a sales force that will give the re-

quisite intelligent attention to customers. Victor Lauriston.

#### Fifteen Things to Avoid.

A National flag conference was held in Washington two weeks ago. It was called by the American Legion. It adopted a code which it is hoped will come generally into civilian practice. In display of the flag, as by this code, the following are fifteen things to avoid:

1. Do not dip the flag of the United States to any person or any thing. The regimental color, State flag organization or institutional flag, will render this honor. At sea the flag may be dipped in acknowledgment of the salute of the flag of another nation.
  2. Do not display the flag of the United States with the Union down except as a signal of distress.
  3. Do not place any other flag or pennant above or to the right of the flag of the United States.
  4. Do not let the flag of the United States touch the ground or trail in the water.
  5. Do not place any object or emblem of any kind on or above the flag of the United States.
  6. Do not use the flag as drapery; use bunting.
  7. Do not fasten the flag in such manner as will permit it to be easily torn.
  8. Do not drape the flag over the hood, top or sides of a vehicle or of a railroad train or bats. If it is desired to display the flag on a motor car affix the staff firmly to the chassis or clamp it to the radiator cap.
  9. Do not use the flag to cover speaker's desk or to drape over front of a platform or over chairs or benches.
  10. Do not display the flag on a float in a parade except on a staff.
  11. Do not use the flag as a ceiling covering.
  12. Do not use the flag of the United States as a portion of a costume or of an athletic uniform. Do not embroider it upon cushions or handkerchiefs or print it on paper napkins or boxes.
  13. Do not put lettering upon the flag.
  14. Do not use the flag of the United States in any form of advertising or fasten an advertising sign to a flag pole.
  15. Do not display, use or store the flag in such a manner as will permit it to be easily soiled or damaged.
- A suggestion that the proper salute to the flag by a woman be the military salute employed by soldiers in uniform was amended to read that her right hand should be placed over her heart in paying respect to the emblem.

Sixty per cent. of the men who have become eminent were graduated at small colleges, the names of which were scarcely known outside of their respective states.

Take care that the face which looks out from your mirror in the morning is a pleasant face. You may not see it again all day, but others will.

## DEL MONTE

### CANNED FRUITS VEGETABLES & FOOD SPECIALTIES

**- quick-moving  
products that  
gather no dust  
- but the profits  
they make are  
steady and sure**

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for ALL PURPOSES

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## PLAN A

picnic at Ramona—  
out where the cool lake  
breezes blow, where  
joy is unrestrained, and  
amusements in abund-  
ance.

## PICNIC AT

the "famous for fun"  
amusement park be-  
neath the cool, invit-  
ing shade of the beau-  
tiful, improved picnic  
grove, or under cover  
at

## RAMONA

—Theatre, matinee  
and evening—Dancing  
in the Casino—Derby  
Racer—Merry Go  
Round—The Whip—  
Miniature Railway—  
Mystic Chutes—The  
Caterpillar—Bathing  
—Boating—Fishing—  
**FUN GALORE!**

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PATENT ATTORNEY

1208-1210 Grand Rapids Savings Bldg.  
GRAND RAPIDS, MICHIGAN  
References: Grand Rapids lawyers,  
banks and business houses generally.

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ufacturers now realize the value  
of Electric Advertising.

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prices and operating cost for the  
asking.

## THE POWER CO.

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Warm in Winter  
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Will reduce handling expense and speed  
up work - will make money for you. Easily  
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giving kind of machine and size platform  
wanted, as well as height. We will quote  
a money saving price.

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BUILDERS OF SPECIAL

## Motor Truck BODIES

"Any style body for any make truck"

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Made Everywhere

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### The Traveling Salesman and the Merchant.

One of the best friends any merchant can possibly have is the traveling salesman.

This statement is true whether that salesman carries a line of dry goods groceries, footwear, or some other.

Covering large or small sections of the country as the case may be, and calling upon merchants here, there and elsewhere who face the same problems as do their fellow merchants in other towns and cities, the traveling salesman is a veritable mine of information for the retailer who will take time to permit the salesman to give to him a little of the gold bearing ore from that mine.

Alert and observing as he must be to be a salesman, the traveling man has a mind teeming with valuable data as to how some other retailer on his territory solved in happy fashion the very problem which is troubling the one whose present attention he either has or is trying to get.

Again, the traveling salesman is a first hand source of information about the line of merchandise which he sells. He must of necessity know more than a little about market conditions. He must and does have ability to impart a whole fund of selling information to the merchant and his clerks.

Many a successful merchant of today owes no small measure of his success to the influence, suggestion and kindly aid of the salesman with whom he has come in contact during his business career.

To the above sentiments I believe the vast majority of my readers will readily subscribe without any mental reservation or equivocation whatsoever.

For example, not long ago I was chatting with a friend of mine who carries a line of shoes. His new numbers were spread in a sample room in a hotel in the city in which he resides. A retailer in that city had agreed to look over his line at a certain hour in the forenoon. The hour came and went and the merchant failed to make his appearance. Lunch hour came and after it the salesman called the retailer on the phone, thinking that some untoward event may have made it impossible for him to keep his appointment.

To his surprise the merchant merely stated that he had decided not to come over at the time agreed upon but that he would be over at an afternoon hour which he designated. Other buyers came and inspected the salesman's line during the early hours of the afternoon. Finally arrived the hour set for his visit by the prospect in question. Again

the hour passed with neither merchant nor phone call to explain his non-appearance.

The following day the procedure was repeated, two dates being made by the merchant, the hours set being his own and neither of them kept. Sunday rolled around. The salesman was at home with his family. The phone rang. Mr. Merchant was on the line. Would the salesman meet him at the hotel that afternoon that he might look over his line.

What would you have done, Mr. Merchant who reads this? Don't make a reply based upon snap judgment but ponder it a bit. I'll gamble your reply would have been, at any rate it should have been, the same as that of the salesman in question who informed his man that Sunday was his day for home and family and that while he naturally was anxious to do anything within reason to accommodate his customer he could not, in view of the four broken engagements of the week just closed, each of them unexplained and apparently unjustified, see his way clear to come down and open up his line on this Sunday afternoon.

Broken engagements with no notice to the waiting salesman of intention to break them form one of the evils I had in mind a moment ago. There are times of course when circumstances arise which make it impossible for a merchant to meet the salesman in the same room at the agreed time. There are, however, few instances in which it is impossible for the merchant to advise the salesman to this effect that he may, perchance devote this time to showing his merchandise to some other customer or prospective customer in the same town or city.

It isn't, I firmly believe, that the merchant who thus wastes time and money for the salesman has any desire to do that which is not entirely ethical and right but rather that such action is due to thoughtlessness. The next time you are inclined to do it, if do it occasionally you do, just stop and recall that the salesman is under heavy expense for his sample room, that his time likewise is valuable, that he has a certain given territory to cover in the shortest time consistent with good business principles, and that a delay of a day here and a day there adds to the overhead cost of the house which he represents in case he works on a salary and, even worse, represents a direct monetary loss to the salesman himself if he is financing himself on the commission basis.

There's another evil, however, which looms equally as large as this matter of broken engagements the scene

## CODY HOTEL

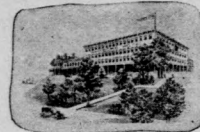
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all rooms. Several rooms with  
bath. All rooms well heated and  
well ventilated.

A good place to stop.

American plan. Rates reasonable.

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Opposite North Side State Capitol  
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250 Outside Rooms, Rates \$1.50 up,  
with Bath \$2.50 up.  
Cafeteria in Connection.

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Muskegon, Mich.

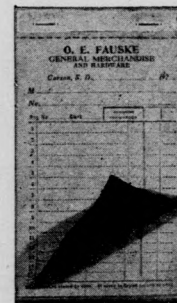
Rates \$1.50 and up.

GEO. W. WOODCOCK, Prop.

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

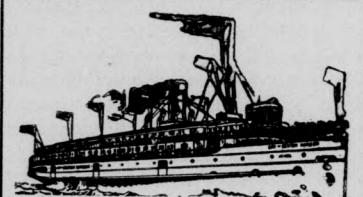


### Why Risk Loss

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.

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SALES BOOK CO.  
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\$3.95

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Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

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Corner Sheldon and Oakes;  
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Three Blocks Away

150 Fireproof  
Rooms

Rooms, duplex bath, \$2  
Private Bath, \$2.50, \$3  
Never higher

## HOTEL ROWE

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350 Rooms—350 Servitors—250 Baths  
Rates \$2 with Lavatory and Toilet \$2.50 with Private Bath

HOLDEN HOTEL CO., C. L. Holden, Mgr.



of this one being laid in the merchant's own store. It is amusing sometimes to see how busy a certain type of merchant can be when a salesman enters his store. He may have had oodles of time to visit with a local friend just prior to the salesman's appearance but that has been the wonder working event which has transformed him into the busiest man in seven counties.

