

## THE LESSON OF THE WATER MILL

Listen to the water mill;  
Through the livelong day,  
How the clicking of its wheel  
Wears the hours away!  
Languidly the autumn wind  
Stirs the forest leaves,  
From the field the reapers sing,  
Binding up their sheaves;  
And a proverb haunts my mind  
As a spell is cast—  
"The mill cannot grind  
With the water that is past."

Autumn winds revive no more  
Leaves that once are shed,  
And the sickle cannot reap  
Corn once gathered;  
Flows the ruffled streamlet on,  
Tranquil, deep, and still;  
Never gliding back again  
To the water mill;  
Truly speaks that proverb old  
With a meaning vast—  
"The mill cannot grind  
With the water that is past."

Take the lesson to thyself,  
True and loving heart;  
Golden youth is fleeting by,  
Summer hours depart;  
Learn to make the most of life,  
Lose no happy day;

Time will never bring thee back  
Chances swept away!  
Leave no tender word unsaid,  
Love while love shall last—  
"The mill cannot grind  
With the water that is past."

Work while yet the daylight shines,  
Man of strength and will!  
Never does the streamlet glide  
Useless by the mill;  
Wait not till to-morrow's sun  
Beams upon thy way,  
All that thou canst call thine own  
Lies in thy "To-day;"  
Power, intellect and health  
May not always last—  
"The mill cannot grind  
With the water that is past."

Oh, the wasted hours of life  
That have drifted by!  
Oh, the good that might have been—  
Lost, without a sigh!  
Love that we might once have saved  
By a single word,  
Thoughts conceived, but never penned,  
Perishing unheard—  
Take the proverb to thine heart,  
Take, and hold it fast—  
"The mill cannot grind  
With the water that is past."

Sarah Doudney.

# HEKMAN'S

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

GROCERS—Rapid turnover is your greatest source of profit. Hekmans Quality baked goods move rapidly.



*Hekman Biscuit Co.*  
Grand Rapids, Mich.

## SELL MORE YEAST—

Consider the possibilities of increased yeast profits from this angle:

Tell your customers the gist of the Yeast-for-Health story, which, in a few words is, "Fleischmann's Yeast is a food, which frees you of constipation, naturally and permanently."

It doesn't take up much of your time to deliver that message. And it pays.

Over a period of a week or month it will show a neat increase in your yeast sales.

Try it.

**THE FLEISCHMANN COMPANY**

Yeast

Service

**THE FLEISCHMANN COMPANY**

Yeast

Service

## A New One Every Week

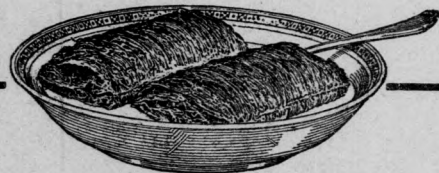
A new breakfast cereal is born every week, and a certain number of your customers will try "the new ones"—but they always come back to

## Shredded Wheat Biscuit

the one staple universal cereal food, always the same high quality, always clean, always pure, always wholesome—100 per cent. whole wheat, made digestible by steam-cooking, shredding and baking. A steady demand all the year that yields a good profit to the distributor.

MADE ONLY BY

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



# Hart Brand Canned Foods

## FRUITS

Red Sour Cherries	Black Raspberries
Red Raspberries	Pears
Strawberries	Plums
Blackberries	Peaches
Gooseberries	Apples

## VEGETABLES

Peas	String Beans
Corn	Green Lima Beans
Pumpkin	Red Kidney Beans
Succotash	Squash

**HART BRAND** canned foods are prepared from the finest products of the garden, orchard and farm. They are gathered and packed in the most prime condition.

**HART BRAND** canned foods are sterilized by heat alone and packed under the most sanitary conditions.

**JUNE GARDEN PEAS** fresh to your table from **HART BRAND** cans ready to serve.

Put the Summer Garden in Your Winter Pantry.

**HART BRAND** gives you selection from the finest garden peas, the best succulent sweet corn, the highest quality string beans, lima beans and succotash.

**Michigan Canned Foods for Michigan People**

Prepared by **W. R. ROACH & COMPANY**  
Main Office: **GRAND RAPIDS, MICHIGAN**

# MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, JULY 25, 1923

Number 2079

## 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

H. 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.

## LABOR SITUATION EASIER.

Reports from both agricultural and industrial centers during the past week point to an easing in the labor situation. This does not mean that the shortage is over by any means, but the arrest of expansion in most basic industries, the closing of some mills for their midsummer inventories, and the reopening of the gates to immigrants at the beginning of the month have all contributed to lessen the tension. In the meantime there are further reports of demands by workers for wage increases, and no indication as yet that the recessions in prices have been followed by wage reductions. The let-up in business activity has lacked a great deal of approaching the point where unemployment and lower wages are to be expected, but there is evidence that such a period of labor stringency as was noted last April is now a thing of the past.

## A NEW SILVER QUESTION.

Under the leadership of Senator Pittman, of Nevada, silver producers have been making a fight to have the Treasury Department reconsider its decision to close the mints to the further purchase of domestic silver at a dollar per ounce. It appears that of the silver held by the Treasury and melted down for sale to Great Britain during the war, there was a portion that was not so disposed of but was used for the purpose of subsidiary coinage in this country. Some 200,000,000 ounces were melted and sold to the British Government for export to India, and an extra 10,000,000 was used for subsidiary coins.

The silver producers have taken the position that the Government replace all the melted silver with new metal purchased from the domestic mines at the fixed price of a dollar per ounce. The Treasury officials have taken the position that the law required the replacement at the fixed

price of only the amount of silver actually sold to the British Government, and that the silver that went into small coin could be restored at any time at prices in the world market. As the world market price is now about 63 cents, it would obviously be worth about \$3,700,000 to the silver people to have the "pegged" price extended to that extra 10,000,000 ounces. The Treasury Department, however, has taken the view that the law must be construed in the interests of the country at large rather than in the interests of a special class. The silver miners are expected to carry their fight to the next Congress, and in that event no one can forecast the outcome.

## FIGHTING ARSON.

Special efforts now being planned by local authorities throughout the State to reduce arson to the lowest possible limits are to be highly commended. As every one knows the pyromaniac is an ever-present evil in our midst, but it is doubtful if it is generally realized how much waste is caused by the individual who burns for profit, that is, destroys his inventory or other property in order to collect from the insurance companies. Every endeavor ought to be made at all times to exterminate both kinds of "firebugs."

We should not stop there, however. Fire waste in this country, which is the result of inexcusable carelessness, has always been much larger than it should be. Compared with Europe we are as wasteful in this direction as in many others. Our system of laws and our ideas of individual freedom are such that we are not likely to adopt the methods of fire prevention that have proved their effectiveness across the water, but we could do a great deal more than we are even under the handicap of our chosen political philosophy.

## UNHEALTHY CONDITION.

It costs 39 cents to distribute a dollar's worth of hardware to-day compared to 27 cents distribution cost for the same amount five years ago. This is due to the complicated nature of the business. The grocery business has tended towards simplification during the past few years, and the results of this throwing overboard of unnecessary adjuncts are reflected in the low distribution costs for the line when compared with the figures for the hardware business.

Then again, stock investment in the hardware line is heavy, and stock turnover is only 1.86 times a year as compared to the grocer's 7.

All these factors work to increase hardware distribution costs. Simplification of details, careful buying, and quicker turnover will remedy this unhealthy state of affairs.

## PRICE MAINTENANCE.

Just when everybody had settled down with a feeling of satisfaction, in the belief that the problem of price maintenance had been solved, comes along a new angle of it to create more litigation and uncertainty. Decisions so far have determined that a manufacturer may choose his own customers and, consequently, may refuse to sell to such as do not maintain resale prices. But he cannot bind his customers not to resell to retailers indulging in cut rates. A new feature is presented in a suit brought against the American Chain Company by the Government under the anti-trust laws. The company, it appears, has obtained control of certain patents on automobile bumpers and, it is charged, is trying to get a monopoly of the trade, said to amount to \$20,000,000 a year. Under ordinary circumstances, the ownership of a patent is intended to give one a monopoly. In the present instance this might be entirely legal and proper, and no allegations are made of wrongful practices. But it seems that the company has licensed manufacturers to make its devices, exacting from them the agreement not to sell except at certain fixed prices. This presents the question whether an act which is lawful and proper for a principal becomes an offense against the law when it is done by an agent. The case will probably go to the court of last resort because of the principle involved, affecting, as it does, the monopolistic right which underlies the granting of any and all patents.

## The Cure-All the World Needs.

Most of our advisers say the basic trouble in Europe is how to pay the reparations; and Britain, short of employment and taxed almost to death, is willing to forget them if she can get her people at work and earning a living. France, bled white, physically and financially, says she must have the reparations to be able to live. She is right. What should we say? Simply this: That Germany the destroyer, should pay every cent she agreed, just as France did in the presence of German bayonets fifty years ago. The world should stand firm on this one basic point; that the aggressor should be considered the enemy of all and should be made to pay every dollar of damage. This is the first step toward world peace. Wars will not often be started if they do not pay.

But, as France fought because she had to, so will others. Injustice must be righted. The world suffers three great injustices, but because so many profit by them they go unrighted and even unmentioned. They are the land question, transportation mono-

poly (with distribution) and money.

The last is the head devil in Europe. There is little chance for Europe until this is set right. Our nation seems to be the only one strong enough to show the way.

We should point out the facts and hope for the time when we will get the remedy.

Our financial leaders teach us we must redeem in gold and must keep money scarce to preserve its value. Both errors. Germany has no gold, but she could redeem in other commodities just as perfectly. And if she were able to redeem her money on presentation, it would hold its value. Quantity has nothing to do with it. No one cares how much money the other fellow has so long as he is certain the piece he has will be redeemed on presentation. And no one asks redemption when certain to get it.

This is the cure-all the world needs. It is very simple.

Charles E. Duryea.

## August Examination Session of Board of Pharmacy.

Lansing, July 24.—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the high school, Sault Ste. Marie, Tuesday and Wednesday, August 21 and 22, beginning at 9 o'clock a. m. All candidates must be present at this hour. Applications must be filed with the Director at least one week before the examinations.

### Preliminary Requirements.

All candidates must furnish satisfactory evidence to the Board that they have completed work in the public schools equivalent to tenth grade.

Candidates for Registered Pharmacist must furnish affidavits showing that they are at least twenty-one years of age and have had not less than four years' practical experience in pharmaceutical work and compounding prescriptions.

Candidates for Registered Assistant Pharmacist must furnish affidavits showing that they are at least eighteen years of age and have had not less than two years' practical experience in pharmaceutical work where drugs, medicines and poisons are dispensed and prescriptions compounded.

If registered as an apprentice, do not fail to mention the fact in your application and give the number of your apprentice's certificate.

Applications for examination and blank forms of affidavits for practical or college experience may be obtained from the director.

Fee for Registered Pharmacist, \$15; fee for Registered Assistant Pharmacist, \$10. Fee for re-examination: Registered Pharmacist, \$3; Registered Assistant Pharmacist, \$2. There is also a Certificate fee after passing: Reg. Pharm., \$15; Reg. Asst. Pharm., \$10.

H. H. Hoffman, Director.

A prediction: Ford's presidential boom will suffer a blowout.

High wages are not keeping building down.

## IN THE REALM OF RASCALITY

### Cheats and Swindles Which Merchants Should Avoid.

Certain practices in which a considerable number of manufacturers, distributors and service station dealers in the automotive electrical field, particularly the battery trade, are now indulging, are not only misleading and deceptive but in numerous instances partake of actual fraud. Complaints coming to the National Vigilance Committee of the Associated Advertising Clubs of the World from widely divergent sources indicate that such abuses are not sporadic, but are quite general in many localities, and that prompt steps in abatement must be taken unless they are to become more or less the general rule.

The National Vigilance Committee has made a preliminary survey in this field, and has concluded that there is need to extend its activities, and to take definite action in order to preserve the full confidence of the public in the advertising of these commodities.

The National Vigilance Committee in co-operation with its affiliated Better Business Bureaus throughout the country, proposes to direct its attention to these practices, in order that the public may be protected and given a dependable guide, and that legitimate concerns be provided with a standard on which better business methods may be permanently built.

No phase of battery advertising has been more abused than the guarantee clause or certificate. A perusal of current copy discloses that guarantees of all sorts are being made and to unbelievable extents.

Prospective purchasers are told by one manufacturer that its batteries are "Unconditionally Guaranteed for a Year." The next says "Unconditionally Guaranteed for Two Years," and so on, one out-doing the other until three, four and five year limits are reached, and the time guarantee becomes preposterous, incapable of fulfillment, and of no advertising value to the reputable manufacturer who may care to use a guarantee.

Other battery makers state that their product "Will Out-last the Car," and "Buy the . . . Battery and your Troubles are Over." To meet these claims competitors counter—"Outlasts Four Ordinary Batteries," "Will Outlast any other Battery on the Market," "Will Outlive any Two Batteries you have ever used." Comparative advertising of this sort inevitably results in grossly exaggerated claims which react in a detrimental manner.

In addition to these there are the guarantees made for the second-hand or so-called "Rebuilt" or "Reconstructed" batteries, which are being offered and sold to motorists with the guarantee of the rebuilders. When trouble comes the user often learns to his sorrow, that he has simply purchased a "Guarantee" and not a battery.

It is not intended to convey the thought that all guarantees are unreasonable and worthless, but the public should know whether the guar-

antee is that of manufacturer, who is willing and capable of making good the terms given, or that of some irresponsible party who uses the guarantee only as a means of making a sale.

"A Guarantee is only as Good as its Maker," and this should be borne in mind at all times.

From divers sources complaints have come to the National Vigilance Committee that the motoring public is being imposed upon, from time to time by unscrupulous concerns who offer a remedy for all battery troubles through the medium of pastes, fillers, solutions and other compounds to take the place of regular electrolytes. Tests and analyses of several of these "dope" solutions, indicate that while they apparently give a battery greater momentary "kick," they oftentimes contain ingredients which are absolutely ruinous to the plates and separators, thereby shortening the life of the battery from fifty to seventy-five per cent.

Purchasers should enquire carefully regarding such solutions and assure themselves that the substitute they are procuring has real merit and will not damage the battery, before placing their orders.

Another misleading and sometimes fraudulent situation attends the manner in which many so-called "dry batteries" are advertised. Some of these are exploited as "new and wonderful" inventions that "never need to be taken to a service station," that "require no water" nor added charge "no matter how long in use," "cannot freeze," etc.

The vast majority of such batteries are in reality semi-dry storage batteries, in which silicate of soda or infusorial earths are used to keep the acid in solution. Either of these materials acts in about the same capacity as a blotter, and tends to cut down rather than increase circulation, and hence the capacity of the battery.

Simple electrical tests show that many of these batteries will not stand up to the claims which their makers make for them. Here, as with the substitute electrolytes, the purchaser should investigate carefully, and assure himself the battery has real merit before he buys.

Some service stations, known and advertised as the authorized station for a named manufacturer, are prone to trade upon the established reputation of the manufacturer and carry on a questionable business in the substitution of foreign and oftentimes inferior parts in the reconstruction of batteries.

The automobile owner is at the mercy of a battery service station in the matter of having his battery charged, changed, rebuilt, or repaired, for it is impractical to dis-assemble a battery and identify the parts. If he wants the repair parts put out by the maker of his battery, he is entitled to receive them, even though there may be repair parts made by others, which could be used just as efficiently. Substitution under such circumstances constitutes a fraud upon the public and jeopardizes the good will and reputation of the bat-

tery manufacturer which the station purports to represent.

The National Vigilance Committee, including its Better Business Bureaus, proposes to curb, and if need be, to aid in the prosecution of matters in the automotive electrical field, where fraudulent or deceptive advertising is involved. It is inaugurating a vigorous campaign of investigation in an effort to abolish conditions which threaten to become injurious to an important industry.

Manufacturers, distributors, and jobbers, who are jealous of their reputation and that of the products which they market, can lend material aid by calling to the Committee's attention specific abuses of the character herein described. Prompt attention is assured.

### Montana Grocers Adopt Code of Ethics.

The wholesale and retail grocers of Montana have taken the bull by the horns in the matter of unfair trading and have united on a code of ethics in which they lay down the law not only for their mutual relations but also for the guidance and government of manufacturers. In substance the code is given as follows:

The code lays down certain principles which the Montana Wholesale Grocers Association and Montana Retail Merchants' Association hope to have both branches of the trade follow in the future conduct of their business. In sending out the "code of ethics," Secretary H. W. Schnell of the retailers' association invites suggestions for improvement and also asks for information as to instances where it is not being followed out.