I have been in stores at various times and witnessed this marvelous transformation. I have seen traveling salesmen staved off on the flimsiest of pretexts. I have wondered sometimes that the salesman did not rise up in what I would term righteous indignation and let loose of a few volleys of heavy verbal artillery which would relieve his pent-up feelings and possibly gain him the audience which he deserved.

You may differ with me but my contention is that every salesman who enters any store is entitled to a prompt, courteous hearing. If he has a line in which the merchant is not interested the sooner both merchant and salesman become aware of the fact the better. Certainly nothing is gained by stalling.

On the other hand if the salesman has a line which upon its presentation appeals to you as desirable, the sooner you give him opportunity to show you the better. It will conserve his time and money, or that of the house depending upon the sort of contract he holds, whether salary or commission, and will enable him to go his way.

I realize full well that the overwhelming majority of those who will read this do have the right appreciation of the courtesy which is due the salesman. To such I have no case to present. To the small minority who through careless thoughtlessness or otherwise do not have this appreciation or at least do not evidence it oftentimes this is respectfully dedicated.

#### And Then the Grouch!

There's another type of merchant still to whom I want to pay my respects ere I call it a day. That is the grouch, the man who is ever ready with a chip on his shoulder when the strange salesman appears, the man who apparently subsists on a diet of vinegar and unripe apples. If he did but know it he is very frequently his own worst competitor and proves it by his attitude toward the traveling salesman's fraternity.

I travel more or less and listen to smoking apartment chats between knights of the grip in which very frequently this type of retailer is discussed. I number among my friends many a salesman who in private conversation tells me of merchants on his territory who appear to feel that every new salesman calling upon them is a potential wrecker of their business if given half a chance.

These conversations, coupled with my own observations from time to time in retail stores, lead me to the inevitable conclusion that the merchant who takes this attitude is shutting off a source of information and aid which is almost invaluable. To

gain the reputation of a grouch is a result not to be envied by any retailer. Let the fact gain general circulation among roadmen and the odds are long that many an advantageous buy will be offered a competitor; that many a line which you would like to add to your stock will not be offered you.

A merchant cannot buy of every salesman who calls upon him. That fact is indisputable. He can, however, give the salesmen, each and every one, a respectful hearing and that as soon as possible after the salesman's arrival at the store. Business courtesy is open to all. It knows no limitations of time, place or nationality. It is a dividend payer in itself.

I have in mind a merchant, now passed on, who in his many years of business exemplified that which characterizes a mighty large proportion of present day retailers. That was unfailing courtesy and prompt attention to the salesmen who called upon him. Being a good merchant he did not buy from all of them but, being a kindly gentleman as well as a good merchant, he gave a respectful and prompt hearing to each and every one. I feel entirely safe in asserting that no salesman ever was forced to wait while he attended to some imaginary duty; no salesman was ever rebuffed with a sneer and a snort; no salesman but who left the store saying to himself, "Well, I didn't sell him but I certainly did get the sort of prompt attention and courteous consideration which tends to make up for the loneliness and absence from wife and family."

The boys, one and all, had a good word to say for this merchant whom I have in mind. They respected him. They liked him. If they did not sell him the first time they came again, certain that regardless of whether or not a sale was made a friendly greeting awaited them. Busy man though he was, he realized that the traveling man was equally as busy and that time saved for the salesman meant dollars and cents to that salesman.

Courtesy and consideration are the cheapest things in the world yet they pay the largest dividends. They are the jewels which go to enrich the existence of the man on the road. They form the key which causes the salesman to unlock his stored up treasures of observations as to what other merchants here and there are doing to build prosperous, successful businesses. They are the things which the merchant himself would most desire were he to cease to be a merchant and were to join the ranks of those who travel up and down the land calling upon retailers in the interest of a merchandise line.

I've been in the retail game myself. I sold goods on the road before that. I feel that I have an insight into both sides of the matter. I know the vast majority of merchants are of the sort to whom this statement of my convictions has no application. But I also realize, as I have said before, that they do apply to a certain minority. It is to that minority that I am writing.

Lest you feel that I have a per-

sonal axe to grind in what has gone before let me say in conclusion that my period of work as a traveling salesman lies many years in the past. I am not nor have I any expectation of again being a member of this vast army of earnest, hard working men who go up and down the nation carrying merchandise and sunshine, and I often think the latter is in larger proportion and of major importance—but, as one who now sits on the sidelines and observes, I make this plea for the exercise by all merchants of that courtesy and thoughtfulness shown by the vast majority, for one of the most important links in the distributive scheme, the traveling salesman.

Hi Credit.

Baltimore's housewives, having decided that the bakers are charging too much for bread, now that the price of flour has come down, have declared a buyers' strike. Two days a week, they declare, they and their families will go without bread, and

should this not prove effective in bringing the bakers to terms, the plan is to see what can be effected by three whole weeks without a single purchase.

Incidentally, the housewives say, it will spread the now somewhat neglected art of making bread at home, and that, to, is commendable, when practicable, for the best of home-made bread certainly is better than the best of baker's bread. On the other hand, far from all home-made bread is good, and probably the baker's bread averages considerably above it.

In both its phases the Baltimore "strike" is interesting. The lower price of flour, however, does not involve, necessarily, a lower price for bread. Labor counts as well as flour in fixing the price of bread, and the bakers, like everybody else, are paying far higher wages than they did in other days.

Many a young man's gems of thought are mere paste.

## Wurzburg's — Wurzburg's

# Uniform Quality!

## These Are Facts!

## Read Them!

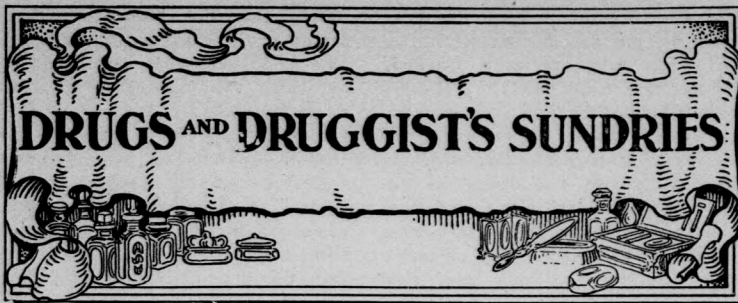
# DELION

# CORD TIRES

- Are made of the BEST rubber stock that goes into automobile tires.
  - They are made of the best staple cord stock that goes into tires.
  - The bead wire is the best put into tires.
  - They are absolutely a hand-made tire.
  - The Delion Tire Co. are pioneers in many of the improvements that are only now being adopted by the other large tire manufacturers.
  - PLEASE NOTE:
  - We sell only absolutely perfect Tires That We Know To Be Fresh Stock.
  - We Never, At Any Time, Sell Warehouse Tires At a Price.
- There are 10,000 to 20,000 miles built into every DELION TIRE. We personally guarantee them for 10,000 miles.
- Quality considered, we can save you 1-3 on your tire cost.

**Wurzburg's**  
GRAND RAPIDS, MICHIGAN





**Mich. State Pharmaceutical Ass'n.**  
 President—George H. Grommet, Detroit.  
 Secretary—L. V. Middleton, Grand Rapids.  
 Treasurer—E. E. Faulkner, Middleville.  
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 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.

#### Personality as a Business Asset in the Drug Store.

Several years ago a prominent druggist in one of the larger towns in an adjoining State, being on a visit to the city, dropped in to see his wholesaler. Many years of contact in business resulted in mutual esteem and a friendship which demolished the usual barriers of reserve, so much so that he had no hesitation in mentioning items respecting personal affairs or to submit some business matters for advice which he knew would be cheerfully given. After the usual cordial salutations, he brought up a subject which evidently was uppermost in his mind and which caused him some concern.

Said he: "What do you think, the Chain Drug stores, Inc., have come to our town and are about to open a store two doors above mine. I suppose my store being the nearest to it will have to stand the brunt of this new competition. I am bound to lose some trade, don't you think so?"

"Don't see why. You have no reason at all to fear this competition." "Tell me, why not?"

"Well, in the first place, there are thirty drug stores in your town. Granted the venture is a success, it may draw some trade from each of them, but is that likely? Even if so, what proportion would be taken away from you?"

"It stands to reason that it will make some inroad."

"It may, but how much? I am not at all sure it will. Rather, I think it won't."

"What makes you think it won't?"

"Because I know your mettle; I know your qualifications; I know the character of your business; I know the personal reputation you enjoy and I know the influence you wield. The character and size of the business you have built up proves your business ability. Your personality is a valuable asset. You have been located at the same spot for twenty-five years. Your store is a landmark. These are big factors

in the game. Now, then, put the shoe on the other foot, how is the new store going to overcome this well-nigh impregnable fortress you have built up? As far as you are concerned ask rather what are its chances for success?"

"But our town is overcrowded with drug stores as it is. It will mean just so much for each one of us."

"Not necessarily. The new store will build up a patronage of its own, a different type altogether. It will sell a variety of goods you do not stock. It may draw some trade away from stores that stock similar goods perhaps, but it will not be likely to get the kind of patronage you have."