1. The indiscriminate multiplication of the number of retail grocery businesses with the attendant multiplication of expenses, admittedly being of doubtful benefit to wholesaler, retailer and consumer, and as well to the inexperienced and inadequately financed who attempts to make a success of the grocery business, altogether too frequently resulting in disaster for him, a factor in the development of unfair competition, the wholesaler should pledge himself to withhold his encouragement from such ventures as in his own valuable experience are apparently not justified and cannot meet with success.

2. In recognition of the fact that in the final analysis all consumers' purchases through retail establishments contribute to the success of the retailer, which in turn makes possible the success of the wholesaler, the wholesaler should properly refrain from soliciting and participating in the trade which rightfully belongs to the retailer. We recognize the definition of the word "retailer" as "one who sells merchandise to consumers in smaller quantities than he buys" and establishes the boundary between wholesale and retail business upon the questions of resale and consumption.

3. In recognition of the fact that some manufacturers fix the resale price of their products, and that there is a variation in the cost of doing business, with the result that there is a lack of uniformity in the margin

of profit by the retailer, and that the manufacturer frequently fixes a resale price which does not permit of a reasonable or legitimate profit to the retailer, the wholesaler and retailer both should co-operate to the fullest possible degree in correcting such a condition affecting those who constitute the distributors of such manufactured products.

4. The wholesaler should recognize the absolute necessity of fairly and impartially dealing with his customers, with the idea that no preference is to be extended to one which is not granted to another, since any preference may be utilized by such retailer to breed misconfidence on the part of the public, in his competitor and in the entire system.

5. The retailer should at all times recognize the fact that in tracing the distribution of a product from manufacturer to consumer the wholesaler is a preceding link in the chain of distribution; that it is the wholesaler's office to warehouse goods and function as a warehouseman for the retailer in order that the retailer may efficiently purchase in desired quantities rather than to purchase directly through hundreds of channels with the attendant expense and delay to the commodities which he retails.

The retailer should recognize the wholesaler as one of his most valuable sources of information and advice as to the products he buys and the conduct of his business and as one who ideally should be as greatly interested in the retailers' business as himself. Since he would discourage the entry as a retailer of one who is inadequately financed he should promptly meet his obligations with the wholesaler and should not contribute to that condition, which is fundamentally false, which in fact makes a banker out of the wholesaler.

6. Both wholesaler and retailer should contribute to the continued improvement of this relationship by freely and fairly recognizing differences of opinion in all future transactions and developments, with the idea that their combined co-operation will do much to benefit the consuming public; that consumers are in fact being most efficiently served by their present system, which is unquestionably superior to any previous plan or to any suggested change.

### Trends in Fall Blouses.

Blouse manufacturers are now moving actively into the Fall production season, although still considerable re-order business is coming in for seasonable merchandise. From all accounts, the over-blouse will be the leading style, considering the Fall as a whole. For the early selling season the jaquette type is expected to meet with continued favor. There is a distinct trend in the materials used toward those that have lightness and yet suggest warmth in either coloring or surface finish. Velvets and duvetyns are being employed to a large extent, as are various crepes de chine of a heavier weight and some of the novelty metallic cloths.

**APPARENTLY GOING TO WALL****Why Macaroni Industry is in a Bad Way.**

Harmful propaganda growing out of the boom period of prosperity and inflation during the war and post-war years left the impression that the macaroni industry offered wonderful opportunities for profitable investment and much unnecessary capital was attracted thereby. The result has been heavy losses to the investors and undesired competition in an industry already afflicted with capacity production greatly in excess of consumption demand.

Not over a dozen firms out of more than five hundred manufacturing macaroni in this country can be termed successful, according to the New Macaroni Journal of July 15. These have attained success through years of steady progress, beginning in a small way and building conservatively. The others are merely existing, showing very unprofitable returns on the millions of dollars invested.

Prior to the world war nearly half of the macaroni, spaghetti, noodles and similar products consumed in this country were imported from Italy or France, the Italian leading heavily. Upon entry of these countries into war their exportations were naturally restricted and the existing American factories profited. Business boomed, every press was running to capacity and established plants made some welcome profits.

When America joined the conflict the macaroni industry was given a setback through the governmental decree to "Save Wheat" Macaroni being a purely wheat food suffered heavily when the government ruled that plants would be allowed only 70 per cent. of their pre-war capacity in the form of flour or "semolina."

At that very time when needed profits might have been made without injustice to any one, production was thus restricted and demands could not be supplied. In an effort to extend their allowance of raw materials some firms unwisely resorted to the use of substitutes, produced inferior quality goods, a policy that caused losses amounting to several millions of dollars to these grasping concerns, and indirectly to the industry.

The sudden termination of the war had a healthful effect, especially after the wheat restrictions were removed. With the supply of raw materials unlimited, and facing a heavy demand to fill depleted stocks in warehouses, groceries and pantries, plants produced to capacity to supply a profitable market. Many firms, foolishly believing that this heavy demand was a permanent one, expended unduly, adding new units, erecting additions, and are this day paying for their folly.

The business lull in 1921 caused failure after failure in this industry. Practically every other line of food manufacture and distribution was similarly affected. The manufacturer found the household supply sufficient, the grocery shelves loaded and the warehouses filled to capacity.

The quick change from a buyer to a seller market brought about some

unfair sharp practices that sent macaroni prices down to a point where business was unprofitable and where the overhead in plants was found to be eating into reserve capital. To make matters worse competition from abroad again began to be felt.

Overexpansion during the boom years caused a three million dollar macaroni concern to fail in 1921. The crash sounded a warning to others in the industry, who trimmed their expenditures "to the bone" and were thus enabled to weather the storm that threatened their financial ruin.

The press of the country recently carried a story of a "five million dollar macaroni merger," which might be wrongly interpreted to mean that business in this line is again prosperous. Looked at from the inside the consolidation was a tactful move made necessary because of conflicting territories of distribution and the consequent pyramiding of the expense of selling.

This widely heralded combination aimed at capacity reduction rather than expansion. Only two of the plants involved will be operated. The merger is evidently a move in the right direction, reduction of capacity to meet requirements and disposal of production at fair profits.

In the East the war brought out a large company with a capacity considerably above the possibilities of profitable distribution. It resulted in a forced sales policy that harmed everybody. In the West another large plant with strong financial backing will have to seek business where no new business exists. Years will be required to put these on a paying basis.

The macaroni manufacturing game is in anything but a flourishing condition. With production capacity several times greater than consumer demand, with European imports daily increasing and with a restricted population increase, there must be a united and concerted effort made to increase consumption in the American homes, a movement that will require the expenditures of many thousands of dollars in educational advertising—or there must be a consequent decrease in the number of plants producing this foodstuff.

The macaroni manufacturing industry is not a financial paradise as those now engaged in it know and as others will surely realize if they permit themselves to be lured to this field of little promise.

**Has New Bangle Bracelet.**

The popularity of the colored glass bangle bracelet has encouraged a local producer of popular-priced jewelry to put on the market a line of bracelets made of a celluloid composition that is not unlike glass in appearance. The new bracelets may be had in eleven different shades, including jade, red and amber. They are each ornamented with two engraved appliques. Some of these are priced at \$42 a gross wholesale, which makes it possible to retail them profitably at 50 cents each. Three to four of them may be worn at one time.

# BEWARE

Beware of tale bearers in industry as you are trying to beware of the tail wearer in the conflict of life.

In some of the competition of to-day, it almost seems as though the tail wearer was in possession of the soul of the tale bearer.

While we have never been pessimists regarding the final outcome of any vital question, we are conscious of the seriousness of some of the questions that concern us at the present time.

During these days of unrest and during the period of re-adjustment, many men are faced with problems which have seemed to be too serious for them to bear and they have, therefore resorted to questionable means in competition.

We still believe in ethics in business.

We still believe that the average man's word is as good as his bond.

We still believe that the average consumer wants to buy goods because of their value and are appreciative of the retailers' and wholesalers' willingness to do business on that basis.

However, it appears at times to all of us that the buyers of the land seem to enjoy being hoodwinked.

There is still the buyer who wants something for nothing.

There is still the buyer who judges the retailer's store by the cut prices on a few staples.

And there is still the buyer who is willing to buy unscrupulous printer's ink and dishonest lithographing, rather than buying on the basis of quality.

This is another appeal to all of the food merchandisers to hold fast to the high ethics in the business which brought to the food industry its honorable position at the time of the late war.

This is just another declaration for right thinking by the buying public and the ultimate reward to the honest merchant who sells quality goods at fair prices in the open, and the real merchant who buys and sells quality and renders fair service and gets his reward in prosperity.

## WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

**MOVEMENT OF MERCHANTS.**

Traverse City—The Mapel-Gapp Co. has changed its name to the Mapel Co.

Marquette—Madame Clarence succeeds Mrs. H. R. Hadrich in the millinery business.

Kalamazoo—John Nicholson succeeds Mr. Abrahamer as manager of the Arrow Clothes Co. store.

Kalamazoo—Jewel Stores, Inc., has removed its stock from 110 East Main street to 220 North Burdick street.

Albion—The Frank E. Nowlin Co., Ltd., wholesale grain, hay, beans and wool, is erecting a modern warehouse.

DeWitt—John Decker will open a restaurant, baked goods, cigar, confectionery and canned goods store about August 1.

Shaftsbury—Raymond Shaft has engaged in the grocery and general merchandise business under the style of The Variety Shop.

Lansing—Thieves entered the grocery store of Rodney Briggs, 1501 East Franklin avenue and carried away considerable stock.

Mason—Mrs. Jennie L. Barker is remodeling her home and will open a tea room about Sept. 1, catering especially to motor parties.

Detroit—The Stoddard-Dick Co., 530 Penobscot building, builders supplies, etc., has increased its capital stock from \$15,000 to \$30,000.

Stockbridge—R. J. Cobb has sold his pool room and cigar stand to John Cheney and Glenn Diddle, of Jackson, who have taken possession.

Weidman—Jesse F. Struble, recently of Mt. Pleasant, has purchased the Weidman House and will redecorate and remodel it before opening it to the public.

Prattville—Thieves entered the hardware store of Roy Black and the grocery store of C. E. Holland and carried away considerable stock from both stores.

Stockbridge—Lauter & Brownell have purchased the store building of the Oscar A. Schmidt estate and will occupy it with their stock of drugs and groceries.

Lapeer—S. B. Wattles has sold his meat market to Tiety Bros., recently of Rochester, who will continue the business at the same location, 26 Nepessing street.

Homer—Clayton Snowley has closed out his stock of bazaar goods at special sale and taken his family West with a view to locating if a desirable place can be found.

Albion—Wertheimer, Inc., 113 N. Superior street, clothing, shoes, etc., has changed its name to The Hub, Inc., and removed its business offices to 720 Dime Bank Bldg., Detroit.

Clare—Ben Mercer, recently of Saginaw, who purchased an interest in the Clare Hardware & Implement Co. about a month ago, is now devoting his entire attention to the business.

Detroit—The Lafayette Clothing Co., 106 Lafayette boulevard, has been incorporated with an authorized capital stock of \$7,500, all of which has been subscribed and \$1,000 paid in cash.

Hillsdale—On the petition of E. W. Chapman and others, a decree was entered in the Circuit Court winding

up the business of the Chapman-Alamo Light Co. and dissolving the corporation.

Gregory—Howard Marshall has purchased the stock of dry goods, shoes, etc., of the Oscar A. Schmidt estate at Stockbridge and consolidated it with his stock of general merchandise here.

Allegan—Milton Brown has sold his interest in the garage and automobile supplies stock of Brown Bros., to Walter Miller and the business will be continued under the style of Brown & Miller.

Flint—The Genesee Lumber & Coal Co., 115 East Union street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$8,500 paid in cash and \$5,500 in property.

Owosso—Louis Dingler, 55 years old, died suddenly at his home, July 21, following an attack of heart trouble. Mr. Dingler had been in the cigar, restaurant and tire business for more than twenty years.

Detroit—The Davis Brokerage Co., 670-72 Penobscot building, has been incorporated to traffic flour and kindred articles, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in cash.

Grand Rapids—Robert W. Groskopf, of Groskopf Bros., trunks, leather goods, etc., 112 Monroe avenue, N. W., has opened a branch store at 105 East Main street, Kalamazoo, under the management of Arthur Taylor.

Mt. Clemens—The Shook & Roskopp Co., 17 New street, has been incorporated to deal in new and used autos, parts, supplies, etc., with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in cash.

Detroit—Robert Lee, Inc., 79 Monroe avenue, has been incorporated to conduct a general retail mercantile business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash.

Detroit—John F. Ivory, Inc., 6439 Hamilton street, has been incorporated to deal in autos, trucks, parts, supplies, etc., with an authorized capital stock of \$25,000, \$15,950 of which has been subscribed and paid in, \$701.15 in cash and \$8,648.85 in property.

Muskegon Heights—The Boyd Auto Sales Co., autos, parts, supplies and accessories, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in property.

Detroit—The W. G. Tailoring Co., 5935 Chene street, has been incorporated to manufacture and sell at wholesale and retail, men's and boys' clothing and furnishings, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$500 in cash and \$4,500 in property.

**Manufacturing Matters.**

Lansing—The Lansing Co., manufacturer of wheelbarrows, warehouse trucks, etc., has increased its capital stock from \$1,000,000 to \$1,500,000, all common.

Benton Harbor—The Liberty Cider & Pickle Co. has been incorporated with an authorized capital stock of \$10,500, all of which has been subscribed and paid in in property.

Hastings—The Simons Manufacturing Co. has leased a building and will commence the manufacturing of farm implements as soon as the necessary machinery has been installed.

Detroit—The Perfect Fit Artificial Limb Co., 5966 Hecla avenue, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,500 paid in in cash.

Lansing—The Oakland Motor Car Co., of Pontiac, has opened a retail store at 421 South Capitol avenue, under the management of Nelson Sturdevant. A complete stock of parts, supplies, cars, etc., will be carried.

Frankfort—The West Michigan Fruit Products Co. has been incorporated with an authorized capital stock of \$10,200 common and \$400 preferred al of which has been subscribed and paid in, \$5,600 in cash and \$5,000 in property.

Detroit—The Hauserman Manufacturing Co., 70 East Dearborn street, River Rouge, has been incorporated to manufacture woodwork, etc., and to deal in lumber, building materials, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Chesaning—The Chesaning Manufacturing Co. has sold its property to Henry D. Minich, of St. Johns, who is organizing the Michigan Body Corporation for the purpose of manufacturing motor bus and truck bodies. The plant is being remodeled and will soon be open for business.

Detroit—The Cap Nut Corporation, 1625 East Euclid avenue, has been incorporated with an authorized capital stock of \$17,500 common, \$35,000 preferred and 5,250 shares at \$1 per share, all of which has been subscribed and paid in, \$14,500 in cash and \$43,250 in property.

Detroit—The Industrial Diamond Co., 2033 Park avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which amount \$35,460 has been subscribed and paid in, \$800 in cash and \$34,660 in property.

Benton Harbor—The Star Pattern Works, wood and metal patterns, foundry supplies, etc., has merged its business into a stock company under the style of the Star Pattern Manufacturing Co. with an authorized capital stock of \$25,000, all of which has been subscribed, \$231.26 paid in in cash and \$7,968.74 in property.

Detroit—The Hydeg Co., 1036 Beaubien street, has been incorporated with an authorized capital stock of \$250,000 preferred, \$250,000 common and 10,500 shares no par value, to manufacture and deal in refrigerators, refrigerating devices and domestic appliances, of which amount \$25,000 and 10,500 shares has been subscribed and \$14,600 paid in in cash.

**Million Dollar Damage Suit.**

The action of the Detroit Board of Health in paying in full the Detroit grocers whose olives were confiscated by the Detroit Board of Health at the time of the death cases following the consumption of some jars of spoiled ripe olives, is attracting attention. The amount of money involved in the confiscation of these olives is approximately \$10,000. The olives confiscated in Detroit were held for eighteen months without any known examination being made and were neither ordered destroyed nor returned. At the end of that time the packer engaged the Robinson Laboratories, Inc., of Detroit, to make examination in conjunction with the Analyst of the State Food and Drug Commission. The olives confiscated numbered approximately 9,200 packages, bearing 111 different lot numbers. The olives were stored in the basement of the laboratory of the Board of Health later removed to the top floor and then returned to the basement. The rooms in which they were stored were kept at a warm temperature and conditions were most favorable for spoilage. One hundred thirteen samples were analyzed, representing every batch number in the entire lot. The samples included several leakers and swells, visibly unmarketable. Cultures were taken from these spoiled cans and experiments were made on young guinea pigs. The other cans were placed in incubators in order to develop any latent organisms that might be in the cans. The result was that every can of these ripe olives received an absolutely clean bill of health. Upon the complete exoneration of the olives that had been confiscated the Curtis Corporation, of Long Beach, Calif., the injured party in this affair, has brought suit against the members of the Detroit Board of Health for \$1,000,000 damages to its trade-mark, due largely to the delay in examining the samples.

**Holland Rusk Co. Changes Ownership.**

Stockholders of the Hekman Biscuit Co. have acquired the interests of Milwaukee stockholders in the Holland Rusk Co. (Holland) and have re-organized the business to conform to the new ownership. The new board of directors is as follows: John Hekman, Jelle Hekman, Henry Hekman, Edward Frieling, William A. Arendshorst, John A. Arendshorst and Samuel Miller.

The new officers of the corporation are as follows:

President—John Hekman.

Vice-President—Edward Frieling.

Secretary—Samuel Miller.

Treasurer—W. A. Arendshorst.

Manager—W. A. Arendshorst.

The new management announces that the business will be enlarged as rapidly as possible; that the output will be increased and the line of customers augmented. This announcement is in keeping with the aggressive policy of the Hekman brothers, who have earned the reputation of being among the most energetic men in the baking business.

Loud talk makes noise, not sales.

**Essential Features of the Grocery Staples.**

**Sugar**—The market is still a Chinese puzzle to most operators. Local jobbers hold cane at 9.20c.

**Tea**—The market has been rather dull during the past week, speaking of the demand from first hands. The consumptive demand has been seasonably good. The undertone, in spite of the light demand from first hands, is stronger than it was the week before. The primary markets are reported particularly strong and this explains the firmer markets on this side.

**Coffee**—The market is dull, with the end of the week a little firmer than the beginning, although the situation is still more or less soft. Practically no change has occurred in any grade of green Rio or Santos during the week, except that some holders are willing to shade Santos grades a little. Rio coffees are unchanged. Milds are also somewhat weaker and in light demand.

**Canned Fruits**—The jobbing trade now has a fairly accurate line on the selling ideas of California fruit canners, afforded by the opening prices of a number of the larger interests which came out with quotations on new packs last week. No definite word has been received from the Coast, but local brokers are led to expect the prices at any time. Opening prices, which were pretty much in line among the various interests, did not lead to a large volume of business. Some orders have been placed for known brands on which distributors have been working and on which they have established outlets, but the buying is not anything like normal, as there is a disposition to take fruit for early delivery. Anticipating later wants does not seem likely, as it is normally done in this market. Prices are about what were expected, and by holding off jobbers have been able to secure a better basis than seemed likely earlier in the season. It is not so much a question of price but of sales later on. Many factors say that fruit recently on its low levels has moved well into consumption, and that peaches, for instance, are again getting to be a popular seller of some note, but it will take time to get back to the pre-war movement. War-time prices have undoubtedly influenced consumption, and it will take time to regain the lost ground. One of the noticeable features of the opening prices was the low range on apricots. That fruit has been priced low in an effort to widen the foreign markets as well as to take care of the large crop, part of which will go to canners, part to green fruit shippers and part to the dryers. Spot California fruits are quiet. The demand is limited as buying is mostly in hundred case or smaller lots to fill gaps in stocks. Pineapple is steady but there is no real snap since stocks are low and there is no disposition to carry extensive supplies when the pinch on the spot is about over. Apples are steady. Opening prices on Maine blueberries are expected in the near future.

**Canned Vegetables**—Some tomato

operators regard the shortage of No. 3s and of gallons as more acute than at any time in the history of the business. Gallons at the source can hardly be found. Efforts to get them in first hands in California fail, while the South for some time has been out. Resale lots are not encountered frequently. Few No. 3s are quoted, leaving California No. 2½s in a strong position. No. 2s are selling in moderate volume and rule steady. Futures are not wildly excited but are firm in tone. Peas favor the canner, especially in types like No. 5 standard sweets or Alaska. Full Southern standards go well, but off-grades are not so well taken. The market in New York and Wisconsin shows an upward trend. Corn is without life as standards are merely regarded for pick-up outlets. Fancy lines are scarce. Southern string beans are firm at the source and favor the canner.

**Canned Fish**—Maine sardine offerings are narrowing, as canners are not only withdrawing their stocks but their prices as well until they can fill their orders in hand. The run is light and there is no surplus at the source. Inside prices are getting difficult to realize, and even at the extreme it is not easy to secure stocks. California and imported sardines rule steady. Salmon is taken as it is needed, but speculative interest in chinooks or Alaska fish is limited. Spot reds and pinks are not extensive and in consequence the market is firm in tone, even though the turnover is moderate. Shrimp is so scarce that jobbing sales are limited. Crab meat and lobster are without any new developments.

**Dried Fruits**—A more unfavorable time than the present could hardly be found for the liquidation of dried fruits, whether old or new pack, for the mental attitude of distributors is distinctly antagonistic to the acquisition of stocks for present or prospective needs. There are signs that the present depression is likely at its peak and that within a short time there will be a favorable reaction, as the liquidation has been so complete that replenishments will be required, and meanwhile values have been so depressed that they must, of necessity, be down to bedrock, since violent declines would put wholesale prices below cost of production. When old packs of raisins will not move quickly at prices guaranteed to be lower than the opening on new crop little can be expected of buying interest in 1923 fruit. In August prices will be named and it is hoped that by that time conditions will be more favorable. The apricot market accomplished little during last week. The Association kept out of the market, but the competition among independents continued, leading to cuts of 2c under opening. There is little buying and much uncertainty, but with evidences that after perhaps another ½c cut a reaction will set in. While there is talk that the market is about at bottom there is no desire to cover before a possible advance. Old crop apricots are neglected and are being offered at low prices without attracting attention. Dealers are also keep-

ing away from future prunes and only nominal buying has occurred. There is no desire to stimulate the market among packers in California who are indifferent in their attitude, with the hope of getting growers to accept lower ideas. Peaches and pears were also featureless all of the week. Currants show no improvement.

**Syrup and Molasses**—The demand for fancy grades of molasses continues to be good for the season. Other grades are dull; prices show no change. Sugar syrup is not wanted to any extent for export and the domestic trade is dull, prices are easier at the close of the week. Compound syrup in seasonable demand with no change in price. The undertone is steady.

**Provisions**—Smoked meats are in fair demand at prices ranging about the same as a week ago. Both pure lard and lard substitutes are quoted at unchanged prices, with a normal consumptive demand. Dried beef, canned meats and barreled pork are all unchanged, with a quiet demand.

**Salt Fish**—The demand for mackerel still continues light on account of the season, with prices in buyer's favor.

**Beans and Peas**—The demand for all grades of white beans has been very dull during the week, with prices even weaker than they were before. Practically all grades of white beans are now decidedly soft and weak, with concessions being made by practically everybody. Green and Scotch peas also show continued weakness and light demand.

**Review of the Produce Market.**

**Apples**—Transparents, \$2.75 per bu.; Duchess, \$2.50 per bu.

**Bananas**—The iniquitous trust is tightening its grip on the market, in consequence of which the price locally has advanced to 9@9½c.

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

**Blackberries**—\$2.50@2.75 per crate of 16 qts.

**Butter**—The market is quiet with a light consumptive demand at prices ranging about the same as a week ago. The production is about the same as it was a year ago and the bulk of the receipts are going into cold storage. The weather conditions all over the producing sections are very good. The make is likely to continue to be good and if we do have any change in price it is likely to be a slight decline unless the speculative demand absorbs all the surplus. Local jobbers hold extra at 38c in 63 lb. tubs; fancy in 30 lb. tubs, 40c; prints, 40c. They pay 25c for packing stock.

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

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

Flats ----- \$2.50

Ponys ----- 5.50

Standards ----- 6.00

**Carrots**—40c per doz. bunches for home grown.

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

**Celery**—50c 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, \$2.25.

**Cucumbers**—Home grown hot house, \$1.75 per doz.

**Cocoanuts**—\$6.25 per sack of 100.

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

**Eggs**—The market is steady at unchanged prices. Receipts continue to be fairly liberal, but the bulk of supply at the moment is showing heat defects and being sold at slight concessions. Stocks in storage are very large and we do not look for much change from the present conditions in the immediate future. Local jobbers pay 21@22c for candled fresh, cases included.

**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 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:

Ariona Iceberg, per crate ----- \$4.50

Leaf, per bu. ----- 1.25

**Onions**—Spanish, \$2.50 per crate; Louisville, 4 per 100 lb. bag; Egyptian, \$4 per 100 lb. bag.

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

300 Sunkist ----- \$9.50

300 Red Ball ----- 9.00

360 Red Ball ----- 9.00

**Oranges**—Fancy Sunkist Valencias have declined 50c per box and are now quoted on the following basis:

100 ----- \$6.00

126 ----- 6.00

150, 176, 200 ----- 6.00

216 ----- 6.00

252 ----- 6.00

288 ----- 5.50

**Peaches**—\$4 per bu. for Albertas from Georgia.

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

Light fowls ----- 14c

Heavy fowls ----- 20c

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

**Potatoes**—Old command 30@35c per bu. New, Virginia are now selling \$6 for 11 peck barrel; home grown, \$1.75 per bu.

**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 per crate.

**Spinach**—\$1 per bu. for home

**Sweet Corn**—45c per doz.

**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 per 16 qt. crate.

## THE GROCER'S FEARS.

### They Should be Consigned to the Discard.

Isn't it about time for the grocer to quit talking and thinking about the people he "fears"? First of all the psychological reaction is bad, and again, in the language of the average man, "tain't so."

A certain paper carries the headline "Retail Grocers Fear Delicatessens." In times ago one could and did read almost the same thing about the grocer fearing the department store, the chain stores, the peddler, the co-operative consumer's exchange. The wholesaler was supposed to fear the buying exchange, the box car merchant, the direct selling manufacturer and a host of others. And yet the evidence fails to show that there was much real need for fearing any of them. On the contrary, they acted like the proverbial "fleas on a dog" immortalized by David Harum.

None of these have been things to "fear." They have been things to watch and have justified sitting up and taking notice; also frequently emulating so far as they showed signs of wisdom and aggressiveness and new ways to tickle the customer. In fact, live grocers have very commonly taken lessons from them all, have found that the "fears" were chiefly bogies, and in the end the grocer discovered that they taught him a few tricks that made him a better grocer and more deserving to live in the working out of the "survival of the fittest." In all of which they proved not objects of "fear" but rather stimuli to be welcomed.

The same thing is true of the chain store and the delicatessen. The one was really no different from any individual grocer save for a certain amount of system, a disposition to be directed by managers of larger minds and perhaps backed by more ample capital which gave them a buying power the individual grocer did not have, even assuming that he had the same wisdom to know when and how and how much to buy.

In the end they had "fleas" like any other dog, and in time they reached their limit. The reason they grew so fast was chiefly because of the novelty of the idea for enterprising promoters—and overmuch "fear" helped that—and mostly because they did not merely evolve but were the product of a deliberate purpose on the part of a definite and automatic management to multiply such stores. Wherefore, why have conceptions about it?

But the delicatessen is different. In its inception it is like the ordinary garden variety of retail grocer. In its functioning it has all the elements of the retail grocer and is in many instances a simon pure retail grocer. It has, however, certain other attributes which are attracting attention among students of grocery distribution, especially those having promotion and introductory work to accomplish.

The delicatessen, however, offers no occasion for "fear" with the retailer—unless he is of the timorous var-

ity which shies at the cars every time a new competitor appears on the horizon and who deserves to be eliminated if he cannot face competition without having a fit—but it does offer a number of cements worth considering.

For instance, there is in the character of the delicatessen an intimacy with the consumers—with the housewife personally—which the retailer has lost (if he ever had it). Once upon a time the housewife did her own marketing and met the retail grocer face to face in his store. The result was that they cultivated a personal relation that made the retailer of great value as a pusher of goods. He could sell what he wanted to; he helped introduce products; he could make one article sell another allied to it in use. And he could do a great deal that he cannot—at least does not—do to-day.

The delicatessen has acquired that peculiarity. It is the quintessence of intimacy with the housewife. She goes to the store—goes personally—to "get something for supper" with no definite idea of what she wants. She decides as she looks about the store, and is particularly open to suggestion from the delicatessen man. He operates not only as a grocer but as a pantryman and a butler and very largely as a cook.

He sells merchandise one step further progressed toward the dining table than the retailer does. He sells very small lots, a few slices of cooked meat or a half-dozen sandwiches or a spoonful of condiment or relish.

The housewife comes to his store every day; several times a day. She comes in time for breakfast and late at night, and often, and always with the same intimacy of contact.

The retail grocer does not function that way. He doesn't want to, especially in the matter of long hours and small lots and parcels. He would like to cultivate the personal contact and the cash-and-carry idea without the annoyance of delivery and only meeting the servant at the kitchen door.

But in the very nature of the business there is a difference between delicatessens and groceries. If there's anything to "fear" about it it's evolutionary, but evolutionary things cannot be monopolized. If there's anything in the idea the retailer will do well to thing it over.

Speaking of the retail grocer and his fears, suggests that retailers should not overlook the fact that they and the wholesalers are in every way partners. The letter of President McLurin of the Southern Association is only an assertion of what every wholesaler in the country knows and realizes. Even the accusations which have been made against jobbers, of favoring chain stores to the detriment of the "independent," if true in some measure, do not belie the truth of the interdependence of the one upon the other in the evolution of food distribution.

The retailers have made elaborate plans for operating a "Better Grocers' Bureau" and everyone will applaud and co-operate. But the quality of co-operation would be greater if the

National and other retail associations for that matter were not so prone to develop as the second step of their organizations the idea of co-operative buying. There is no denying that jobbers are wary about lending full co-operation to any plan which may—some think would—deliberately undermine their own status. It is the one thing which tempers the fullest spirit of co-operation.

It is true that the National has repudiated buying exchanges as within its own scope, save as a retaliatory measure in localities, but experience is such that jobbers are nevertheless "gun-shy" of overmuch participation in building up retail organizations, much as they believe in them. The retailers will do themselves a great favor and advance their cause greatly if they can remove this last obstacle to complete co-operation.

### Better Conditions in the Toy Trade.

Compared with conditions in the toy trade at this time last year, the present satisfactory state of affairs is declared to be noteworthy. In 1922 the toy manufacturers booked practically no business during the first half of the year, which is most important from their standpoint because of the need of planning their operating schedules. It was not until well along in the Fall that buyers began to send in their orders, doing so then largely because they found they could not receive the large shipments of German toys which they had counted on. Once started the rush soon became an avalanche. The factories had more business than they could handle at such short notice, and many retailers were unable to secure the necessary amounts of merchandise required for the holiday season.

This year, according to Fletcher D. Dodge, Secretary of the Toy Manufacturers of the U. S. A., Inc., the situation has changed very much for the better. All of the reports received by him at his office and impressions gathered while on a recent trip, he said yesterday, indicate that the current year will be a good one as far as toys are concerned.

"The demand has been much heavier and buyers have specified earlier shipping dates than last year," he continued. "Moreover, reorders have already been received on certain kinds of toys which are particularly adaptable for Spring and Summer sale. As the retail sales during the first six months are usually a good index as to what will happen during the remainder of the year, it appears safe to say that a large Fall and holiday business can be looked forward to.

"So far as the operations of manufacturers are concerned, I found during a four weeks' trip that some of them, because of local labor shortage, have had to work their factories overtime in order to meet their shipping dates. In quite a few instances I was told that the demand for toys is more than double what it was last year, with an even greater proportion of increase in certain items.

"The great difficulty in the toy business is the fact that the bulk of the merchandise, no matter how good

the Spring and Summer business may be, is sold during the holidays. This creates a condition which is just as hard a problem for the retailer as it is for the manufacturer. It requires close co-operation between the two to secure early shipments, as it is impossible to take care of all orders at the last minute. Retailers have been giving this co-operation this year.

"While touching on this point I might say that, if retailers would put their toys on display when they came in, they would undoubtedly be surprised at the large volume of toy business which could be done outside of what they consider their regular toy season. This is in line with the idea that toys may be pushed as all-year-round merchandise.

"An example of this was cited to me recently in the case of a retailer handling large quantities of toys at each holiday, who found at the last minute that he would not be able to get some goods he had ordered for Labor Day. He wired to a manufacturer from whom he had ordered certain items for Halloween to make immediate delivery of part or all of that order and duplicate the shipment for later delivery. To the surprise of the dealer and the gratification of the manufacturer practically all of the first order was sold out for Labor Day, and, so far as could be noted, the Halloween business was just as good as it had ever been. Dozens of similar instances, which show that toys can be pushed to good advantage outside of the holiday season, can be quoted. It should also be remembered that toys can be used as a means of getting parents into the store, which should benefit sales in other departments.

"A problem to which toy manufacturers are giving considerable attention this season is the one of getting before the dealers and into the hands of the man who can use them the attractive colored cards and window display helps which have been prepared for free distribution.