"Wish I was sure about that. What precisely do you mean by the patronage I have?"

"Simply this, the patronage you have is based on a long established confidence. You are the proprietor and everyone in town knows it. You are where you can be seen and approached. Although you have eight clerks your customers know that your business is under your personal control and supervision. The physicians rely on you—the nurses in the town drift to you naturally, because you have made a study of their wants. You are the recognized headquarters for sick-room goods and prescriptions and such supplies as they need. You give them prompt and efficient service. The families throughout the town know you. Your general stock is up-to-date—you please the public, a satisfied public assures business. Maintain your pre-

sent standard and it will not be you who will be obliged to compete for business, it will be the other fellow. Think it over."

"Well, I hope you are right."

A few months later he called again and naturally the subject came up automatically.

"Well," said he, "you were right." "Since that chain store opened up my business has increased 25 per cent. I cannot quite account for it."

"It increased, did it? I am not at all surprised. I think I told you that the other fellow would have to hustle. You keep right on doing as you have and with the attention you have always given to your business you will continue to grow, and it will be due to contrast. Such of your customers as may have dropped into the new store will learn by contrast. The public judges by way of contrast—it will continue to work in your favor so long as your business gets your personal attention. Ask yourself these questions about the new store:

"Who runs the store?"

"Is he the owner or is he the manager?"

"What is his personality?"

"Is he a stranger to your town?"

"What is his personal reputation?"

"What are the strong points of the store?"

"What are its weak points?"

"Get the facts, find the answers and draw your own conclusions. They may give you a cue to the reason for the big increase in your sales since this new chain store started up." Veteran.

#### The Cheapening of Professional Pharmacy.

Will you allow me a little space to discuss the subject of the undermining and the cheapening of professional pharmacy by many a thoughtless druggist?

With the opening of hundreds of drug stores throughout the State a crusade and epidemic of price cutting is in full sway and gaining victims to it rapidly. The druggist, as a

class who ought to be superior to other business men because of his training and college education, is proving himself to be far inferior to the grocer and butcher in methods of doing business simply because of his cut rate way of doing business. Not only do drug stores increase with the growth of population, but hundreds of grocery stores and butcher shops open at the same time. Do these men indulge in throat cutting and under pricing in order to gain trade as do many druggists into

No Smoker  
 Can Be  
 Satisfied  
 Before  
 He Has  
 Smoked  
 A

Charles  
 the  
 Eighth  
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Vanden Berge Cigar Co.  
 GRAND RAPIDS, MICH.



## 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.

TANGLEFOOT

TANGLEFOOT

TANGLEFOOT



whose system the epidemic has taken hold? Why certainly not! Sugar is 9 and 10c per pound throughout the country. Meat is 30 and 35c a pound throughout the country. It is sure that one grocer may sell sugar at  $\frac{7}{4}$  or  $\frac{1}{2}$ c lower than his competitor, but let us glance at a variation in price of one drug store item, all in the same section. One druggist sells seidlitz powders at 35c a dozen, his neighbor sells them at 25c a dozen, one competitor sells them at 19c a dozen and so on through the locality, seidlitz powders have a price ranging from 15 to 40c a dozen. And when we stop to figure the difference in price of thousands of drug store items all sold in the same locality, we begin to realize to what a state pharmacy has fallen. The lay public in turn forms a poor opinion of the druggist, not only as a business man but also as a professional man and the public begins to wonder whether some druggists are profiteering or whether others are just dragging along. Yes, a poor state of affairs indeed.

And what trade does price cutting bring? It is true that a few Tom, Dick and Harrys will run to Jones' Pharmacy to buy the seidlitz powders 2c lower than they are sold by Mr. Smith, but these same people will run to Miller Pharmacy to get Aspirin 2c cheaper than Jones sells them. And so Jones, Miller and Smith each in turn are catering to a poor class of trade and one that can never be depended upon. Take the case of Mr. Thompson. He conducts an ethical pharmacy with "Quality, Accuracy and Service" as his motto, the money he saves by not under pricing his goods, he spends in advertising and drawing a class of people who desire "Quality, Accuracy and Service." This better class will stick by Mr. Thompson for as long

as he keeps faith with his motto, that is forever and a day. In turn Mr. Thompson rides in a swell car, pays the heavy taxes the druggist is burdened with and enjoys life while Smith, Jones and Miller constantly picking and hackling, have a difficult time making both ends meet and find their lot a poor one. The majority of people desire service and are willing to pay for it, so why the necessity of price cutting and foolishness?

Druggists, the way to succeed is not by throwing mud at your competitor, not by price cutting, but by honest means. Adopt the motto, "Quality, Accuracy and Service," and above all organize! By organization, I mean not only in a few parts of the city and State, but in the entire city and State. Let us start a crusade to bring Pharmacy out of its lethargic state where price cutting has placed it and place it as one of the honored professions on an equality with medicine. God grant that it may be so.

Arthur Feigenbaum.

A Lump For His Cocoa.

Pat's self-importance increased when he got on the police force. Being detailed to meet trains and arrest bootleggers, he accosted a countryman of his, alighting with a suitcase in each hand.

"Phwat's in there?" demanded Pat, pointing with his stick at one of the suitcases.

"Sugar fer me tay," came the jovial reply, accompanied by a wink.

"An' phwat's in that wan?" pointing to the other.

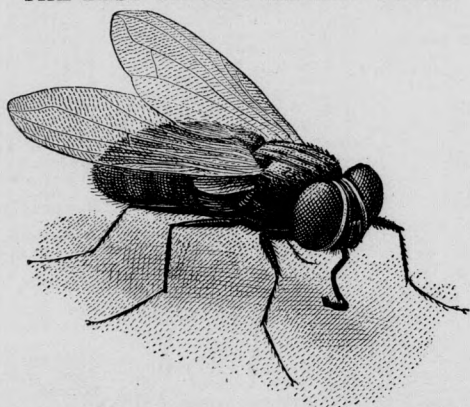
"Sugar fer me coffee."

Exasperated beyond endurance, Pat brought his stick down on the offender's head with a resounding whack, yelling, "Then there's a lump fer ver cocoa."

## "Monogram" Fly Spray

THE BEST ON THE MARKET TODAY

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"MONOGRAM" Fly Spray is a liquid preparation which should be used without being diluted as a spray on horses and cattle to repel flies and gnats and other insects which attack these animals during the warm summer months—Every dairy farmer or general farmer or every owner of horses or cows should use MONOGRAM FLY SPRAY during the summer months. Will not taint milk. When applied to horses and cattle, it will remain effective several hours. Does not burn the skin or gum the hair—so protect your customers' stock from flies, gnats, mosquitoes, and other insects by selling them the most effective fly spray made, and that is MONOGRAM. Cows will produce more milk if sprayed, and horses will do more and better work.

### "MONOGRAM" FLY SPRAY NET PRICES

Gallon Cans, (12 in Case)	\$10.80 per doz.
One-Half Gallon Cans, (12 in Case)	7.20 per doz.
Quart Cans, (24 in Case)	4.20 per doz.

HAZELTINE & PERKINS DRUG CO.  
Manistee Michigan Grand Rapids

## WHOLESALE DRUG PRICE CURRENT

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

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# 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

Allspice

## DECLINED

Cheese  
Evap. Apricots  
Currants  
Cloves  
Pepper  
Mustard  
Rolled Oats

## AMMONIA

Arotic, 16 oz.	1 75
Arotic, 32 oz.	2 75
1 X L, 3 doz., 12 oz.	3 75
Parsons, 3 doz. small	5 00
Parsons, 2 doz. med.	4 20
Parsons, 1 doz., 1 lb.	3 35

## AXLE GREASE



48, 1 lb.	4 25
24, 1 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

Arotic, 7 oz. tumbler	3 35
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 95
Calumet, 16 oz., doz.	3 35
Calumet, 5 lb., doz.	12 75
Calumet, 10 lb., doz.	19 00
K. C., 10c doz.	92 1/2
K. C., 15c doz.	1 37 1/2
K. C., 20c doz.	1 80
K. C., 25c doz.	2 30
K. C., 50c doz.	4 40
K. C., 80c doz.	6 85
K. C., 10 lb. doz.	13 50
Queen Flake, 6 oz.	1 25
Queen Flake, 16 oz.	2 25
Queen Flake, 100 lb. keg	11
Queen Flake, 25 lb. keg	14
Royal, 10c, doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb., doz.	31 25
Ryzon, 4 oz., doz.	1 35
Ryzon, 8 oz., doz.	2 25
Ryzon, 16 oz., doz.	4 05
Ryzon, 5 lb., doz.	18 00
Rocket, 16 oz., doz.	1 25