"An indication of how this subject is being studied may be given in the action of one of the members of the association in sending out a salesman of many years' experience to make an intensive survey of how to help the dealer to best advantage. In this particular instance the salesman had loaded up an automobile with a large quantity of window display material with the intention of calling personally upon all the dealers in one State in the expectation that what he would find out in that territory would enable the firm to devise a plan that would work well in all parts of the country.

"Another manufacturer on whom I called during my recent trip showed me a special package which he has designed to carry his advertising material, because he discovered that his counter cards, etc., had been so carelessly handled by the dealers that they were unfit for use when the time came around to put them up. This year he has reduced the size of his card to about one-third that formerly used, but the total cost per dealer will be increased because of the corrugated paper container in



which the material is placed. This container is designed particularly to secure the same care for the contents from the man who unpacks the goods as for the merchandise itself. The manufacturer hopes that through this means the display material will go up to the toy department along with the goods.

"We fully recognize that this problem is not peculiar to the toy industry, as every line of trade is trying to discover just what kind of dealer helps are wanted and how to make sure that they will be used. There is one difference, however, that may be noted. In many lines the salesmen call on the retailers more or less frequently to personally check up the use to which the advertising material is put and to help the retailer work out efficient plans for using it. The bulk of the toy business, however, is done in a comparatively short season and, generally speaking, there is no opportunity for salesmen to call on the majority of toy dealers when the merchandise is on display. This means that the only opportunity to make sure that the helps will be availed of is when they are sent out from the factory, which is usually several weeks in advance of the time they will be used.—New York Times.

**Make It Easy For the Elusive Man.**  
Written for the Tradesman.

There are many problems and mysteries connected with sex which, in spite of the accumulated wisdom and culture of the centuries, we cannot elucidate. While it is a truism to observe that sex gives rise to radical differences in temperament and tendencies, the practical bearings of this fundamental difference seem to be minimized, if not entirely ignored, by many dry goods dealers as well as merchants in other lines. Is your merchandising policy unitary or is it dual in its nature: Is your advertising addressed to two classes of shoppers or to one? There is a masculine mind, and there is a feminine mind; and the methods of approach selling arguments most effective with the one may be and often are least effective with the other.

Advertising experts in the employ of big city department stores assume (and correctly so, I think) that the woman is principal shopper; and so they build their full-page announcements to challenge the attention and arouse the cupidity of women readers of the daily papers. These trained writers of publicity have made a careful study of the psychology of the feminine mind. Practice has made them skillful in the manipulation of the keys and stops of the feminine mentality. Not only so, but the majority of these department store advertising writers take no chances. When in doubt about this phrase or argument or that detail of illustrations, they submit the case to some keen witted girl of the establishment and get her reaction. Their advertising is built preponderantly for women's eyes because it is the women they are after chiefly—their theory being that it is the woman who is the custodian of the family purse and the official family shopper. In-

sofar as the department store people are right in their assumption, they must be considered wise in the direction and tenor of their publicity.

Does the theory hold true in the smaller towns and cities? Is it true of the more sparsely populated sections? Isn't it true that you have a larger percentage of male shoppers than the average big city department store? To get at this matter scientifically, the local dealer would have to keep tab daily for say an average month, so that at the end of the month he would know just how many hundred calls had been made by women, and how many by men. It would pay you to keep such a record. I should say such a procedure would be indispensable to the formulation of a judicious advertising program for your community. If your customers are 75 per cent. women, then your advertising should be built to appeal principally to women.

But the average dry goods dealer of the small town or city has a good many masculine customers from hour to hour. Sometimes they have come in to shop—wives, mothers, sisters, daughters, or maybe some neighbor's wife who has sent for something or other. I know localities where a man driving into town from a retired valley not unfrequently carries several shopping lists with him. When he comes back in the afternoon he stops at as many neighbors' houses and hands them their merchandise. Even where the family has an automobile, it is more apt to be the husband or one of the boys that drives into town than the wife and mother; and frequently the vehicle used is the two-horse wagon. They are hauling in a load of hay, corn, wheat, cross-ties or hoop poles, and they have a list of commodities to be brought out, including sugar, coffee, some yards of gingham, two pairs of stockings, three spools of thread, a paper of pins and a package of needles, and so on down the list. So the male shopper visits a dry goods store in quest of articles about which the masculine mind ordinarily knows little.

Quite aside from this type of calls, the dry goods dealer has many articles for man's use, or articles that can be used either by men or by women. So the question of catering to elusive man is a pertinent one for the dry goods dealer to consider. It involves, as we have seen, the method of approach through advertising, and the process of persuasion through selling arguments; and it also involves the department of your salesforce and your method of handling the male shopper when he appears upon the scene.

Man shopeth not as a woman shopeth. He can't, for he is a man. A woman loves to shop around. But man doesn't care to look. He asks for such and such a thing, at such and such price. You show him what he is looking for, and if you enjoy his confidence, he will look it over and say, "Well, I guess that is about what I want." And as he speaks he reaches around to his hip pocket for the old pocketbook. Man is a creature

of habits. The masculine mind seems eternally bent toward grooves. It may take a 300-pound push to get him in a new store the first time, but, if he has had a pleasant experience, a 50-pound push will serve the second time. If the pleasant experience is repeated, he will keep on coming over afterwards. But women love to shop. They are creatures of sunlight and glitter, and they love to circulate.

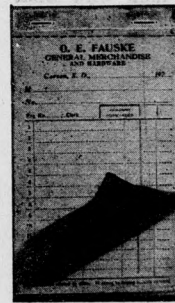
As shoppers, men are inclined to be shy, and they have certain well-known masculine peculiarities. Some men don't mind being waited on by women clerks, but most men prefer a male clerk. With clerks of their own sex, they feel free to ask questions. Many popular little specialty shops of the cities owe their patronage largely to the circumstance that they are 100 per cent. masculine. Not a petticoat in the whole establishment. There should be at least one clerk in the dry goods located well towards the door, ever on the outlook for male customers. And, if this clerk is busy, and other male shoppers appear, another male clerk should come forward to greet the newcomers. Many men confess to loathe and avoid certain dry goods establishment simply for the reason that it is difficult for them to be waited on by male clerks; and they would rather do without or postpone buying the thing needed rather than be waited on by a salesgirl. Now, of course that sounds silly, and it is silly; but the facts are facts. And we have got to consider facts in the development of merchandising operations. A woman may become a crack rifle shot and go on big game hunts in Africa, and learn to shoot a tiger or an elephant; but she'll never out-grow screaming when she sees a mouse running about the room. That is a feminine peculiarity. The cause of it lies in the very cortex of her brain. In the cortex of man's brain also will be found something that makes him shy as a shopper. He can't help it. He will never get over it.

Now the milk in the cocoanut of this discussion is just this: Make it just as easy as you know how for elusive man. Insofar as possible, have male clerks at the counters where masculine commodities, especially wearables, are to be had. If you can have a men's department, so much the better; but of course few dry goods dealers will be able to maintain separate departments for men. Where they go directly to a counter presided over by a salesgirl, there is no occasion for concern; but where you see a timid male creature lingering in the offing, casting his eyes nervously this way and that, and looking as if he were seeing a way of escape should he be pounced upon suddenly by some monstrous female, have a heart and go to that brother with a reassuring word and an expression of sympathy on your face. He is a fellow creature in sore distress, and if you let him go down in humiliation and embarrassment, you will see no more of him for a long time. Do you ask me why men quit dry goods stores? You have the

answer. Make it easy for elusive man.  
Frank Fenwick.

**Glove Silk Underwear Quiet**

A fair quantity of business for immediate delivery in glove silk underwear is reported by leading local wholesalers. Clearance of odds and ends is being carried out at the moment, with concessions made on goods of this character to buyers. Very little in the way of orders for delivery beyond August has been booked yet, although a change in this respect may occur as the outcome of the operations of the numerous buyers scheduled to be in the market over the next three weeks. Much stress is placed on price by buyers, the low-end merchandise being in most request. This situation has made manufacturers careful about raising prices, although they assert they are operating on a very narrow margin because of the disparity between the quotations of the finished garments and raw silk levels.



**LOOK**

We print 50 sales books with your business card for

**\$3.50**

cash with order  
Delivery in one week  
Write for particulars and samples.  
We make all styles and sizes, prices on request.

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



**STRAIGHT SIZE—**

*The Johnson Original 10¢ Cigar*

**VAN DAM**

MANUFACTURED BY  
TUNIS JOHNSON CIGAR CO.  
GRAND RAPIDS, MICHIGAN

**NO DANGER OF INFLATION.**

It is human never to be fully satisfied, and countless fables have been written whose moral is the insatiability of mankind's wants. The recent behavior of prices affords another illustration of this human trait. Last April many business men were not a little worried because the country seemed on the verge of another wave of inflation. It now seems to be very well established that this inflation has been avoided, and still there are plenty of business men who are not happy over the new tendency. Evidently we cannot have price levels to everybody's liking any more than we can have weather of that sort. Even if prices remained perfectly stable there would undoubtedly be complaints, just as there are when prices fluctuate one way or the other, because there are groups to whom price fluctuations mean bread and meat.

In connection with the subject of price stabilization we have to report that some adherents to the views of Prof. Cassel find fault with what was said in the Tradesman recently about his favoring a reduction of the rediscount rates of the Federal Reserve banks at the present moment for the purpose of arresting the downward tendency of prices. One of this economist's champions, who has gained a well-deserved reputation for his researches into price phenomena, thinks we should have made the point that what Prof. Cassel aims at is uniformity of the general price level, while prices of individual commodities would continue to fluctuate with variations in supply and demand. We are glad to emphasize this fact. It necessarily means, however, that whenever one commodity advances other commodities must decline; otherwise the price level will not remain stable. In a case like the present, when there is temporarily an oversupply of wheat in the world the price of wheat must fall. Now, to maintain a stable price level, the price of other commodities would have to rise. That would, of course tend to accentuate the hardship of the wheat growers, as they would have to pay more for the things which they buy, just as they were getting less for what they have to sell. Again, if rediscount rates were lowered, as Cassel advocates, this would tend to arrest the decline in prices, which are now admittedly inflated, such as some building materials, whereas it would have no appreciable effect on the price of a commodity like wheat, which is determined in a world market. The Cassel plan, as we see it, is no remedy for conditions like the present.

The decline in wholesale prices in June as reported by the Bureau of Labor Statistics, brings the level to within about 2 per cent, of that at the end of June a year ago. Recessions in June are indicated in every group except house furnishings, which remains unchanged from the previous month. Building materials took the lead in the decline, dropping 4 per cent. This is a healthy sign, as the level for this group in May was the highest in the list, and its

relatively greater recession is a step toward the correction of maladjustments. In June the index for this group dropped to 194, compared with 202 in May, and it now is second highest of the groups being exceeded by the cloths and clothing group, which stands at 198. In percentages of decline metals came next to building materials with a drop of 2¾ per cent; then chemicals and drugs with a drop of 2¼ per cent., and fuel and lighting with a decline of slightly more than 2 per cent. The decline in the general average for June was about 2 per cent. Prices at the end of June, according to this index, stood at the same level as in September, 1922.

As not infrequently happens, retail prices of food, according to the Bureau of Labor Statistics, rose last month, while wholesale prices, as shown by the bureau's index not listing the same commodities, declined. The retail index for food advanced from 143 to 144, while the index for wholesale prices of food declined from 144 to 142. Some of the recent recessions in staple food products will not be reflected at once in retail prices. Bakers, for example, state that it will be at least two months before the recent drop in the price of flour will have any effect on the cost of producing bread. If, in the meantime, the price of wheat should make a substantial rally it is a safe guess that none of the recent recession will be translated into the retail price of bread. The difference in the movement of the two indexes once more illustrates the greater sensitiveness of wholesale prices to changing market conditions.

**WHEAT CONSUMPTION.**

The "eat more wheat" slogan, which was adopted recently at the conference of wheat growers in Chicago, will hardly have much effect on American habits. The backers of the campaign to stimulate the consumption of wheat in the United States point to the fact that the United States ranks fifth among important countries in per capita wheat consumption. Canada comes first, with a consumption of 9.3 bushels, followed by France with 7.9; the United Kingdom with 6; Australia with 5.5, and the United States with 5.3. One reason for the relatively low consumption of wheat in this country is the large consumption of corn products as human food in the Southern States. Another reason is the large meat consumption as compared, for example, with a country like France. The large consumption in Canada is due in part to the use of much low-grade wheat as cattle feed. Germany stands very low as a wheat consumer, the per capita being 3.2. On the other hand, the consumption of potatoes in lieu of breadstuffs in Germany is very high. This crop lends itself to intensive cultivation, and wheat does not. A little study of the foregoing figures does not offer as much hope for a substantial increase in the per capita consumption of wheat in the United States as there would appear to be at first glance.

**THE CLIMAX OF STUPIDITY.**

When President Harding went to Alaska he found a Territory which, in the ten years between 1910 and 1920, lost 15 per cent. of its population. This fact has been widely interpreted to be proof that it is on the down grade. But there are things the census does not tell and, in the case of Alaska, its omissions are significant. It is true that in 1910 there were more people in Alaska than now. Nevertheless she has gone slowly ahead. To-day there are in Alaska more farmers, more farms, more women, more children, more dwelling houses, more schools, more normal production—more of everything that goes to the make-up of substantial prosperity—than there was when the population in respect to mere numbers was 15 per cent. greater than it is now. The difference is that between a mining camp of transient and rip-roaring elements and a settled and permanent community of industrial pioneers.

All this is not in rebuttal of the indictment that charges the Washington Government with holding Alaska in leash, with sealing up her most important resources and with neglecting her appeals made in equity and in the name of progress. From the day we came into possession of Alaska, now more than half a century ago, she has been the victim of neglect on the one hand and on the other of bureaucratic tyranny. Things done and things left undone have conspired to hold in near-paralysis a region larger than the original thirteen States and in potential resources as rich as Pennsylvania. Some thirty-five or thirty-six departmental bureaus have had to do with Alaska, each acting upon its own initiative and looking to its own purposes with contemptuous disregard of any other agency. One bureau has dealt with fisheries, another with mines another with forests, another with agricultural lands, and so on through the list. The climax of stupidity and absurdity was attained when the black bears of Alaska came under one authority and her brown bears under another.

In recent years the Government, through its multifarious minor administrative agencies, has given a good deal of attention and devoted a great deal of money to Alaska, but the system—if it may be so called—has been that of overlapping and conflicting jurisdictions, in the aggregate amounting to a demoralizing confusion. In summary, it may be characterized as a rule of restriction—of all but strangulation.

The distresses of Alaska have at last reached the highest authority in our Government. Unable to clarify for himself the jealousies and contentions of minor officials, President Harding went to Alaska to study conditions on the spot. There is hope that from his visit and from his concern for a long neglected National possession there will come something in the shape of thoroughgoing reorganization of the Alaskan administrative system, and that a new and better era is in the way of being inaugurated in a region whose value has never been appreciated or even

dimly comprehended by the American people.

**AS TO THE COURSE OF TRADE**

So far as general conditions go, there are a few clouds on the horizon. The principle one of these is the plight of the wheat farmer, but it is pointed out that there are other farm products than this grain and that the farmers as a whole are not in as bad shape as they were two or three years ago. Added wages to urban workers are apt to compensate for any loss of purchasing power by the producer of wheat. Nor does it yet appear that the farmers have done much checking of purchases. Retail business in the Middle West, while not as large as it was during boom times, has been holding up fairly well as compared with other sections. In no portion of the country has the buying been profuse and it has been found necessary nearly everywhere to conduct special sales to help move goods. This is going on now in this district as well as in the others, and many of the buyers from stores outside are constantly coming into the market to secure stocks for these clearance sales. Quick turnovers are sought so that capital may not be tied up long. Buying for Fall by retailers is well under way and will be accelerated in the coming fortnight. Caution is shown as to quantities ordered and there is more than the usual scrutiny of prices. It will be up to the consumer to show what volume will be needed. The test will come within the next five or six weeks. At the end of that period more will be known about crops, prices of commodities and the other elements which enter into the buying problems.

**DAMAGE BY LIGHTNING.**

During the past year lightning destroyed no less than thirty million dollars' worth of property in the United States, something more than 5 per cent. of the total fire loss. Perhaps 90 per cent. of this destruction was due to lack of lightning rods, or to the use of rods which were improperly installed. There has been a curious reaction from the old idea of the infalible lightning rod which has resulted in wholly inadequate protection or none at all. A properly installed lightning rod will almost invariably protect the building upon which it is placed and it is highly desirable that the public should become familiar with this fact and with proper means of selecting adequate systems of lightning protection.

The Federal Government, through the Postoffice Department and the Department of Justice, is routing the swindlers who use the mails to defraud stock investors. Within the next six months a great clean-up will be reported to the Attorney General. The drive, already on, has resulted in an increase of 100 per cent. in mail fraud cases in the fiscal year. The next annual report of the Attorney General will show a gain of 300 per cent. over 1922-1923.