## BLUING

Original	
condensed Pearl	
Crown Capped	
4 doz., 10c dz.	85
3 dz. 15c, dz.	1 25

## BREAKFAST FOODS

Cracked Wheat, 24-2	3 85
Cream of Wheat	6 90
Pillsbury's Best Cerl	2 40
Quaker Puffed Rice	5 45
Quaker Puffed Wheat	4 30
Quaker Brst Biscuit	1 90
Ralston Purina	4 00
Ralston Branios	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 25
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 75

## 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.	11 00
Warehouse, 36 lb.	11 00
B.O.E. Warehouse, 32 lb.	10 50

## BRUSHES

Solid Back, 1 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@4 75
Apple Sauce, No. 2	2 00
Apricots, No. 1	1 90@2 00
Apricots, No. 2	2 25
Apricots, No. 2 1/2	2 50@2 50
Apricots, No. 10	8 75
Blackberries, No. 10	9 00
Blueberries, No. 2	1 75@2 50
Blueberries, No. 10	11 50
Cherries, No. 2	3 00@3 50
Cherries, No. 2 1/2	4 00@4 95
Cherr's, No. 10	11 50@12 00
Loganberries, No. 2	3 00
Peaches, No. 1	1 85
Peaches, No. 1 Sliced	1 40
Peaches, No. 2	2 75
Peaches, No. 2 1/2	3 00@3 75
Peaches, 2 1/2 Cal.	3 00@3 75
Pineapple, 1, sliced	2 10
Pineapple, 2, sliced	3 50
Pineapple, 2, Brk slic.	3 00
Pineapple, 2 1/2, sliced	4 25
Pineapple, No. 2, crus.	2 50
Pineap., 10, cru.	11 50@12 00
Pears, No. 2	3 25
Pears, No. 2 1/2	4 25
Plums, No. 2	2 25
Plums, No. 2 1/2	3 00
Raspberries, No. 2, blk.	3 25
Raspb's, Red, No. 10	9 75
Raspb's, Black, No. 10	11 00
Rhubarb, No. 10	5 25

## CANNED FISH.

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 00@3 40
Clams, Steamed, No. 1	1 75
Clams, Minced, No. 1	1 50
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	1 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, Smoked	3 85
Sardines, 1/4, Smoked	7 00
Salmon, Warrens, 1/2 s	2 55
Salmon, Red Alaska	2 80
Salmon, Med. Alaska	1 85
Salmon, Pink Alaska	1 70
Sardines, Im., 1/4, ea.	10@28
Sardines, Im., 1/4, ea.	25
Sardines, Cal., 1/4	1 75@2 10
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 Sil.	1 75
Beef, No. 1/4, Qua. Sil.	2 10

## Beef, No. 1, Qua. sil.

Beef, No. 1, B'nut, sil.	5 10
Beefsteak & Onions, s	2 75
Beefsteak & Onions, s	3 15
Chili Con Car, 1s	1 35@1 45
Deviled Ham, 1/2 s	2 20
Deviled Ham, 1/2 s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 40
Potted Meat, 1/2 Libby	50
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, 13 oz.	1 00
Fremont, No. 2	1 25
Snider, No. 1	95
Snider, No. 2	1 35
Van Camp, Small	92 1/2
Van Camp, Med.	1 15

## CANNED VEGETABLES.

Asparagus.	
No. 1, Green tips	4 00
No. 2 1/2, Lge. Gr.	3 75@4 50
Wax Beans, 2s	1 35@2 75
Wax Beans, No. 10	7 00
Green Beans, 2s	1 60@2 75
Green Beans, No. 10	8 25
Lima Beans, No. 2 Gr.	2 00
Lima Beans, 2s, Soaked	95
Red Kid, No. 2	1 30@1 55
Beets, No. 2, wh.	1 60@2 40
Beets, No. 2, cut	1 25@1 75
Beets, No. 3, cut	1 40@2 10
Corn, No. 2, St.	1 00@1 10
Corn, No. 2, Ex-Stan.	1 55
Corn, No. 2, Fan	1 60@2 21
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 25
Hominy, No. 3	1 15@1 35
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	43
Mushrooms, Sur Extra	70
Peas, No. 2, E.J.	1 25@1 80
Peas, No. 2, Sift.	
June	1 60@2 10
Peas, No. 2, Ex. Sift.	
E. J.	1 90@2 10
Peas, Ex. Fine, French	2 20
Pumpkin, No. 3	1 45@1 75
Pumpkin, No. 10	4 00
Pimientos, 1/4, each	15@18
Pimientos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 35
Sauerkraut, No. 3	1 35@1 50
Succotash, No. 2	1 60@2 35
Succotash, No. 2, glass	3 45
Spinach, No. 1	1 10
Spinach, No. 2	1 20@1 35
Spinach, No. 3	1 85@2 00
Spinach, No. 10	5 75
Tomatoes, No. 2	1 30@1 60
Tomatoes, No. 3	1 90@2 25
Tomatoes, No. 2 glass	2 85
Tomatoes, No. 10	7 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

Roquefort	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
Camembert, small tins	2 50
Brick	27
Wisconsin Flats	26
Wisconsin Daisy	26
Longhorn	26
Michigan Full Cream	25
New York Full Cream	23
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	65
Doublemint	65
Juicy Fruit	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Wrigley's P-K	65
Zeno	65

## CHOCOLATE.

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

## COCOA.

Baker's 1/4 s	40
Baker's 1/4 s	36
Bunte, 1/4 s	43
Bunte, 1/4 lb.	32
Bunte, 1/4 lb.	32
Drost's Dutch, 1 lb.	9 00
Drost's Dutch, 1/2 lb.	4 75
Drost's Dutch, 1/2 lb.	2 00
Hersheys, 1/4 s	33
Hersheys, 1/4 s	32
Huyler	26
Lowney, 1/4 s	40
Lowney, 1/4 s	40
Lowney, 1/4 s	38
Lowney, 5 lb. cans	31
Van Houten, 1/4 s	75
Van Houten, 1/4 s	75

## COCOANUT.

1/4 s, 5 lb. case Dunham	50
1/4 s, 5 lb. case	48
1/4 s & 1/4 s, 15 lb. case	49
Bulk, barrels Shredded	22
96 2 oz. pkgs., per case	8 00
48 4 oz. pkgs., per case	7 00

## CLOTHES LINE.

Hemp, 50 ft.	2 00
Twisted Cotton, 50 ft.	1 75
Bradded, 50 ft.	2 75
Sash Cord	4 00

## COFFEE ROASTED

Bulk	
Rio	13
Santos	23@25
Maracaibo	29
Guatemala	28
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.	7 00

## 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 50	50
Blue Grass, Baby, 72 3 75	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, Tall	5 25
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

## COUPON BOOKS



## FRUIT JARS

Mason, pts., per gross	7 85
Mason, cts., per gross	9 10
Mason, 1/2 gal., gross	12 10
Ideal Glass Top, pts.	9 35
Ideal Glass Top, qts.	11 10
Ideal Glass Top, 1/2 gallon	15 60

## GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acid'd, doz.	2 25
Minute, 3 doz.	4 00
Plymouth, White	1 55
Quaker, 3 doz.	2 70

## HORSE RADISH

Per doz., 6 oz.	1 10
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## JELLY AND PRESERVES

Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	1 85
Pure, 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 00

## JELLY GLASSES

8 oz., per doz.	35
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## MARGARINE



I. VAN WESTENBRUGGE	
Carload Distributor	
1 lb. cartons	23 1/2
2 and 5 lb.	23 1/2

## MATCHES.

Diamond, 144 box	8 00
Blue Ribbon, 144 box	7 55
Searchlight, 144 box	8 00
Red Stick, 720 lb. boxes	6 50
Red Diamond, 144 bx	6 00
Safety Matches.	
Quaker, 5 gro. case	4 75

## MINCE MEAT.

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby Eggs, Wet, lb.	24

## MOLASSES.



Gold Brer Rabbit	
No. 10, 6 cans to case	5 35
No. 5, 12 cans to case	5 60
No. 2 1/2, 24 cans to case	5 80
No. 1 1/2, 36 cans to case	4 85

## Green Brer Rabbit

No. 10, 6 cans to case	3 90
No. 5, 12 cans to case	4 15
No. 2 1/2, 24 cans to case	4 40
No. 1 1/2, 36 cans to case	3 75

## 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 case	3 35
No. 1 1/2, 36 cans to case	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 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 15

## NUTS.

Almonds, Terregona	19
Brazil, Large	14
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11
Peanuts, Vir. roasted	13
Peanuts, Jumbo raw	13 1/2
Peanuts, Jumbo, rstd	15 1/2
Pecans, 3 star	80
Pecans, Jumbo	80
Walnuts, California	28

## Salted Peanuts

Fancy, No. 1	17 1/2
Jumbo	20

Almonds	55
Peanuts, Spanish,	13 1/2
125 lb. bags	50
Filberts	1 05
Pecans	50
Walnuts	

## 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
8 oz. Jar, Stuffed	4 00
9 oz. Jar, Stuffed	4 00
12 oz. Jar, Stuffed	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