A sound argument must have more than sound in it.

# Sell Semdac Mops in Warm Weather

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

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

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

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

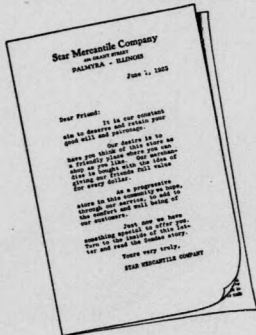
## A Special Offer from the Standard Oil Company (Indiana)

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

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

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

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



### Free Advertising Over Your Name

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

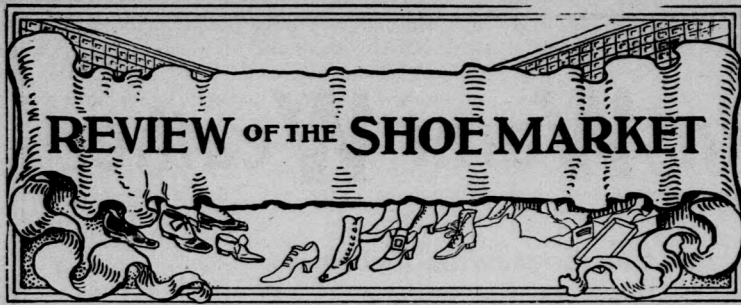
Michigan Branches at Detroit, Saginaw, Grand Rapids

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

**STANDARD OIL COMPANY**  
(Indiana)

910 South Michigan Avenue

Chicago, Illinois.



### Popular Priced Footwear in Evidence

Written for the Tradesman.

The popular priced shoe, which was an extremely rare commodity during the war and the era of peak prices following the war, has reappeared with halcyon gusto and old-time vigor. Personally, I am not averse to extending greetings to our old friend, the inexpensive shoe, on this occasion of his return. There are those who are bitter towards him, calling him "cheap" and "shoddy" and "inelegant" and other opprobrious epithets; and they set up the contention that he is not nearly so good a friend to the people as he claims to be.

But the wise shoeman does well to avoid extreme views. There is much to be said on both sides of the popular priced shoe question. There is such a thing as the standardization of values on the lower levels, and the writer is firmly convinced in his own mind that there are resourceful and reliable shoe manufacturers who exercise themselves in all good conscience to put certain fairly fixed wear values in shoes to be retailed at such and such a price. One would be a rash and foolish prophet to predict the end of the popular priced shoe.

There are manufacturers of this class of footwear who willingly accept the slogan, "Truth in advertising," and make their merchandising plans harmonize therewith. In other words they believe implicitly that there is a perfectly legitimate field for the manufacture and distribution of so-called popular priced shoes. And they furthermore believe that there always has been, is now, and even will be, world without end, a very large percentage of the people of the humbler walks and callings who absorb that class of footwear.

In the announcement of a certain "June Sale," organized and put in swing by one of the dealers of a certain Southern city, our old friend and companion of good and evil days is strongly featured. In other words, it is a rather striking sale of cheap seasonable shoes. It was a sale for the week, beginning Monday morning and closing Saturday evening. The sale included new summer offerings for men, women and children. First came men's oxfords, in the midst of which occurred this statement: "Men who are economy wise will appreciate and take advantage of this exceptional offer at once." Four styles were featured, and there were two cuts about 1 x 2 inches. First in order were the men's brown oxfords at \$4.45 the pair, described as follows: "A very stylish and comfortable model, made

on English last, with wide sole, and rubber heel. Genuine leather throughout." Men's brogue oxfords next, at \$5.45 the pair. Of these it was said: "These brogue oxfords for men are the best sellers of the season. This oxford is of first quality in every respect, built with welt sole and rubber heel, in brown only." The black brogues were a bit higher priced, being \$5.95 the pair. "This black brogue is built for comfort," enthused the advertising man, "and long wear—and is very stylish for this season. Developed of genuine Box Calf leather, highly finished." The men's brown broad toe oxfords, made on blucher last with genuine welt sole and rubber heel—regular \$6 value—was specially priced for June sale at \$4.45 per pair.

There were women's grey suede pumps described as follows: "A new model—in medium dark grey suede—with black patent leather trimmings and Spanish Louis heel—a model that is serviceable, comfortable and attractive, special sale price pair \$4.48. Every pair perfectly made in the suede and patent combination that is in such great demand. It will pay you," suggested the advertising man, "to buy several pairs and lay them aside for future use at the low price we have marked these shoes for quick clearance."

There were women's white pumps in the one strap model with turn sole and Baby Louis heel, at \$2.75; women's black satin pumps with Baby Louis heel, a comfortable model, \$3.98 value, sale priced at \$2.98; and women's brown and black pumps and oxfords in a wide assortment of styles and leathers, values to \$6.50, featured in this sale at \$4.48; and women's grey suede and patent combination pumps with high heel and turn sole, described as short lots in the season's best selling models, offered for quick clearance at \$5.95 per pair.

Also appeared summer footwear bargains for boys and girls, such as misses' patent leather pumps with two instep straps, welt sole and rubber heel, sizes 11½ to 2, \$3.45; and children's brown one strap pump with broad toe and spring heel, sizes as above, \$2.89; and misses' brown pumps in one strap models, with sole and rubber heel, in all wanted sizes, June sale price, \$3.45; and misses' white pumps in one strap models, nicely made with genuine leather soles, \$1.50; boys' brogue oxfords, well made of brown calf skin leather, on medium narrow last, with welt sole and rubber heel, \$2.98; and boys' brown oxfords, on English last with welt sole and rubber heel, \$3.48.

In addition were infants' soft

# Herold-Bertsch Shoes

Michigan  Made



## Built to Stand the Hardest Grief

H-B Hard Pans wear like iron and stand up under the hardest test a Michigan outdoor man can give them. Every week we are telling thousands of Michigan folks in the farm papers about these shoes, and sending them to your store to buy them. Advertise them in your local newspaper, using the cuts we furnish, and benefit by this publicity.

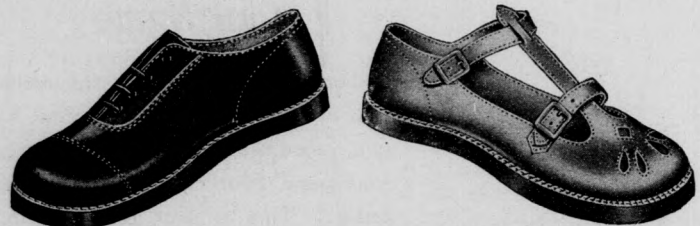
HEROLD-BERTSCH SHOE CO., Grand Rapids

## Profit Making Midsummer Sellers

### Infants', Children's and Miss Barefoot Sandals and Play Oxfords.

#### PLAY OXFORDS

3225.	Child's Ruby Red Calf Stitch Down Barefoot Sandal, 5-8 E.	.....	\$ .95
3325.	Child's Ruby Red Calf Stitch Down Barefoot Sandal, 8½-11	.....	1.05
3425.	Child's Ruby Red Calf Stitch Down Barefoot Sandal, 11½-2	.....	1.15
3226.	Child's Pat. Chrome Barefoot Sandal Stitch Down, 5-8	.....	1.25
3326.	Child's Pat. Chrome Barefoot Sandal Stitch Down, 8½-11	.....	1.45
3426.	Misses' Pat. Chrome Barefoot Sandal Stitch Down, 11½-2	.....	1.65
3227.	Child's Lottus Calf Play Oxford Goodyear Outer Sole, 5-8	.....	1.00
3327.	Child's Lottus Calf Play Oxford Goodyear Outer Sole, 8½-12	.....	1.10
3427.	Misses' Lottus Calf Play Oxford Goodyear Outer Sole, 12½-2	.....	1.20



Some Barefoot Sandals and Play Oxfords on the floor for  
AT ONCE DELIVERY

Mail Orders Filled Same Day Received

Cash in on these good sellers

## HIRTH-KRAUSE CO.

From Hide to you.

Shoe Mfgs. and Tanners Grand Rapids, Mich.



soled shoes in all wanted colors for 59 cents, and first step pumps for little tots, with instep strap, spring heel and turn sole, at \$1.48 per pair.

From all of which it appears that the popular priced shoe is to have another inning. Are you catering in an enterprising way to this respectable class of trade in your community? If you aren't it is a cinch some other fellow is, or will be in the future. There is a class that we have with us always, you know; and they must have popular priced shoes. This is the only kind they can buy.

Cid McKay.

### Shoe Store Window Trims For Summer.

Written for the Tradesman.

The dry goods merchant or the dealer carrying stocks of dry goods along with merchandise of a more or less miscellaneous assortment often neglects one of the most fruitful business-building resources at his command—namely, his windows.

Speaking by and large, one of the attentions most universally needed by the windows of village and small town shopkeepers, is a more generous application of soap and water. Are your store windows dimmed by a fine film of dust and grime and studded with fly specks? Remember that the first essential of an effective window—and this goes for the metropolitan shop window no less than for the window of the small town dealer—is that it shall be clean. Not half way clean, mind you, but absolutely, thoroughly clean.

A rubber cleaner plus water and a good cleaning preparation plus elbow grease equals clear glass and a look of prosperity and enterprise. There is no excuse for dirty windows. Be not sparing in the use of the simple and basic requirements for immaculate windows.

Dingy glass and untidy window interiors nullify the effects of new and attractive merchandise. Not only is this true, the very fact of such unsightliness in your windows proclaims your carelessness to passersby. Your windows and the front door (or doors) of your store constitute the face of your store, and who wants to begin the day with an unwashed face? Enterprise involves tidiness, and tidiness demands that a store face the street each day with bright and shining features.

Not only must the glass be clean and the valances fresh looking but the floor and back and side or sides of your window interior should be thoroughly clean. The nature of the operations essential to their cleansing will depend, of course, upon the materials of which they are made and the finish of such materials. Painted wood is best cleansed by warm water in which there is a little ammonia. This doesn't injure the paint. Where surfaces are very greasy and dirty Dutch Cleanser is effective, but to avoid cutting the paint it must be used carefully; in other words it must be quickly rinsed off. Varnished surfaces should be brightened by some good furniture polish of which there are numerous sorts.

Having thoroughly cleansed the

glass of your windows inside and out, and removed everything from your windows and cleaned their interiors, you are ready to begin the process of trimming. But before you go ahead with this you ought to have some pretty definite idea of where you are going; or, in other words, of the kind of an effect you desire to produce. This general idea or plan is of prime importance. It will determine the selection of your objects for the window; also of the fixtures or accessories you must use to exhibit such wares in the best manner possible.

If, for example, you want to emphasize footwear in your trim—i. e. seasonable models in sandals and pumps for womens wear—it will heighten the charm of such offerings to exhibit them with rich harmonizing or contrasting shades of velours or velvets draped on the floor, the shoes being in front of the drapery or above it on stands. But if you are featuring Canton Crepes, Printed Crepes, Tub Silks or other kinds of summer dress goods; or if you have a white goods sale on, you will go about your window dressing in a totally different manner.

Just one caution at this point—one that has often been made, yet must evermore be reiterated—avoid overcrowding. Few objects in a window are better than a multitude of things. It is interesting to study the windows of some of the smart little metropolitan shops where exclusive lines of the highest priced merchandise—such as shoes, dresses, jewelry and the like—are displayed. One of the first things that impresses the layman is the comparatively few things to be seen in the windows of these popular little stores. Not quantity, but quality, is the principle. You see few things, but the very latest and most desirable things in their respective lines.

And they are so placed that the light effects from without are just right. This or that is not too close to the front, or too far back, but just at the right distance, and disposed at precisely the right angle, to get the full benefit of exterior light.

The Government imposes no tax on window trimming activities; and in addition to this, there are many other good and substantial arguments for frequent changes of trim. Personally, I think the dry goods dealer ought to have a fresh trim every week. And I think furthermore that, in order to get the maximum effect from this sort of advertising, he should work out a schedule of systematic trims wherein each line of merchandise suitable for such purposes receives its proportionate share of window publicity. Of course if the dealer is specializing in a certain line or in several allied lines, then he will naturally place the emphasis on that thing or those things in which his stock is particularly rich.

Now that summer is with us, the trim should of course be devoted to the things that women require for home millinery and sewing activities, and to hats, shoes, frocks, capes, and outing, vacation and camp wearables, of a range commensurate with the

width of your stock range, and to such other personality commodities as possess the charm of style and the dual merits of newness and attractiveness.

People are said to be known by the kind of company they keep; but it is a dry goods dealer's store windows that mark him as a hasbeener or a comeoner in the community.

So strive to invest your windows with the charm of cleanliness, novelty and refined taste. Always there are people who are getting their first impressions of you as a merchandiser, from the character and appearance of your windows; so the demand for seasonable and tastefully trimmed windows is continuous and urgent.

Frank Fenwick.

### Has Over \$100,000 Resources.

Lansing, July 24—Harry P. Woodworth, Lansing shoe dealer, was elected Vice-President of the Michigan Shoe Dealers' Mutual Fire Insurance Co., at the semi-annual meeting of the board of directors held at the offices of the company here last week. L. H. Baker, Lansing, continues as Secretary and Treasurer of the company and Albert Murray, of Charlotte, remains President. The only change made in the officials of the company was the addition of EL-

wyn Pond, of Flint, to the board of directors.

The company was started about eleven years ago at Fremont with an original plan of operating solely for the benefit of shoe dealers and selling fire insurance to this class of stores only. In 1921 the home offices of the company were moved to this city and L. H. Baker was made Secretary. At that time the company had total resources of only \$37,500 and carried no reserve. The report read at the meeting above referred to showed that since the removal to this city the company has piled up the resources to a total of \$100,372 and a reserve fund of \$70,000 has been created and maintained.

Under the present plan of operation the company writes insurance for all mercantile businesses and during the past year has increased the total of the policies in force by more than \$1,400,000.

Some birds are not satisfied with telling a lie. They get red in the face trying to prove it.

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## A Satisfying Dinner

Bread too often is taken for granted. One expects bread to be good. But a dinner never satisfies if the bread is not good to eat.

Breads baked with Lily White Flour are delicious. You notice the difference the minute you bite into a luscious roll or a biscuit or well-buttered slice of bread. Lily White breads have that honest-to-goodness-smack-your-lips flavor, the kind that satisfies and makes you ask for more.

And, too, Lily White is easy to bake with. Try it. You will be surprised with your baking success.

# Lily White

"The Flour the Best Cooks Use"



### A GOOD RECIPE FOR RAISED BISCUITS

Scald 1 pt. milk, or milk and water. Add 2 teaspoons butter or lard, 2 teaspoons sugar and 1 teaspoon salt. When luke warm add  $\frac{1}{2}$  yeast cake dissolved in  $\frac{1}{2}$  cup water. Add Lily White flour to make a soft batter. Mix well; add flour to make a dough. Knead. Let rise until it is double in size. Knead again and shape. Let rise  $1\frac{1}{2}$  hours. Bake in a quick oven 20 minutes.

### 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.

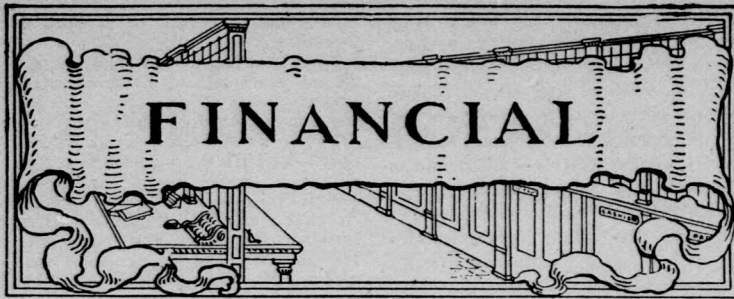
Order Lily White from your Grocer.

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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.



### American Farmer's Best Market Outside United States.

Just what the European markets mean to the American farmer is clearly shown in a recent analysis of our export trade by the Department of Commerce. This shows that of our total exports of domestic merchandise approximately one-half are agricultural products. Figures compiled over a period of years show that the proportion of such commodities ranges from 32 to 55 per cent. of the total. The average for the five years preceding the war was 49 per cent. In recent years the proportion has ranged from 45 to 50 per cent.

While agricultural products constitute at least half of our exports, it is important also to note that in the pre-war years 84 per cent. of our total exports of such products went to Europe. About 10 per cent. went to other parts of North America, 3 per cent. went to Asia, and only 1 per cent. to South America. In the light of these facts the intelligent farmers of this country can hardly regard with indifference events overseas that may have economic consequences.