Iron Barrels	
Perfection Kerosine	12 6
Red Crown Gasoline	
Tank Wagon	21 3
Gas Machine Gasoline	38 8
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



Sema-Dac, 12 pt. cans	2 70
Sema-Dac, 12 qt. cans	4 00

## PICKLES

Medium Sour	
Barrel, 1,200 count	16 00
Half bbls., 600 count	9 00
10 gallon kegs	6 75
Sweet Small	
30 gallon, 3000	37 50
5 gallon, 500	7 50
10 gallon, 1000	14 50

## 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
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## FRESH MEATS

Beef.	
Top Steers & Heif.	16@17
Good Steers & Heif.	15@16
Med. Steers & Heif.	13@14
com. Steers & Heif.	10@12
Cows.	
Top	13
Good	12
Medium	9
Common	8
Veal.	
Top	16
Good	15
Medium	13
Lamb.	
Good	30
Medium	28
Poor	22
Mutton.	
Good	13
Medium	11
Poor	9

Pork.	
Heavy hogs	08
Medium hogs	10
Light hogs	10
Loins	17
Butts	12
Shoulders	11 1/2
Hams	08
Spareribs	08
Neck bones	04

## PROVISIONS

Barreled Pork	
Clear Back	23 00@24 00
Short Cut Clear	22 00@23 00
Clear Family	27 00@28 00

## Dry Salt Meats

S P Bellies	16 00@13 00
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## Lard

80 lb. tubs	advance 1/4
Pure in Tubs	12 1/2
California Hams	11 @12
69 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. tubs	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound Lard	13 1/2@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
Ham, dried beef	38 @39
California Hams	11 @12
Picnic Boiled	
Hams	30 @32
Boiled Hams	32 @35
Minced Hams	14 @15
Bacon	22 @24

## Beef

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

## Mince Meat

Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

## Pig's Feet

1/4 bbls.	2 15
1/2 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15

## Tripe

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00

## Casings

Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set	25@30
Sheep, a skein	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
Silver Flake, 10 Pam.	1 90
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 65
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 90

## SALERATUS

Arm and Hammer	3 75
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## 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

Whole Cod	12
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## 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	17

## Lake Herring

1/4 bbl., 100 lbs.	6 00
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## Mackerel

Tubs, 100 lb. fancy fat	11 25
Tubs, 60 count	5 00

## White Fish

Med. Fancy, 100 lb.	13 00
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## SHOE BLACKENING.

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

## STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, doz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

## SALT

Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	95
Packers for ice cream	95
100 lb., each	63
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 25
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, butter	48



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

## SOAP

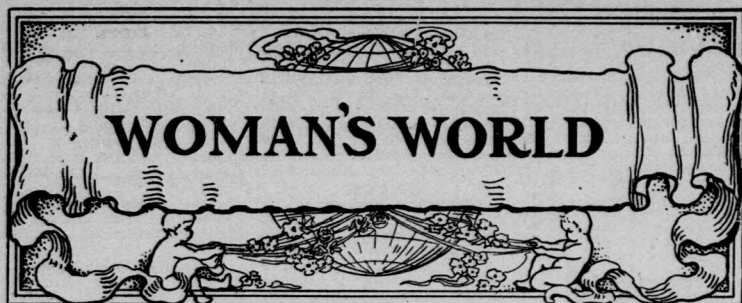
Am. Family, 100 box	6 00
Export, 120 box	5 00
Flake White, 100 box	4 55
Fels Naptha, 700 box	5 50
Grma White Na. 100s	5 00
Rub No More White	
Naptha, 100 box	5 00
Swift Classic, 100 box	5 25
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 Lge	3 35
Fairbank Tar, 100 bx	4 00
Trilby, 100 12c	8 00
Williams Barber Bar.	9s 50
Williams Mug, per doz.	48

Proctor & Gamble.	
5 box lots, assorted	
Chipso, 80, 12s	6 40
Chipso, 30, 32s	6 00
Ivory, 100, 6 oz.	6 50
Ivory, 100, 10 oz.	10 85
Ivory, 50, 10 oz.	5 50
Ivory Soap Flks., 100s	8 00
Ivory Soap Flks., 50s	4 10
Lenox, 100 cakes	3 65
Luna, 100 cakes	3 75
P. & G. White Naptha	4 50
Star, 100 No. 13 cakes	5 50
Star Nap. Pow. 60-16s	3 65
Star Nap. Pw., 100-12s	3 85
Star Nap. Pw., 24-60s	4 85

## CLEANSERS.







### Wanted—Polite Equivalent for Slang Phrase.

Written for the Tradesman.

To stand things or not to stand things—very often that is the question. Whether 'tis better and safer and more politic and more as everybody else does to suffer all the absurd little tortures with which life seems to be fairly crammed, or whether it shows more courage and spunk to set one's foot down sometimes and just let folks know that you won't endure an iota more, let results be what they may!

It is apt to stir up such an awful fuss if one sets out not to be imposed upon. The Good Book gives us this pointed illustration: "Or what king, going to make war against another king, sitteth not down first and consulteth whether he be able with ten thousand to meet him that cometh against him with twenty thousand? Or else, while the other is yet a great way off, he sendeth an ambassador, and desireth conditions of peace."

Haven't we found many, many times when we went to war without figuring on the consequences beforehand, that before we got all through with it and paid pensions to the soldiers and their widows and minor children for fifty years afterward, that we wish we hadn't gone into it. So our jingo spirit is restrained by a fear of consequences, and we are ready to purchase an ignominious peace at any price, and we settle down to an attitude of mind that is ready to stand almost anything. We women can't see any other way to get along.

The depths of envy have lately been stirred in my heart by the neat and effective use that the school boys and the street gamins make of that bit of current slang "Aw forget it!" Does a companion become boastful of what he has or what he has done or what he expects to do, the remedy is promptly applied. A scornful "Aw forget it!" checks him instantly. Is the boy whose conversational tendencies have thus summarily been restrained offended? The code of boyish etiquette allows very few causes for offense—certainly such a trifle as being choked off while talking is not one of them. And what does a boy care if another boy should be offended anyway? Have you ever thought how much wiser boys are than their sisters, mothers, grandmothers, aunts and female cousins, in that they never lie awake nights worrying for fear someone's feelings have been hurt?

A large number of cases occur to me where an "Aw forget it!" would come in handily. I will mention just

a few. There is the case of Rex Algernon Crampton, or rather the parents and immediate relatives of Rex Algernon. It should be explained to begin with that Rex Algernon has occupied the exalted position of great and only baby in a large circle of relatives for four years. The reader will readily surmise that he is some offspring. His papa and his mamma and his four grandparents and his Uncle Jack and his Aunt Hattie and I can't tell how many cousins seem to consider that as a topic for conversation Rex Algernon is unequalled. At a gathering where any of the Cramptons are present it is impossible to launch any other subject until all the latest minutiae regarding Rex Algernon have been fully disposed of. In his early infancy it was his wonderful hair and his beautiful, beautiful eyes. Then his teeth began to come. His creeping and his initial attempts at walking all were fully reported. And his talking! It seemed as if the very limit of endurance was reached when Rex Algernon's baby talk was echoed on every side. But we were not done with this scion of a noble race when he became able to articulate his t's and r's. We have now to hear all his cute sayings. It wouldn't be so bad if the Cramptons didn't consider every syllable the child utters cute. It seems strange that they can't realize that other people are not as interested in hearing all Rex's sayings and doings as they are in telling them. If some one only had the nerve to say "Aw forget it!" to the Cramptons just once. I wonder what the effect would be. I hardly should want to be the person to do it, but I greatly wish it might be done. But it would make them all fighting mad and there's such a tribe of them. Let's consider trying it on someone else first.

There's Miss Kate Wetherby, Kate's talk is tiresome because it is so instructive. After obtaining her first degree at college she took post graduate courses until it is safe to say that she has ascended the ladder of culture about as far as they go. She can discourse learnedly on Greek mythology, or the anatomy of the pre-historic reptiles, or the writings of Maeterlink. All the trouble is that people don't want to listen to her. The human mind is so indolent that it just naturally resents being taught anything. Kate would be far more agreeable to most persons if she could literally "forget" a lot of that she knows and not be forever pedantically trying to pour into unwilling ears. But who is going to tell her? Who indeed?

And there is Gladsby, the egotist-

cal old boy, with his everlasting jokes which are staler than a circus clown's and not half so funny, and his interminable stories of which he always is the hero. Gladsby is a bore if there ever was one. Men avoid him as much as possible, so the women of his acquaintance are the more afflicted. If somebody would whisper an "Aw forget it!" into Gladsby's ear, "what a balm to the weary" it might prove! But who could ever have the heart to disturb his self-satisfaction serenity of soul? We will endure him yet longer rather than jeopardise his happiness.

Mrs. Milburn is a very nice, bright woman, but she makes us all whisper "swank" under our breath. She has some money, not an exceedingly large amount as fortunes go nowadays, and she hasn't had it a great while, but it has gone to her head badly. She talks chauffeurs and her servants—always her servants. It is needless to say that her grandiose manner is worse than wasted upon friends who do their own housework and know that up to two years ago she did all of hers. Since she got her money she has traveled a little. The places she has "done" and the money she spent and the clothes she wore while doing them are favorite topics with her. Now if someone would just say "Aw forget it!" to Mrs. Milburn when she gets to running on, it might do her (and the rest of us) a world of good. But it is exactly like the old case of attaching the bell to the cat—every-

one agrees that it ought to be done, but no one is willing to undertake the job.

On the whole it is evident that "Aw forget it!" which seems to answer very nicely for the boys, will not just serve the purpose for the sex that is given to nerves and feelings. Something more subtle and refined is required. What is wanted is some gentle, delicate, unobtrusive method by which the talker may convey to the talker the impression that while she, the talker, is still the dearest thing in all the world, and the talker wouldn't for a moment think of severing pleasant relations with her, and wants everything to go right on as if nothing ever had happened—still, further conversation



Weber Flour Mills Corp. Brands.

Tea Table .....\$7.20  
Oven Spring .....6.85

For Sale by  
**KENT STORAGE COMPANY**  
Grand Rapids—Lansing—Battle Creek  
Wholesale Distributors

**TAKING INVENTORY**  
Ask about our way  
**SARLOW BROS.** Grand Rapids, Mich.

## Health Foods for Summer

As a distributor of the nation's food the grocer has a great opportunity to conserve the health and strength of the people. Most Summer ailments come from eating wrong foods. An ideal Summer diet calls for whole wheat (well cooked), green vegetables and fruits.

## Shredded Wheat

is the standard whole wheat cereal of the world—the most thoroughly cooked, the most easily digested, and can be served in hundreds of appetizing ways. Contains all the bran in the whole wheat grain—all the bran any one needs to stimulate bowel exercise.

Always keep Shredded Wheat in a dry, clean, sanitary place. This makes satisfied customers and saves us a lot of trouble.

MADE ONLY BY

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





along the talker's present line will be unwelcome to the talkee. It must be done in such a way that the talker will take it all in good part and no ripple of commotion disturb the glassy smoothness of the social pool.

Is our ingenuity equal to the task? Or must polite society's paragons of grace and beauty continue to suffer the miseries of boredom, while the hoodlums of the streets gain instant relief from a wearisome conversation by a blunt "Aw forget it?" Quillo.

### Do You Give Your Employee a Square Deal?

Much has been said and re-said concerning the Square Deal in mercantile relations. To my mind the whole thing comes down to that simple biblical axiom, "Do unto others as you would have others do unto you."

It is one thing to preach and quite another to practice. You may believe in this golden rule, yet, many a merchant has completely "lost out" with his employees, because he did not know how to apply it properly.

There are some who entertain the notion higher wages will settle the whole problem. High wages will make efficient salesmen and saleswomen! High wages will create a satisfied lot of workers! High wages will increase sales and profits! High wages will do this and do that!

I am not now saying anything for or against the paying of high wages. Wages are governed by supply and demand of labor, and other economic factors.

But the merchant who grants an increase to his employee, and then smacks his lips with satisfaction that he can expect a 50 per cent. increase in the efficiency of his salespeople is well on the road to delusion.

Is it not a fact bright and ambitious young men daily accept positions with commercial establishments at considerably lower salaries than they could easily have procured elsewhere?

It is evident that there are other factors than wages.

I know a young man who sacrificed a position with a small concern that paid him a handsome salary to accept a similar, but less paying, position with a larger and more progressive establishment.

"That looks like a foolish thing to do," the young man told me. "But I knew that some day I would find myself in a rut. The old place paid me handsomely and the work was congenial. I sat up one night and figured it all out. My old employer was not a progressive merchant. He was not progressive enough to adopt the latest in merchandising ideas. He was content to go along in the same old way."

"I knew that his disinclination to adopt modern ideas in merchandising would ultimately affect me. In years to come I would find myself no better off than I was last year. I would go so far and no further. The establishment would not grow fast enough to suit me."

"On the other hand, my second employer, a more enterprising mer-

chant, offered better opportunities for me. His business had made pretty rapid growth. Despite the small salary that he offered I knew that in time I could reach a far better position. With hard work and intelligent effort I would be advanced to some sub-executive position carrying with it a salary that I never could have expected had I remained in the old place."

It is, therefore, evident there is something besides wages that attracts bright and ambitious young men to retail establishments. I am not minimizing the importance of the small retailer. Large concerns have grown out of the old. You will find most of the trusted and efficient executives grew up with the organization.

In days gone by a young man was content to accept a position with a retail concern and worked long hours for meager pay with expectation that he would receive an all-round experience fitting him for some higher position in life. He generally aimed at ultimate partnership or ownership of a business.

We find such men as Rockefeller and other eminently successful financiers and merchants starting life as clerks in retail stores, earning meager wages, yet satisfied that the experience during the period of apprenticeship was preparing them for a future.

With most ambitious young men the matter of salary is not a primary consideration. They want employment with progressive concerns to learn progressive methods.

Thousands of young men prefer employment in department stores, not because of any immediate high wages but because they can see many good positions waiting for them as they learn the methods of the particular organization.

The time has come when the small retailer must compete with the larger organizations, not only in the matter of sales, but also in the employment of efficient sales forces.

Ambitious young men leave the ranks of the small establishments to accept positions with the larger organizations, not to obtain higher wages but to better their opportunities for advancement.

It is the duty of every retailer to make employment in his establishment as attractive as he possibly can, not only in the matter of wages, but in the matter of business experience he can give his employee.

An ambitious young man will prefer employment in a small organization because of the all-round experience that he can receive in such an organization, provided, of course, that the merchandising system employed is a strictly modern one, on a par with the organization of the larger establishments. Norris A. Briscoe.

### Recipe for Home Brew.

Chase a frog for ten miles and gather up the hops. To this add half a pint of shellac, ten gallons of water, four pounds of tanbark, and four gallons of home-made soft soap. Strain through the heel of an I. W. W. sock to keep it from working. To each pint add a grasshopper to give it a kick.

## 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.

For Sale—Three shares in the Grand Rapids Wholesale Grocer Co. Am selling my grocery stock is reason for selling my stock. Will take less than I give. Address No. 249, c-o Michigan Tradesman. 249

For Exchange—I have a good farm, well improved, near a good town, that I will exchange for established merchandise or hardware store. Address M. F. Brosnahan, Pierceton, Indiana. 250

MEAT MARKET EQUIPMENT—Best outfit Tuscola county offered at extremely low price. Consists of one 10 ft. x 12 ft. x 11 ft. cooler, one 10 ft. and one 12 ft. refrigerator counter with paneled bases, one two-ton Brunswick ice machine, one 5 horse power electric motor (alternating current), wiring and piping all complete. All condition, new less than two years ago. Set up in working order. Pinney State Bank, Cass City, Michigan. 251

FOR SALE—Two 5-ton Pierce Arrow trucks. Equipped with self-dumping lumber bodies. Both machines in excellent condition. Well sell right. Trucks located at Wayneville, North Carolina. THE THOMAS HALL LUMBER CO., Charleston, W. Va. 252

FOR SALE—CLEAN STOCK of dry goods and furnishings in manufacturing town of 50,000. First class location. An UNUSUAL opportunity. Take about \$12,000. Address No. 253, c-o Michigan Tradesman. 253

Wanted—A second-hand butcher's ice box. State size, make and price. Also other butchers tools wanted. Address No. 243, c-o Michigan Tradesman. 243

HARDWARE For Sale—One of the best propositions in the state: considered the finest hardware in the county. Located in one of the best farming and sheep feeding sections in Michigan. No expensive fixtures. Will reduce stock to suit purchaser. Must be seen to be appreciated. Good schools and churches, schools on University list, paved streets boulevard lighting, etc. A good store, doing a good business, in a good town to live in. George DeLong, Durand, Mich. 245

WANTED—Location for, or will buy, dry goods stock to invoice from \$4,000 to \$5,000. Must be A-1 proposition for cash. Address No. 246, c-o Michigan Tradesman. 246

JULY and AUGUST is the time to sell your surplus stock. My terms reasonable. L. J. Crisp, Sales Conductor, Elk Rapids, Mich. 222

BARGAIN FOR CHESAPEAKE ENGINE CO. Equipment or together with concrete plant and lands on water and R. R. machinery, drawing for 2 and 4 cycle motors, 1 to 4 cylinders. Must be closed out. CHESAPEAKE ENGINE CO., Oxford, Mich. 248

Park Hotel—17 rooms furnished 20 beds. Two or four lots. Fronts state road, St. Clair river. M. E. Dickinson, Algonac, Mich. 235

FOR SALE—One sixteen-foot Sherer-Gillett grocery display counter: one Burroughs adding machine: Toledo springless scales, 34 pounds capacity. All like new. Write Joe's Fruit Store, Traverse City, Mich. 236