This analysis of our foreign trade shows that while Europe is our best customer for both agricultural and non-agricultural products, it buys relatively less of our manufactured goods than of our farm products. In the pre-war period Europe took only 43 per cent. of our exports of non-agricultural products, including manufactured articles, mineral and forest products, as compared with 84 per cent. of our agricultural exports. Other parts of North America come next to Europe as receivers of our non-agricultural exports, taking 34 per cent. South America, which took only 1 per cent. of our exported farm products took 10 per cent. of our exports of other commodities. These figures show that American agriculture is more dependent on Europe for a market than is manufacturing, though the European markets are our best in both instances. Another interesting fact brought out by the De-

partment of Commerce is that the bulk of our agricultural exports not only goes to Europe, but that it goes chiefly to a few countries of that continent. Thus in the five years before the war, while Europe took 84 per cent. of our agricultural exports, the United Kingdom, Germany, France, Netherlands, Italy, and Belgium took 75 per cent. of the total exports of such commodities. In other words, these six countries took 93 per cent. of all the agricultural products sent to Europe.

By a computation on a different basis it appears that in the pre-war period agricultural exports constituted 66 per cent. of all exports to the six countries of Europe listed above. Since the war the proportion of agricultural exports to the total has increased, being 77 per cent. in 1921 and 72 per cent. in 1922. From the foregoing it is evident that the American farmer's best market outside the United States is the industrial area of Western Europe. Anything that disturbs purchasing power there is almost sure to have its effect upon the prosperity of the South and West.

The foregoing data have been given in somewhat tedious detail because of their direct bearing on certain economic tendencies in this country. The value of our exports of agricultural products is at present considerably greater than it was in the pre-war period. The pre-war five year average was \$801,000,000, whereas for 1922 it was \$1,297,000,000, or over 50 per cent. greater. Some of the apostles of economic isolation have seized upon these figures to show that the lack of foreign markets for his products is not the cause of the farmer's present troubles. Such cannot be the cause, they allege, because the farmer is actually selling more to Europe now than he did before the war.

This is interesting as showing how easily figures can be made to "prove" almost any line of argument. It is true that the farmer is selling more to Europe than before the war, but figures also show that in the past year he has been losing some of that mar-

The fee for settling estates is fixed by law and is the same whether the executor or administrator is THIS TRUST COMPANY WITH ITS YEARS OF EXPERIENCE

or an individual with perhaps none.

The schedule of fees allowed by the statute is as follows:

Estate of	Fee
\$ 1,000.00	\$ 50.00
5,000.00	150.00
10,000.00	200.00
15,000.00	250.00
20,000.00	300.00
25,000.00	350.00
50,000.00	600.00
75,000.00	850.00
100,000.00	1,100.00

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Combined Capital, Surplus and Undivided Profits over

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ket. Thus, in 1921, when prices of farm products were at the bottom, total exports of agricultural commodities were valued at \$1,469,000,000, while in 1922, in spite of the advance in prices during the year, the total value was \$1,297,000,000. During 1923 the shrinkage has been still more pronounced. In the eleven months ending with May, 1923, exports of wheat amounted to 145,000,000 bushels, compared with 194,000,000 bushels for the corresponding period a year ago. On the same basis of comparison, exports of corn show a drop from 164,000,000 to 94,000,000 bushels. It is comparisons with last year rather than with the pre-war period that explain the behavior of the market, and it is this in which the farmers are interested.

**Price Fixing Again.**

The low price of wheat continues to occupy a big place in every discussion of the business outlook. The consensus of opinion appears to be that the movement for price fixing by the Government will be strengthened by the decline. To buy wheat at \$1.70 per bushel and store it until the open market price rises to that figure was the project favored by the farm bloc Senators at the last session of Congress. Of course, the surplus held by the Government would not be released for domestic consumption so long as the market price remained below the "stabilized figure." The question then arises as to what could be done with the surplus if the domestic price failed to remain "stabilized" whenever the Government undertook to release any of the surplus. Obviously the surplus might have to be thrown upon the foreign market at a loss or else held indefinitely and allowed to deteriorate. Neither course would be economically defensible. Incidentally, if wheat were "stabilized" at say, \$1.70 per bushel, while the world price remained at or near a dollar, the present duty on wheat would have to be vastly increased to prevent a flood of foreign grain. Price fixing is not the remedy. There must be a readjustment of agricultural conditions in the wheat belt, with greater crop diversification, deflation of land values, and a better correlation between wheat production and consumption than now exists. This will be the work of several years and the short cuts to the wheat grower's economic salvation proposed by the politicians are remedies that in most cases will prove worse than the disease.

**Splendidly Constructive Work of Trade Associations.**

Secretary Hoover in his introduction to the special report on trade associations, just issued by the Department of Commerce, makes out a strong case for the usefulness of such organizations and deplores the fact that a few individuals have at times used the associations as a cloak for evading the laws against the restraint of trade. The action of a few groups has given rise, he says, to criticism that has overlooked the splendidly constructive work of hundreds of other associations in improving the

efficiency of business and in developing high ethical standards. Particularly appropriate to the moment is Secretary Hoover's reference to the value of the work of the associations in mitigating the effects of the cyclical fluctuations of business. In the industries or trades which are organized for the compilation of accurate, lawful statistical data available to all, the swings of business from prosperity to depression have been much less injurious than in others where such information is lacking. Work of this kind maintained by the trade associations or by the Government, or by both in co-operation, Secretary Hoover regards as necessary for an orderly economic life.

**Taxes and Price Movements.**

The downward trend of prices during the past three months will have an important effect on the incidence of taxes if the decline continues for any considerable period. This will be especially noticeable in the case of taxes which the payer is supposed to shift to the consumer in the form of higher prices. Obviously a tax can be shifted only by advancing the price, and in a period when price levels are declining this is not an easy task. It is more likely in that event that the seller will have to absorb the tax, and that its incidence will be wholly different from what was intended by the framers of the law. This has been noted in the case of the sales tax in Canada, particularly as it affects manufacturers. Some have been able to shift the whole tax, while producers in other lines have been compelled to absorb it wholly or in part, with resulting diminution of their profits. Indirect taxes may be borne by the consumer when prices are rising, but the producer may have to assume them when the movement is the other way.

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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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**Wayside Jottings by a Pioneer Pencil Driver.**

Written for the Tradesman.

The Federal Census Bureau credits Grand Rapids with a population of 140,000, a very moderate increase since the last census was taken in 1920. Probably the city is entitled to a larger credit. In the immediate suburbs the residents number upwards of 10,000, and the transients entering the city daily number several thousand. If the cooks of Grand Rapids prepare three meals daily for 140,000 people, the total number served is 420,000. On an average the Pantlind Hotel supplies 2,000 meals daily. The food consumed comes from every section of the United States. Kent county does not produce a sufficient quantity of food to feed the people of Grand Rapids. With an eager market at their very doors, it is said the farmers are not prosperous. Something is wrong on the farms; either production or bad marketing is at fault. Most of the meats, fruits and vegetables consumed in the city come from states, in many instances, far remote from Michigan. Residents of the city are obliged to pay abnormally high prices for much of the food they consume, while the farmers are complaining of the low prices they are compelled to accept for the products of their fields. Where are the wise men who are capable of remedying the existing conditions? Who can furnish a plan that will afford the farmer a profit on the food he sells and a reduction in the cost of living to residents of the city? The problem is not a simple one.

Albert H. Martin, President and General Manager of the Martin Stores Corporation, is a modest, quiet gentleman with a capacity for conducting large enterprises successfully. Forty-five stores, five of which are located in Grand Rapids, are devoted to the sale of men's wear. A mail order business conducted by the corporation amounts to \$250,000 per year. With its immense purchasing power, the company is able to make sales that amount to several millions annually. One of the latest acquisitions of the corporation is the Benjamin store, established by Leonard and John Benjamin fifty years ago.

In answer to the question "Why did C., a local merchant, fail?" a former employe replied: "Because he would not employ, in any capacity, men of other nationalities than his own. His six or eight salesmen, none of whom were popular with the public, were of one nationality and but two of the group were capable salesmen." The wise merchant employes a mixture of sales people.

One Hollander, two Americans, an Irishman, a Jew, a German and a Swede constitute the right mixture in Grand Rapids. Arthur S. White.

**Appeal for the Moody School at Northfield.**

East Northfield, Mass., July 23.—For forty years the Northfield Schools have sought to provide an open door of opportunity to young people of earnest purpose but limited financial resources. Until the war the annual charge for board and tuition was \$100, and this payment was supplemented by each student meeting a required duty in connection with the work of the school. This moderate charge necessitated raising an equal sum per student through general appeals.

With the extraordinary increase in cost during the last ten years, it has been necessary to increase the charges to students to a point beyond which we do not dare to go lest the very purpose of the school, of helping those of limited means, shall be thwarted. With an aggregate enrollment of approximately 1,300 students in Northfield Seminary for girls, we have to raise \$120,000. This amount is largely contributed in moderate sums. Last year \$117,688 was contributed, and of this \$28,197.69 was contributed by former students.

The fiscal year closes July 31, and during the next thirty days we are seeking to raise \$20,000 to fully meet the requirements of the work. As you have generously given space in your paper to make known the needs of Northfield in the past, I am writing to again seek your co-operation at this time of special need.

W. R. Moody.

The Tradesman commends the above appeal to Christian people everywhere who feel disposed to aid the work a worthy son is carrying on in memory of his wonderful father, Dwight L. Moody.

"Will" Moody, as he is affectionately referred to by his friends, is an occasional visitor to Grand Rapids, where he has two long-time friends—Mel Trotter and James F. Barnett. The latter was his classmate at Yale College. On the occasion of his last visit to Grand Rapids he accompanied Mr. Trotter and the writer to Lamont, where he spoke in the old Congregational church, which is hallowed with precious memories of the past seventy years. Men who heard him on that occasion were charmed by his simple words and direct personal appeal, which reminded them somewhat of the magnetic presence of his great father.

You may talk of Gettysburg's "Bloody Angle" or Waterloo's Sunk-en Road, but in every man's life there is no battle more severe, and no victory more honorable than when he fights with himself and wins the victory. Victory over one's self is the greatest feat in the world! and surely he who cannot control himself cannot control other people.

Russell Conwell.

**CHANDLER & VANDER MEY**

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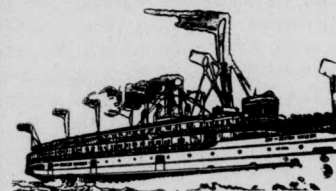
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**A**N arrangement by which money and property may be placed in trust with this Company, at any time, for the benefit of yourself or others, is known as a living trust.

This form of trust has many advantages. When made for your own benefit, it enables you to free yourself of investment cares.

When made for the benefit of your wife, your children, or others, it enables you to set funds aside in their name. They receive the income, and you are relieved of personal attention to the financial details involved.

If the trust for the benefit of another is made irrevocable, it cannot ordinarily be affected by anything that may happen to your personal fortune. Thus you are enabled to set up an entirely independent fund for the financial protection of your wife or other beneficiaries.

*Our trust officers will be glad to discuss a living trust with you, as it may meet your special needs. Our booklet, "Safeguarding Your Family's Future," will give you some interesting information on the subject.*

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GRAND RAPIDS, MICH.

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**Prevention Courage.**

A dramatic illustration of the truth always helps to penetrate the sluggish public mind. This mind is indeed slow in awakening, but we are teachers and we must have the patience and develop the resourcefulness requisite for our job. Every teacher knows that the thoughts he projects in the class-room are largely wasted. Looking into the faces of the young men or women before him he reads what they register—interest, indifference, boredom, impatience. If he is at all sensitive he can not fail to see that a part of his audience is coated with a crust of indifference which he can never completely dissolve. He can only penetrate it occasionally by some opportune gesture or by employing tricks like those performed by a photographer in gaining the attention of a child.

To those who would awaken its comprehension the public mind offers precisely the same problem. We must therefore feel comforted when we receive any evidences of response whatever. A certain part of our population we shall never reach. It cannot be quickened to interest in our subject. It has no desire to understand it. The mental effort demanded is too great.

Every civilization, every age, has carried forward to a better social order great numbers of people like this; mere passengers on the ship of humanity. They are the despair of the valiant and constructive minds of the world; they have to be saved in spite of themselves from the consequences of their mental laziness and neglect. To recognize this fact, to accept it, and not to be discouraged by it, is the successful secret of the progressive peoples.

**Safety Rules in Serious Fires.**

1. Never go to bed without knowing the quickest, safest way to leave the house.
2. Keep the halls, stairs, doors and fire-escapes free from obstruction.
3. Give the alarm promptly by calling "Fire!"—unless in a crowded room.
4. In a crowded room give the alarm quietly and keep the people calm.
5. Know where to find the nearest fire-alarm box, and study the directions in advance.
6. Wait by the box, if it is outside of the burning building, so as to direct the firemen when they appear.
7. If you send a telephone alarm, call the operator, and say "I wish to report a fire," and be sure to give the address.
8. If your door is closed, put your foot behind it, and open it cautiously. Slam it shut if the fire threatens to rush in.
9. If there is smoke, but no flame, in the hallway, tie a wet cloth around your mouth and nose, and crawl on your hands and knees if the smoke is dense.
10. Close all doors that you pass, in order to retard the spread of the fire.
11. Do not jump from a window unless it is absolutely necessary. It is better to tear a sheet into strips,

tie the strips together into a rope, fasten one end of the rope securely and slide to the ground.

12. If you have to jump, throw out mattress and bedding to break your fall.

13. Always save life before property. In saving property, take out the most valuable things first.

14. Don't throw breakable things from the windows.

15. Always keep your head.

**Some Points To Remember.**

Company is not liable beyond the actual cash value of the property at the time any loss or damage occurs. As to buildings and machinery, actual cash value has been held to mean reproductive value at time of fire, less depreciation for time in use.

The policy is void, unless otherwise agreed thereon:

If the insured has or shall take out any other insurance;

If the hazard be increased by any means within the knowledge or control of the insured.

If the interest of the insured be other than unconditional or sole ownership.

If the building be on ground not owned by the insured in fee simple.

If the subject of insurance be personal property and be or become encumbered by a chattel mortgage.

If any change, other than the death of the insured, take place in the interest, title or possession (except change of occupants without increase of hazard).

In case of loss, it is the duty of the insured

To give immediate notice in writing to the company;

To protect the property from further damage;

To forthwith separate the damaged and undamaged personal property and put it in the best possible order.

**Social Scandals in the Press.**

Detroit, July 24.—May I presume to find fault with the newspapers of the present day, especially with the Sunday issues of some of the great city dailies? Every day and every week there is something sensational scandalous and outrageous published about the homes and lives of citizens in some part of the country, showing in detail in language and by photographs the most unfortunate, the most unhappy and the most demoralizing features of domestic life. Irresponsible correspondents are paid by mercenary papers to uncover and expose to public view the frailties, the faults and the failures of domestic life to satisfy the curiosity and the worst passions of human life. The free press is a mighty power for good, but when it creates an eager thirst to see and read about social scandals it becomes a great power to demoralize mankind and to make life a failure. Far, indeed, have we wandered from the day and the time Noah's sons walked backward, carrying a garment on their arms to cover the drunken nakedness of the old man. Edmund Sehon.

The more you use your brains to save time and trouble and increase sales for the store, the more valuable you will be considered by the management. Employers are constantly on the lookout for men with initiative and "pep." Just another way of saying there is always room at the top.

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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.

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WM. N. SENF, Secretary-Treas.

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Other merchants equally welcome.

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**Contents Burn With or Within a Building.**

Resistance of a fire resistive building is passive only, not active. Fire resistive construction may keep the fire in, it may save itself, but it will not put out the fire. Flammable contents of such a building will burn within the building instead of with the building. A building is nothing more than container. A motion picture film will burn even when tightly compressed in its incombustible container because it furnishes its own oxygen. The contents of an incombustible building will burn within it if they are combustible.

A building of fire resistive construction seems to exercise a kind of magic or charm or power of hypnosis, putting to sleep the mental powers of those who gaze upon it. The very sight of a huge building of incombustible construction makes a powerful impression upon the beholder. He sees nothing to burn, the building seems to be imperishable and indestructible. You may tell a man that fire resistive construction will not protect the contents, but the optic nerve or the nerve that serves the eye is eighteen times larger than the nerves serving the ears and the eye transmits its impression

to the brain twenty-five times faster than the ear. He sees the fire resistive building, he only hears that the contents will burn; he sees that the building will not burn, he lacks the imagination to picture the fire burning within.

The fire resistive building has been of the greatest service in cutting down fire losses, but it does not put out fires.

**Empty Oil Cans Dangerous.**

Recently several boys in South Georgia were playing around an empty gasoline tank car and one of them threw a lighted match into the open manhole. An explosion followed, killing one of the boys and seriously injuring others. In commenting on the case, an Atlanta garage owner said: "There ain't no such animal as an 'empty gasoline tank.' The 'emptier' they are, the more dangerous. It isn't gasoline that explodes; it's the fumes mixed with air. One of my men took a leaky tank off a car turned it upside down so the gasoline would drain out through a two-inch hole, turned a hose into it to wash it thoroughly, and then let it dry again. When he applied a torch to the leak the fragments of that tank blew a hole through the side of the building, using my assistant as the projectile. And yet practically every private garage will contain two or three supposedly empty cans, large and small, which have held gasoline, and the owners will spend odd hours working on their cars and smoking and tossing matches about. It's a wonder to me that we don't hear of more accidents from such causes. Yes, sir, it's the empty tank or can that's most dangerous. A flame applied to gasoline itself is more likely to cause a fire than an explosion. But either is bad enough, for a gasoline blaze is one tough proposition to put out."

**Will the Surplus Stay?**

The slump in imports in June should be a warning to those who are planning a way for the Government to get rid of that unexpectedly large surplus that was in the Federal Treasury at the end of the last fiscal year. The surplus was built up largely by the increase in imports during March, April, and May, and such increase was a reflection of the high rate of industrial activity in this country during that period. If business throughout the remainder of the year should be quieter than it was in the spring, as many forecasters and statisticians now predict, shipments of raw materials to this country will tend to decline, with some consequent effect on customs receipts. It is possible, then, that the surplus of the past year was due to transient conditions which may not recur in 1924. Hence the need of going slow in the making of new appropriations.

**CYRUS W. RICE  
PATENT ATTORNEY**

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

CITIZENS 4267

BELL, MAIN 2435

**A. E. KUSTERER & Co.**  
**INVESTMENT SECURITIES**

GOVERNMENT, MUNICIPAL,  
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**PERKINS, EVERETT & GEISTERT**

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

WE LEND UP TO 90% of the value of our shares, at 6% interest, using your stock certificates as collateral. This loan may run as long as you wish or may be paid in whole or in part at any time and does not impair the earnings on your shares.

**Grand Rapids Mutual Building and Loan Association**

Resources \$4,500,000.00

Chartered 1888

Second Floor Widdicomb Building

**The Mill Mutuals  
AGENCY**

Lansing, Michigan

Representing Your Home Company,

**The Michigan Millers  
Mutual Fire Insurance Co.**

And 22 Associated Mutual Companies.

**\$20,000,000.00 Assets****Is Saving 25% or More****Insures All Classes of Property**

ROBERT HENKEL, Pres.

A. D. BAKER, Sec.-Treas.

**Futility of Seeking a Soft Job.**

Grandville, July 24—"You fellows in the store have a soft snap," said Farmer Jones, as he encountered the merchant of Dowville coming forth to meet one of his customers at the walk.

"How do you get that way?" asked the merchant.

"That's easy. All you have to do is walk around and wait on customers occasionally, while we on the farm—well it is from daylight until dark with us."

"So?" and Mr. Folger smiled grimly.

"Yes, it is quite so. I envy your soft snap, and, if I have the offer I had last week for my farm a second time you can just bet it's a go and I'll get me behind the counter and pile up the wealth and let hard work go gallager.

"Suppose I offer to trade my stock of goods for your farm, how's that?"

"How much does she stack up, Sam?"

"About twelve thousand."

"By George, it is a go if you say so, old man?"

Sam Folger laughed under his breath as he walked back into his store. He might have told his neighbor and many other things about the store business which he did not know had been so listed. He held his peace, however. The two got together and talked seriously about trading.

A week later Farmer Jones became Merchant Jones, and the late dispenser of dry goods and groceries might have been seen cultivating the fields on a nearby farm.

Such is life in this world of ours.

Few are content with the walk in life which they have inherited.

At the end of a twelvemonth the two met again in a short talkfest.

"I am satisfied you got the best of the bargain, Sam," said Jones. "I never knew what it was to be absolutely bone tired until I came in here."

The laugh of Farmer Folger rang out.

"I will admit that I had the advantage of you in that trade, Jones," chuckled Folger. "I was once a farmer myself, and it was through an inheritance that I got into mercantile work. I knew, as you now have learned, that farming is the most independent work on earth, and that the farmer, if he chooses, may become imaginary. True, we get out early cares and worries of life. Much of this talk of long hours on the farm is immanigany. True, we get out early and stay late, but we are not all this time jumping into work for dear life as one has to in the store.

"Every Saturday night, late, I used to go home and to bed, but not to sleep, tired out both in body and brain. On the farm, when you feel tired, you can sit and rest with nobody to call you to account, and there are farmers who do that, say what you will, and it is perfectly right they should.

"Now, Mr. Jones, I would not go back to the store if you would change back and give ten thousand to boot. What have you to say?"

Merchant Jones smiled a grim wan smile. Then he laughed aloud, saying:

"I suppose I am satisfied, although to tell the truth, I had not the faintest idea of the work there is behind the counter in a store.

"Soft snap, eh Jones? chuckled the newmade farmer man.

The two separated. Sam Folger back to his fertile acres, while the quondam farmer returned to his watchful waiting, his constant stepping to keep pace with his trade.

Never was a man more disappointed than the one-time well-to-do tiller of the soil.

"I thought I knew what it was to be tired," said he to his wife, "when we were on the farm, but, great Scott, that wasn't a primin' to the aches and

pains I have endured since becoming a merchant."

And there you are.

We are fain to regard our own occupation as the one exceptionally tiresome service, while regarding our neighbor in another line as having all the soft spots in life.

"Put yourself in his place" and see what comes of it.

The way to find out these things is to experience them. The writer has been in both positions (on the farm and in the store) and knows a little something about both occupations, and his experience tells him that nowhere can be found a more unsoft snap than behind a counter in a busy store.

There are more opportunites for amassing wealth in mercantile business perhaps, although there are many lords of the out of doors who have become wealthy and gentlemen of ease through profits from the farm and ranch.

In a great measure this matter of amassing a fortune lies with the individual and not with his calling in life.

"A man who is born to be hanged will not die in any other manner" is a saying which is doubtless true. Nor will a man born to the purple die a

pauper, no matter whether he be a meat packer, a steel manager, a railway conductor, an engineer or a plain farmer.

There is a fascination in every business (and farming is a business as well as merchandising) for individuals of different natural adaptabilities, and the sooner this is realized the sooner will we come into line with our own peculiar occupation.

Farmer Jones and Merchant Folger were only members of a type such as exist in every community. Sometimes an individual fails to get into the work for which he is peculiarly fitted. This, of course, is to be lamented. Sure it is that there is no sane individual living who is not fitted for some certain employment in life.

Old Timer.

**He Had the Genial Warmth of the Sun.**

In describing Lincoln, a former Chinese minister to the United States, Mr. Wu-Ting-Fang, said: "To Lincoln may be applied the words which a Chinese historian uses in describing the character of Yao, the most revered and honored of the ancient rulers of China. 'His be-

nevolence was boundless, his wisdom was profound; to anyone approaching him he had the genial warmth of the sun.' When viewed at a distance he seemed to have the mysterious warp of the clouds; though occupying the highest station, he was not haughty; though controlling the resources of the whole nation, he was not lavish; justice was the guiding principle of his actions; nobleness was written in his face."

**Corporations Wound Up.**

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

Ra-do-la orporation, Saginaw.  
Lewellyn & Wachter, Hart.  
Eau Claire Basket Co., Eau Claire.  
Electric Intake Heater Co., Jackson  
Michigan Ice Cream Co., Inc., Lansing.

Shore Realty Co., of Detroit.  
Wunsch Realty Co., of Detroit.

You can get more co-operation through raising an employe's wages 10 per cent voluntarily than raising them 15 per cent under compulsion.

# Are You a Booster?

—loyal in your investments to your own community, to your own business, to your own "job" or

—are you investing in securities that benefit other cities, other men's business or other men's jobs?

—this city needs 1,200 to 1,500 new homes annually to care for its working men.

—show your confidence and loyalty to your own city by your investments.

*We are now sending out our Third  
Semi-Annual Dividend,  
at Rate of 7%*

EVERY DESIRABLE FEATURE OF THE  
BUILDING AND LOAN—SAFE AS A BANK

*Phone or Write Us for Further Information*

**Home Builders  
Corporation 44 Division Ave., N.**



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

#### Cotton Prospects and Cotton Goods.

With the opening of the new cotton year now, only one week distant, conjecture and all of the betting concerns itself with the new crop. An official report on the condition of this as of the date of July 25 will be forthcoming at about the same time. Meanwhile, the weather map comes in for anxious scrutiny by operators on the Exchanges. Not many circumstances appeared during the past week calculated to change the views already entertained concerning crop prospects. Nor is it possible at the present to foretell how large a yield will be had. But the general opinion seems to be that the condition report or July 25 will show an improvement over that of the month before. If this occurs it will be somewhat exceptional, but, it is explained, this will be due to the very backwardness of the season, which made the last report rather lower than it would otherwise have been. Takings by spinners have been small of late and exports have continued to dwindle. Mills on both sides of the Atlantic have curtailed production and this condition is likely to continue until after the new crop begins to come into the market in quantity. There is some accumulation of goods at the domestic mills, but there is no disposition to let go of them at a loss for the time being. Buyers are not, however, urgent, preferring to wait until prices of cotton are more stabilized. Sales are, consequently rather meagre and mostly by second hands. Bleached fabric show no signs of activity, although the prices are low, and such goods as gingham and percales find few purchasers. Openings of wash goods and offerings of new and fancy gingham were had during the week. Flannels and blankets were also shown.

At a conference between committees of the dress fabric buyers and cotton textile merchants it was brought out that the demand for gingham had lessened and was likely to be further restricted, and it was suggested that the production of these fabrics should be reduced. Another matter discussed was that of sales terms to wholesalers. The latter wish 2-10, April 1, dating for Spring and 2-10, October 1, dating for Fall, and also freight allowance. This, for the present, remains a hope.

Openings of underwear and bathing suits were had last Monday.

Prices show moderate advances, averaging a little over 10 per cent. Branded lines, however, are not yet offered. Somewhat more activity is beginning in hosiery.

#### Wool Sales and Openings of Woolens

It is now announced that the next series of auction sales of Colonial wools in London will begin on September 4. At that time there will be offered 226,000 bales of Australian and New Zealand wool and 10,000 bales of Punta Arenas. The former sale was stopped abruptly on account of the dockers' strike, an action that does not appear to have been objected to, as the bidding was not very satisfactory. The demand for wool has not lessened to any noticeable extent, but buyers are unwilling to pay the prices fixed upon as minimums. As a matter of fact, there has been no free market for wool since before the war, nor will there be until the accumulation of pooled stuff has been disposed of. In this country there have been recently signs of more interest among wool buyers, but nothing very definite is likely to be shown until after the opening of the manufacturers of woolens. The first of these was by the American Woolen Company. Openings of fancies will follow and then will come dress goods from the same concerns. In general, the openings of the latter fabrics are not to occur for some time yet, but the Juilliard lines will have their showing to-morrow. It is yet a question how large the initial buying will be on any lines. The general impression is that it will be smaller than usual because of the quantity of Spring clothing carried over by the retailers.

#### Staple Colors Will Lead.

So far as colors are concerned it seems to be pretty well agreed among the experts that the popular items are grays and beige, in addition to blacks. Retail store buyers, according to the current news letter of the National Association of Hosiery and Underwear Manufacturers, claim to see a trend away from the nude and flesh shades, while red, blue and the other high colors worn to match the sandal type of shoe have practically disappeared altogether. This type of shoe is used by retailers as an argument against novelties in women's hose, their contention being that women will wear plain stockings with this kind of footwear. Another feature of the situation is the feeling that chiffon or very sheer hose will soon be listed among the staples.

#### How To Increase Your Sales?

A. By putting on an August Sale.

#### How can you make it a success?

A. By letting us help you gratis?

#### How does the market look?

A. You will make money merchandising this Fall and next Spring if you will let us advise and help you.

#### Do you want information?

A. We will advise and help you.

#### Who should you depend on for good staple merchandise?

A. An exclusive wholesaler who is near and friendly to you and who has your interest at heart.

**GRAND RAPIDS DRY GOODS CO.**

**Why not depend on us?**

# FLANNELS

Dress Flannels  
 Outing Flannels  
 White Flannels  
 Canton Flannels  
 Printed Flannels

For delivery August 1st.

## PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service

## 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**

**Fall Hats for Women.**

Fall hats for women will have a decidedly fitted aspect, according to current indications and buying tendencies. The small-brimmed tailleur hat comes first; for walking hats or trotteur types are again established in millinery circles as distinctly different from the informal sports hat. These, according to the current bulletin of the Retail Millinery Association of America, invariably take the high round crown that may be fitted severely on stovepipe lines or crushed in a little; but height is the tune to which style is sung this season. Trimmings also rise high in bow and plumage stick-up formations.

"Some of these shapes, the bulletin continues, "are but a pair of visors; one turned up and the other turned down. Others follow the mid-Victorian or Louis Phillipe lines, rolling on the left and turning down on the right, but smallness is emphasized in their snug lines. Larger and more boat-like models are favored, too, and high rolling left sides figure largely in the dress hats that are now being constructed for Fall wear, or, rather for late midsummer retailing.

"Fitted off-the-face flares in buccaneer style and the eternal Russian coronet shape both have their followers for the new season. Tricorne lines are suggested, rather than definitely formed, for though shapes are definite and irregular, they do not tend to angles much. Many slashed effects are seen in brims in the new lines. Many of the tailored shapes have their brims so treated as to be slashed and folded back, making tailored trimming 'wings', right out of the shape.

"Another important factor in the Fall silhouette is the 'tam' or beret shape, semi-fitted generally and either large and full or snug and close. Roll brims are returning, both shallow rolls and those that flare out in front, as well as actual flares."

**Has New Style Pocketbook.**

Among the newest things to be brought out in the market in novelty leather goods is a women's pocketbook embracing the features and appearance of a vanity case. It comes in several novel shapes, in black, brown, gray, blue and other colors and a variety of leathers. The wholesale price ranges from \$9.50 to \$10 a dozen, depending on the style and material. It is trimmed with ornamental plaques of celluloid and has a long self-strap handle, with slide, that ends in a celluloid ring matching the trimming. The same type of pocketbook is also offered in circular celluloid shell effects in two tones, the combinations including shades of red, blue, brown, etc.

**Fall Shirts Move Slowly.**

Up to the present there has not been a great deal of activity in the new lines of Fall shirts for men. For the most part, retailers continue to operate on an immediate delivery basis, with much emphasis placed on price. Manufacturers are complaining that, very frequently, a wider margin is being demanded than is normally the case. On the other hand, retailers are quoted as saying

that most of the merchandise is passing into consumers' hands through the medium of sales and that a wider margin is necessary. As there has been a large production this season, the concessions asked are more or less readily obtained. White and tan shirts in the collar attached models are very prominent in the current demand and, as they are not expected to lead during the Fall, manufacturers expect more business for the coming season to develop shortly.

**Knitted Fiber Fabrics Popular.**

Knitted artificial silks continue in notable demand on the part of cutters-up and retailers, according to leading sellers. Their vogue for all types of outer garments is asserted to be rapidly growing. Their popularity is traced to the forward steps taken in improving their wearing qualities, their high lustre and the character of the new designs brought out. Featured are those resembling chiffon velvets. The great demand for the latter and their scarcity, said a representative of one of the largest manufacturers, will tend to accentuate the demand for the knitted fiber fabrics of velvety appearance which cost much less. Brocaded effects secured through a moire process are also stressed in the lines being shown. Fiber cloths designed along tubular lines used for underwear purposes are described as in demand.

**Cotton Fabric Men Puzzled.**

Not for a long time has there been more uncertainty in the cotton goods trade in regard to naming prices for a new season than now exists. While the buyers seem to show little interest in what happens, the possible action of one or two of the largest producers in the trade has makers of competing lines figuratively on their toes. Just when it had apparently been settled that nothing definite would be done until after Labor Day, when it is more than fairly certain that the wholesalers will be in a buying mood, the suggestion has popped up that maybe it would be better for the manufacturers to take the plunge now, after all, and get it over with. So far as could be learned yesterday, nobody acted on it, but it had the effect of increasing the tension among sellers and causing more watchful waiting than ever.

Mannerisms are not gestures—artful, timely gestures are recorded on the brain through the eyes—what you say is recorded through the ears—the right gestures and the right things said, result in signed applications.

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.

**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.



**Walker**  
MUSKEGON  
MICHIGAN

**Makes  
Good  
Chocolates**

**Ramona**

Spend a day  
"by the Lake"

Come on out to the FUN FESTIVAL land—the coolest spot in town—where there's something doing every minute.

**CONTINUOUS FUN  
'TIL THE SETTING SUN**

Dance in the beautiful Casino on a floor "smooth as glass," speed around on the fun rides, or rest in the cool picnic grove.