FOR SALE—CONFECTIONERY NEXT TO only theater in a town of 3,700. Beautiful fixtures. A big money maker. Other business, must sell immediately. Easy terms. Vernon Locey, Howell, Mich. 238

FOR SALE—ELEVEN SHARES OF PREFERRED STOCK AND FIVE SHARES OF COMMON STOCK IN THE CORDUROY TIRE CO. REGULAR PRICE TODAY \$140. FOR CASH WILL TAKE \$1000. GEORGE D. DE LONG, DURAND, MICH. 254

OWNER of brick factory building, two floors, 8,000 feet of floor space, wishes to get in touch with party having a good MANUFACTURING proposition. Address L. S. Quick, Monroe, Mich. 239

\$6,900 equity elegant eighty-acre farm, exchange for hardware or general merchandise stock. Frank Reed, Carsonville, Mich. 240

WANTED—Man with retail clothing and shoe experience, in good store town of over 2,000. Address No. 242, c-o Michigan Tradesman. 242

FOR SALE—At 804 South Marshall Ave., Marshall, Mich., six-room house, all modern, and store with fixtures—stock, also, if desired. Might sell, also, brick store, fixtures and stock, eleven room house (all modern), two lots in Albion. Investigate. Harvey B. Snyder, 410 W. Chestnut St., Albion, Mich. 229

WANTED—Salesmen calling on the hardware stores, with side line of popular article used on every home: pocket sample: liberal commission. The Cambridge Tile Mfg. Co., Covington, Ky. 231

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 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

Pay spot cash for clothing and furnishings 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—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 food, feed, hay and groceries. Will invoice \$2,000 to \$3,000. Address No. 208, c-o Michigan Tradesman. 208

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

ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids.

## GRAND RAPIDS SAFE CO.

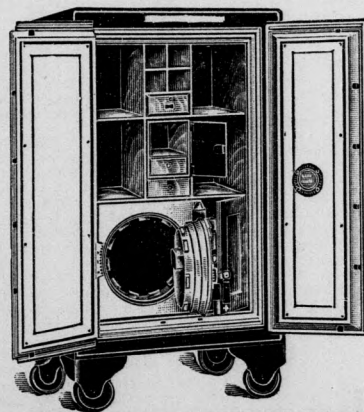
Dealer in

### Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.  
Grand Rapids, Mich.





### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 2.—On this day was held the special meeting of creditors and sale in the matter of Mid-West Co. Bankrupt No. 2167. There were no creditors present or represented. Bidders were present in person. An offer of \$1,000 was made as a final offer, but the offer was not accepted and confirmed. The special meeting was then adjourned without date.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Theodore W. Clark, Bankrupt No. 2307. Ben M. Corwin has been named referee and the matter referred to him. The bankrupt is a resident of Grandville, and is a farmer by occupation. The schedules list no assets of any kind and liabilities of \$461.24. The court has written for funds for the first meeting, 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: Spears Lumber Co., Grandville -- \$53.21 Battjes Fuel Co., Grand Rapids -- 45.00 Togan Stiles Co., Grand Rapids -- 74.47 Caldwell Market, Grandville -- 40.26 Francis L. Williams, Grand Rapids -- 27.00 Gerald Green, Saranac -- 221.30

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Adam J. Prus and Prus Electric Co., Bankrupt No. 2299. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The schedules of the bankrupt list assets of \$1427.17, of which \$171 is claimed as exempt to the bankrupt, Adam Prus, and liabilities of \$3048.17. The first meeting of creditors will be held July 16. A list of the creditors of the bankrupt is as follows: E. Burt, Grand Rapids -- \$18.00 William Austin, Grand Rapids -- 38.75 William Marena, Grand Rapids -- 70.00 Selma Solzak, Grand Rapids -- 18.00 F. F. Wood Motor Co., G. R. -- 249.00 Add Index Corporation, G. R. -- 225.00 C. J. Litcher, Grand Rapids -- 700.00 Roseberry-Henry Elec. Co., G. R. -- 519.49 P. E. Murray, Grand Rapids -- 100.49 Paul Stackowick, Grand Rapids -- 210.00 Consumers Power Co., G. R. -- 19.50 R. B. Electric Co., Grand Rapids -- 129.00 Peake & Vander Schoor, G. R. -- 24.95 Meyer Electric Co., G. R. -- 8.76 Stocking Ave. Garage, G. R. -- 47.42 Moe Bridge Electric Co., Milwaukee -- 38.35 Art Specialty Co., Chicago -- 88.00

The following are the personal liabilities of the petitioner Adam J. Prus: F. F. Wood Motor Co., G. R. -- 249.00 Kon. Resgelwaski, G. R. -- 300.00 Grombacher & Major, G. R. -- 25.00 Roozee Mfg. Co., Grand Rapids -- 68.76 July 5. On this day was held the first meeting of creditors in the matter of Laverne Turner, Bankrupt No. 2292. The bankrupt was present in person and by attorney, Emil B. Gansser. Claims were proved and allowed against the estate of the bankrupt. Frank V. Blakely was elected trustee and the amount of his bond placed by the referee at \$100. Appraisers were appointed. The first meeting was then adjourned without date.

July 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Bancuk Brothers, Bankrupt No. 2309. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupts are residents of Muskegon. The schedules filed by the partnership lists assets of \$955.55 and liabilities of \$8,842.84. The individual, Joe Bancuk, lists assets of \$75, all of which is claimed as exempt, with liabilities of \$240.29. The individual, Bert Bancuk, lists assets of \$4,575, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$75. The court has written for funds for the conduct of the first meeting, 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:

Geo. England, Muskegon	\$400.00
Paul Bubale, Grand Rapids	275.00
Thos. Syron, Muskegon	480.00
Ira A. Wyant, Muskegon	5100.00
Hubert H. Smith, Muskegon	270.00
John Anderson, Muskegon	482.22
Alpha Creamery Co., Muskegon	175.00
Illinois Casing Co., Chicago	49.00
Independent Co., Chicago	188.00
Ray Modacs Co., Chicago	40.50
Steindler Paver Co., Muskegon	34.40
Grand Rapids Milling Co., G. R.	26.60
R. Gums Co., Milwaukee	116.01
Castenholz Co., Muskegon	124.00
Swift Co., Chicago	58.80
Plankington Packing Co., Milwaukee	69.50
Roundy, Peckham & Dexter Co., Milwaukee	24.40
Mc Clellan Refrigerator, Chicago	554.00
C. W. Mills Paper Co., G. R.	21.77
Calendar Pub. Co., Grand Rapids	18.49
J. S. Anderson, Muskegon	225.10
G. R. Butter Supply Co., G. R.	34.22
Mrs. Frank Baneau, Muskegon	75.00

The following are the creditors of the individual, Joe Bancuk:

Fredericks Lumber Co., Muskegon	\$83.89
Brinen Lumber Co., Muskegon	156.40

The following is the liability of the individual Bert Bancuk:

A. F. Harrington, Muskegon -- \$75.00 July 6. On this day was held the first meeting of creditors in the matter of John Mishler, Bankrupt No. 2300. The bankrupt was present in person and by attorney P. T. Solgrove. Kimm Sigler and Theo. Elferdink were present for creditors. Claims were proved and allowed. Herman Rensh was elected trustee and the amount of his bond placed by the referee at \$5,000. The bankrupt was sworn and examined before a reporter. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Carl N. Mather, Bankrupt No. 2302. The bankrupt was present in person. Paul Strawhecker was present. Claims were proved and allowed. Frank V. Blakely was elected trustee of the estate and the amount of his bond placed by the referee at \$5,000. The first meeting was then adjourned to July 11.

July 9. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Freedman & Horwitz, Bankrupt No. 2298. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupts are residents of the city of Grand Rapids and have conducted a men's furnishings store at such place. The schedules list assets of \$3,002.50, of which \$500 is claimed as exempt to the bankrupts, and liabilities of \$9,400.26. The first meeting will be held July 23. A list of the creditors of the bankrupts is as follows:

City of Grand Rapids	\$46.26
P. Bollicoff, Grand Rapids	3.00
A. Sigel, Grand Rapids	150.00
C. Belkin, Grand Rapids	250.00
Robinson Bros., Toledo	50.00
Phoenix Shirt Co., Chicago	324.38
The Rauh Co., Cincinnati	618.23
Bronz Novelty Co., Milwaukee	39.44
Homel Shirt Mfg. Co., Chicago	123.80
Detroit Hosiery Co., Detroit	38.31
Herman Wile Co., Buffalo	219.00
N. Frank & Co., New York	279.00
J. Greenwald, Chicago	800.00
Irving Brand, Chicago	22.22
W. N. Fink & Co., Detroit	29.25
W. J. Lucas, Gloversville, N. J.	73.50
A. Sitron & Co., Chicago	717.15
Schockets Clothing Co., New York	46.50
Bray-Robinson Clothing Co., Louisville	62.25
Philph-Jones Corp., no address	372.70
Lyon Collar & Shirt Co., Chicago	356.49
M. Gimbel & Sons, Chicago	151.41
Standard Garment Co., Toledo	121.00
Toledo Cap Mfg. Co., Toledo	27.00
Symons Bros., Saginaw	612.37
Johnsterna Handkerchief Co., N. Y.	52.50
M. Alperowitz, Chicago	126.75
Slidewell Neckwear Co., New York	123.37
Louis Benjamin, Chicago	202.50
Cluett, Peabody & Co., Chicago	527.23
Regal Spear Co., Chicago	154.37
Clopper Bros., no address	123.85
Metcalf Neckwear Co., Cleveland	167.87
Danzig, Levine Co., New York	102.69
Ohio Cap Co., Cleveland	15.20
Kislak, Alpert, Grunhat & Co., New York	70.00
B. Berman, Detroit	70.00
Samuel Elman & Co., Syracuse	93.00
Thos. E. Resnick, Chicago	24.14
Badger Raincoat Co., Port Washington, Wis.	50.10
A. W. Tedcastle & Co., Boston	60.00
Tanger-Hyman Shirt Co., N. Y.	30.00
Office Bros., Mfg. Co., Columbus	184.00
F. & G. Mfg. Co., Cleveland	73.50
Morris, Sloan & Morris Chicago	130.88
Parrotte, Mc Intyre & Co., Chicago	95.25
Rothchild Bros., St. Louis	212.38
Spatz, Rubin Co., Chicago	48.00
Unique Display Fixture Co., Auburn	29.03
Butler Bros., Chicago	100.00
Herold-Bertsch Co., G. R.	54.29
Sovereign Shirt Mfg. Co., N. Y.	166.00
Grand Rapids Press, G. R.	29.00
Morris Sloan, no address	235.00
Mr. Parson, Grand Rapids	275.00
Mr. Balken, Grand Rapids	250.00
A. Sigel, Grand Rapids	150.00

In the matter of Arthur J. Hoolsema, Bankrupt No. 2301, the funds for the first meeting have been received and such meeting will be held at the office of the referee on July 16.

In the matter of Arlington B. Crawford, Bankrupt No. 2284, the court has received an offer from Morris Faxon, of \$265 for all of the stock in trade of this estate, which is appraised at \$502.78. The stock is that of an army and navy store and is located at Eaton Rapids. The date fixed for such sale is July 16. The sale will be held at the office of the referee, 315 Houseman building, Grand Rapids. The court has an inventory that may be seen if desired.

In the matter of Albert J. Martin, Bankrupt, No. 2118, the trustee has filed his final report and account and such meeting will be held at the office of the referee July 16. The purpose of the meeting is to pass upon the trustee's report and to pay administration expenses and a first and final dividend to creditors.

In the matter of Stanley Williams, Bankrupt No. 2304, the funds for the first meeting have been received and such meeting will be held at the referee's office July 23.

July 10. In the matter of Theodore W. Clark, Bankrupt No. 2307, the funds required for the first meeting have been furnished and such meeting will be held at the office of the referee July 23.

### Gabby Gleanings from Grand Rapids.

Grand Rapids, July 10.—Several changes have recently taken place in the selling force of the National Biscuit Co. James Behan has resigned to go with the Schust Co., Saginaw. His successor is Warren McDonald, who has sold produce on the road in Northern Michigan for several years. Louis H. Fuller has resigned to go with the Hekman Biscuit Co. J. W. Shinn is succeeded by Charles W. Sherwood, son of Charles L. Sherwood, the Hastings grocer. Charles Haas, who recently retired from the road to take the position of managing partner of the Eddy mercantile establishment, at the Soo, is succeeded by George Troub, who has been covering Kalamazoo territory for some years. His successor in the Kalamazoo field is F. H. Wilkinson, formerly engaged in general trade at Prairieville.

Herschel Brown, formerly with the A. J. Brown Seed Co., has engaged in the manufacture of furniture specialties in the building the company equipped to manufacture seed cabinets.

Fred Hanifin, special salesman for the National Biscuit Co., has gone to Rochester, Minn., to submit to a physical examination by the Mayo Bros. Mr. Hanifin is conceded to be one of the most successful salesmen the baked goods trade has developed and his many friends in the trade and elsewhere hope to receive assurances that Mr. Hanifin's trip to the famous brothers will result in his complete restoration to health.

The last week of the mid-summer furniture market opened Monday morning with considerable business. It is always considered that the last week of the market is generally what is called a "Michigan Week," but there seems to be buyers still coming from all points and with the arrival sheets up to Wednesday morning it passes the 2500 mark, and at the present writing looks as if it would be a record market in point of attendance of buyers. Some of the exhibitors in the different buildings report record business, while others call it a good, sane market, and, really some lines when they opened up this market were sold so far ahead that had their buyers run beyond normal there would have been no use of the salesman going out to call on the trade. That is not satisfactory business, because every traveling salesman likes to go out on his territory and yet have merchandise enough left to sell, that he will be quite sure his customer will receive the goods before the further opening of another market.

During the week the dates will be set for the mid-summer market of 1924, and it seems to be the general consensus of opinion it should be all in the month of June or all in the month of July and not have it, as it has been in the past seasons, with the break coming the week of the 4th.

The Hotel Rowe is out with an announcement which entitles it to the commendation of all traveling salesmen. Landlord Holden has reduced the prices of his rooms to the pre-war basis—\$2 for rooms without bath and \$2.50 for rooms with private bath. The Rowe is a good hotel and is rapidly gaining in the esteem of the traveling public.

William Francke, formerly on the road in Western Michigan territory, with headquarters in Grand Rapids, but now located in Florida, is spending a few weeks in his old home. He is accompanied by his wife.

Charles C. Perkins, a former Grand Rapids salesman, but now with Armour & Company and located in Minneapolis, will spend all of next week in Grand Rapids, accompanied by his wife. A dinner party will be given in honor of the Perkins family at the home of John D. Martin Friday evening.

Miss Frances Miller, of Hagerstown, Maryland, is the guest of Miss

Caroline Martin, 254 Henry street. The father of the guest is the owner of the Hagerstown Table Co.

The sales organization of Lewellyn & Company, wholesale grocers, were given a banquet at the Pantlind Hotel Tuesday evening, as a token of appreciation by the officers of the company, for the largest monthly sales since the company has been in business, exceeding the highest previous month by over \$15,000. Covers were laid for twenty persons and after the banquet all present were entertained by F. E. Lewellyn, President of the company, at his home at 2001 Robinson Road. Sales talks were made by F. E. Lewellyn, President, and Glen S. McCarthy, general sales manager, who has been instrumental in materially increasing the sales since he has taken charge of that department. Lewellyn & Company officials intend to have get-together banquets for the men every two months in the future.

C. C. Ford, who has managed Swift & Co.'s branch in this city for the past 6½ years, has been promoted to the management of the Cincinnati house. His successor will be O. S. Estabrook, who has managed the Muskegon branch for the past five years. Mr. Estabrook was formerly beef salesman for the Grand Rapids branch. Mr. Estabrook's successor is Mr. Menton, present manager of the Cincinnati branch. During the time Mr. Ford has managed the Grand Rapids branch the sales have more than doubled.

The slump in the price of wheat during these days of rising wages tends to make the Farmer-Labor movement more incongruous than ever. It was never anything more than a marriage of convenience. In 1920 wheat growers of the Northwest had faced several successive years of bad crops; they felt, too, that they had a grievance because the Government had fixed the price of their product as a war-time measure at less than it should have been. Labor was likewise restless because living costs at that time had a way of forging ahead of purchasing power. The two groups joined hands, not because of identity of interests, but because an alliance seemed to afford a way of voicing their discontent. To-day the Western farmer has to pay inflated wages to his harvest hands, while the price which he gets for his wheat is back to the pre-war level. Such a situation will emphasize how little the two groups have in common.

The future great general is now slumbering in some soldier in the ranks, the daring and resourceful executive in some humble clerk in shop or factory. The greatest artist, the greatest musician, the greatest writer, inventor, orator, statesman, scientist—the greatest achiever in every field that the world has yet seen may to-day be working in some humble capacity, be dreaming of the bright future he will some day realize.

Success may be defined as the perfect development of a seed into its ultimate form; a grass seed into a perfect blade of grass; an apple seed into a full-grown, well-developed fruit-bearing tree; an acorn into a majestic oak; a man seed into an ideal human being, perfectly balanced and symmetrically developed in his threefold nature, spiritual, mental and physical.



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# 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.

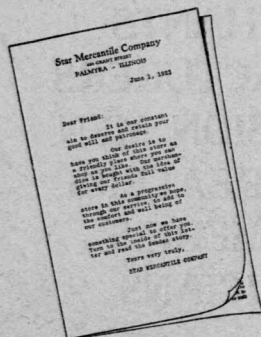
That is why the Semdac Floor Mop and Semdac Liquid Gloss appeals to her. It provides the easiest way for her to get rid of dust and dirt.

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.

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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

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