"Grand Rapids' Coney Island"

**CHINNICK'S RESTAURANT**  
41 IONIA AVE.  
Just North of the Tradesman Office

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

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

**Signs of the Times  
Are  
Electric Signs**

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

**THE POWER CO.**  
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**Sand Lime Brick**

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

**Brick is Everlasting**

Grande Brick Co., Grand Rapids  
Saginaw Brick Co., Saginaw  
Jackson-Lansing Brick Co., Rives Junction



### Why So Few Grocers Make Anything on Eggs.

Average gross profit on eggs is about 25 per cent. Principal inroads made upon this profit are breakage, which can be largely curtailed through efficient store methods.

Possible gross profit on eggs for retail grocers runs from 20 per cent. to 30 per cent., according to the market price, while 25 per cent. is a fair average. The principal inroads made upon this profit are breakage, neglecting to grade and neglecting an economical method of packing and delivering the eggs. Most of what really amounts to a loss in the handling of eggs can be curtailed by efficient store methods.

There are not enough grocers who place the importance on eggs that they should. Too many regard eggs simply as staples that they must handle because there is a steady demand for them—not because they believe there is any real money to be made on eggs. Many grocers put up with a trifling profit on eggs, and suffer excessive losses through breakage and inefficient store methods, because they unmistakably figure that "the egg business doesn't amount to much, anyway."

As a matter of fact, few, if any, goods the grocer handles affect his entire business more than eggs. Let him acquire a reputation for selling poor eggs or for giving poor service on egg deliveries and his trade will begin to desert him at once.

If, on the other hand, he becomes known for the high quality of the eggs he sells, and for satisfactory delivery service, without breakage, his business booms. New customers come to him. His old customers stick to him, and do all their grocery buying at his store.

Statistics compiled by United States Government investigators show that grocers throughout the country lose about \$25,000,000 every year through egg breakage, and yet there are grocers who when asked, usually say that they have little or no breakage to contend with. If this is so, then they have adopted a proper method of handling eggs.

A recent house-to-house canvass of more than 2,500 housewives in a large city brought out these amazing facts.

That 76 per cent. of those receiving eggs in cartons reported breakage and that 84 per cent. of those receiving eggs in bags reported breakage.

Actual cash loss in the broken eggs themselves runs into money. In delivering only 5,000 dozen eggs in paper bags the average breakage loss is \$34. These figures are based on one broken egg in every three dozen

25c eggs—2 7-16 per cent., though reliable statistics show breakage loss of from 7 per cent. to 10 per cent. And carton delivery statistics show 5 per cent. to 7 per cent. breakage.

Why do so many grocers deny or underestimate breakage losses? Because the majority of housewives who report breakage usually do so through the delivery boy and he, for obvious reasons, too often fails to report the breakage at the store.

In all too many cases the customer, disgusted at receiving broken eggs, simply transfers her trade to another store without even reporting the breakage. Generally it is not only her egg trade, but her entire account that changes hands, for the tendency of all housewives is to do all their grocery trading at one store. It is this continual difficulty in getting eggs delivered by the grocer without breakage that has caused any number of housewives to buy eggs direct from the farmer, thus depriving the grocer of the business and the profit resulting from eggs when rightfully handled.

Loss due to selling eggs without grading them as to size is considerable. A grocer retailing five cases of eggs each week or 7,800 dozen eggs per year, loses roughly \$5 per week, or \$260 yearly if he sells them at a fixed price per dozen, ungraded as to size and color. He is literally throwing money away.

Candling should be regarded as an absolute necessity by every grocer. It is required by good business everywhere, for no grocer can afford to risk complaints on the quality of eggs he sells. The contents of every case of eggs may be divided into two classes—the smaller or standard size egg and the large or select egg. Investigation shows that the select constitute two-thirds of the case. Only one-third are of standard size. It is the standard size egg on which the retail price per dozen is based. There is no more reason for the grocer to sell large and small eggs at the same price than for him to charge the same for large and small oranges. The very regularity in size of graded eggs is an advantage in itself. It carries a suggestion of higher quality. It should be borne in mind, too, that three or four eggs do not make the rest of the broken dozen look larger. On the contrary, the small eggs shrink still more by comparison.

The grocer is entitled to and should receive at least 5 to 10 cents more per dozen for the select size eggs than for the standard size.

As eggs run two-thirds large and one-third small, this would mean that for every dozen he sells at 25 cents,

# 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.

Have you tried

# Lipton's Coffee?

Once used, always used

Distributed by

**LEWELLYN & CO.**

WHOLESALE GROCERS

GRAND RAPIDS

DETROIT

Specialize  
on

**MOZART**

and Build  
a Canned  
Foods  
Volume



Full  
Line  
Canned  
Vegetables

**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.**

for example, he should sell two dozen at 30 cents, and this added 5 cents per dozen on the twenty dozen large eggs means a clear gain of \$1 on each case. That it runs into money, in a year's time is self-evident. If the grocer sells only four cases a week, or 6,000 dozen a year, he is ahead \$4 a week, of \$208 a year.

The grocer who not only grades his eggs, but sells the selects under a brand name of his own, is still more up-to-date. The brand name increases the saleability of his eggs and justifies price increase of from 5 to 10 cents a dozen over his standard size unbranded eggs. The matter of branding is important. Eggs are not like coffee or breakfast food, where the roasting and blending, or a particular process of manufacture govern the quality. An egg is a natural product and, like meat, it is perishable. The quality of eggs when delivered to the customer depends on the care with which they are handled by the seller. The retailer is held responsible under the law. This makes it necessary for him to grade the eggs himself and for his own protection to put them out under his own brand name—a brand which can be obtained at his store only and not at any of his competitor's stores. In this way a good trade on eggs can truly be made a trade puller.

J. A. Hill.

**Coue Sure of Results of His Practice.**

Nancy, France, July 4—There is about my work a misunderstanding which I should be glad to let disappear. I will not be considered as a healer or a miracle maker, because I am no healer, no miracle maker. My part is not to cure people, but only to show them that the power of healing is in themselves and to teach them how they must use it to help themselves, improve themselves, and cure themselves, when healing is possible. The results do not depend upon me, but only upon them; if they use it properly, they succeed; if not, they don't. The reason why some people fail is that, reckoning on me and not on themselves, they don't use the method or cease using it too soon. This method is a very simple one. It is quite enclosed in the following few lines:

Every morning before rising and every evening as soon as you are in bed shut your eyes, and without trying to fix your attention on what you are saying repeat in a soft, droning voice, but loud enough to hear yourself, while counting mechanically on a string furnished with twenty knots, the following phrase: "Day by day, in every way, I am getting better and better." It is not necessary to formulate any particular demand, as the words "in every way" apply to everything.

Make this autosuggestion in a very simple, child-like, mechanical way—namely, without any effort. In a word, repeat the formula as if you would recite litanies.

Use it all your life long, for it not only works to cure diseases, but also to prevent them from coming.

Further, every time in the course of the day or night you feel any physical, mental, or moral distress immediately affirm to yourself that you will not consciously contribute to it and that you are going to make it disappear; then, isolating yourself as much as possible, shut your eyes, and passing your hand over your forehead, if it is something mental or moral, or over the affected part, if it is something physical, repeat aloud

extremely quickly the words, "It is going, it is going," as long as it may be necessary. With a little practice the physical, mental, or moral distress should vanish in twenty to twenty-five seconds. Begin again whenever it is necessary.

Patients must not consider that the practice of autosuggestion is a substitute for any form of medical treatment; it is only a valuable aid to both patient and doctor.

As I spend all my life trying to spread my ideas in every country, and without asking any fee for my trouble I would be the most foolish man in the world if I were not sure of the results which can be obtained.

E. Coue.

**Store Individuality.**

It's a wise man who knows where to draw the line between economy and stinginess.

You may satisfy and continue to hold the trade of customer who comes back with a complaint, but the customer who never comes back is a total loss.

Don't run your business on a go-as-you-please plan. Map out a definite routine and stick to it.

About this time see what you can do to make your advertising better than that of your competitors.

What is a boomerang? It is a bargain that is not a bargain for anyone but the seller.

Customers must think well of a merchant's business methods and merchandise if he is to make a success.

It is the sheerest folly to ignore sentiment in business. Dry facts, not quickened by a sentiment, by a feeling, an impulse of some sort, never drove a dollar into action.

A merchant simply robs himself of part of his profits when he sells goods that do not develop good will, or when he does not make customers feel an added confidence in his store, with each succeeding purchase.

Objections and excuses are the only reasons why salesmen have jobs. If there were no such difficulties the salesman would have no job.

**MILLER MICHIGAN POTATO CO.**

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan



**Polar Bear Flour**

A MONEY MAKER

Can Always be sold at a profit.

Quality in the Bag Brings Repeat orders.

J. W. HARVEY & SON,  
Central States Managers  
Marion, Ind.

**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, Granulated meal, Buckwheat flour and Poultry feeds.

Western Michigan's Largest Feed Distributors.

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

**M. J. DARK & SONS**

GRAND RAPIDS, MICH.

Receivers and Shippers of All

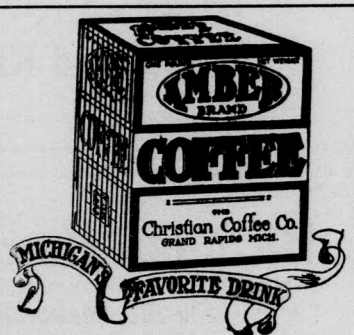
**Seasonable Fruits and Vegetables**

**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



We are looking for an exclusive dealer in your town.

Write us about it.

Blended, Roasted and Packed by

**CHRISTIAN COFFEE CO.**

337-339 Summer Ave.  
GRAND RAPIDS, MICH.



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

#### Looking Ahead To Opportunities in Fall Trade.

Written for the Tradesman.

Midsummer is not too early for the hardware dealer to look forward to his fall trade. Retail business is, in fact, a constant process of preparation for the next move. Energetic selling in the early summer is designed to eliminate the necessity of sacrificing a lot of stock later on; at a later stage the midsummer sale not merely clears out the odds and ends of surplus stock but provides cash and space for handling the fall stock. A busy selling campaign in fall paves the way for a good Christmas trade—and so on.

So now the hardware dealer, even while he makes the most of his lingering hot weather opportunities, should look ahead a few months. There are a number of lines active in the fall on which, in consequence, he should concentrate his efforts.

First and foremost, the fall is the stove season. During the months of September, October and November more stoves are usually sold than during the remainder of the year.

But stoves are, after all, merely one department of the hardware store. The dealer must see to it that trade keeps moving in other lines as well. If he sits down and studies out the situation he will find that there are many avenues opening up at the present time for successful merchandising.

For many homes the fall is moving time. People are moving into new homes built during the year and others are taking up the houses thus vacated. This means active demand for household utensils, kitchen supplies, wall paper, paints, etc. Buildings are being completed and there is a good call for all kinds of builders' hardware. The lure of the woods is felt by the ardent sportsman everywhere, and there is, in consequence, a heavy demand for guns, ammunition and hunting supplies.

These are but a few of the directions in which trade opens up when the fall season arrives. The fall fairs present a splendid opportunity for the aggressive hardware dealer. He finds in the fair his chance of meeting all his customers, from city and country alike, at the same time and in the same place. Not only does the fair exhibit bring good results, but the dealer can get about among the

people and make friends, and, incidentally, customers. Much good prospecting can be done around fair time, so that it represents an excellent opportunity.

The fall should be a busy season for the sale of builders' hardware. With the building operations of the year reaching the finishing stages, there ought to be a good demand for lock sets, handles, window ropes, and the many other articles required in completing the equipment of a new house. The dealer who strikes out along aggressive lines at this juncture will capture a large share of the trade.

It is a good thing to launch your campaign early. Show a window display of builders' hardware and, coincidentally, advertise the line aggressively. One small city firm used as a catch line.

If You Are Building, What About Your Fine Hardware?

Some striking sentences from the newspaper advertising were:

"We show the best assortment of locks, knobs, etc., in the city. See our window display. If you buy good hardware, you have no regrets to express afterward. We give special attention to our building hardware and guarantee the quality."

Splendid returns follow the carrying on of a canvassing campaign. In no department is there a better opportunity for outside salesmanship than in builders' hardware at this season. A hardware firm in a fair-sized city on the lakes has followed this plan for several years and finds that it brings good returns. The junior partner looks after the outside work entirely. He makes it his business to find out what building is going on in the city. As soon as a new structure is started, he finds out the names of the owner and contractor, and makes it a point to see both. Sales of tar paper, roofing and builders' hardware are closed in a great many cases, and a good volume of business is secured in this way.

Outside salesmanship pays in the case of builders' hardware more, perhaps, than in other lines. In the first place, it is not a difficult matter to find out the people who require material. In the second place, it enables the dealer to pave the way for business in other lines.

It always pays to keep in touch with the contractors and builders, even if no attempt is made to actually canvass them for business. It will be found particularly valuable at this time.

Although the bulk of the business in wire fencing is done in the spring, there is always a brisk demand during the fall months. With his crops

## 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



## Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

## Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,  
Sporting Goods and

FISHING TACKLE



in and harvesting over, the farmer has an opportunity to turn his attention to fencing; and, if the fall weather proves at all favorable, a great deal of fencing is always done. It will pay the hardware dealer then to endeavor now to get his country customers interested in the subject and to show the stock he is carrying.

A small town dealer states that he always finds the business in wire fencing in the fall well worth going after. Some three years ago he discovered that considerable work was being done around his section, but not a great deal of the trade was coming his way. Strange to say, his competitors were not selling any, either. Yet it was only too apparent that a great deal of wire fencing was being used throughout that section. He accordingly undertook to investigate, and found that the farmers had formed a club and were buying the wire in carload lots.

Rather than let the trade get away from him in this way, the dealer decided to get into the wire fencing business in earnest. He got up a list of likely prospects, including the names of several hundred of the best farmers in his district, and had the manufacturers mail them printed matter. By arrangement with the manufacturers, he had his name and his terms indicated on the printed matter. As he was counting on the sale of a large quantity, he made his terms accordingly. He did not have long to wait for the results to show themselves. Many farmers called and asked for wire fencing of the kind advertised, quite a number being men who had never before dealt there. His sales that fall doubled, and the connection thus built up has been steadily maintained ever since.

The fall paint campaign should be given special attention. It is not too early right now to go over your prospect lists and make preparations for an aggressive campaign. Later in the fall, it will be profitable to feature interior specialties, which, if intelligently pushed, will continue in more or less demand throughout the winter months. There is a lot of business to be done in these lines by the hardware dealer who will go after that business aggressively.

Victor Lauriston.

**Are Using Leather Trimmings.**

Leather trimmings for Fall sports coats and dresses are coming in for considerable vogue as a novelty. In quite a few lines in the market these garments have what is virtually "leather embroidery" for the trimming of collars and cuffs or border treatment and also for belts. A representative of a leather goods concern said recently that his firm was receiving a considerable volume of business from the cutters-up, who send the cut piece goods in to be trimmed with the leather effects, after which they were sewn. In some cases the leather strips are supplied to the cutters who do the trimming themselves. Leather bandings with a border of fur are also being used, as are leather medallions with a belt to match.

**Figured Wall Papers Returning.**

Lines of wall paper for the 1924 season were shown during the last few days at the meetings of the Wall Paper Manufacturers' Association and the National Wall Paper Wholesalers Association, held at the Hotel Commodore, New York. Wholesale prices are said to show a small advance over last year. The feature of the new lines shown by the thirty-seven manufacturers represented is the great amount of attention given to figured papers in tapestry, damask, engraving and staple combination effects. The main sentiment of the gathering, which took on the air of a convention, was that the stipple or monotone paint or paper vogue is on the decline. The better class homes, it is asserted, are now choosing the figured papers, which for some time have been in the discard. The showings of the new lines was held earlier this year than usual, and jobbers are understood to have agreed to place orders for 25 per cent. of their requirements by August 15.

**Differing Views of Sales.**

Retailers continue to place strong emphasis on sales in order to keep up turnover in what is ordinarily a quiet period. The wisdom of holding so many and such prolonged sales has both its advocates and its opponents. The argument that the consumer is no longer interested in sales, owing to their large number, is set aside lightly by the former who say they are demonstrating otherwise. They also do not readily grant the force of the statement that the sales take attention away from regular priced merchandise, declaring that speed in turnover, on a small profit margin, is to be preferred. One aspect of the situation with regard to the Fall was pointed out yesterday by a well-known manufacturing executive. He said the holding of the sales and the consumer psychology it was building up were not the best kind of preparation for the higher retail prices that would have to be asked in the Fall.

**New Things in Millinery.**

Chinese toques are replacing Egyptian turbans abroad, according to information that has reached the millinery trade from well-posted sources of information on the other side of the Atlantic. Helmet variations continue popular. By way of contrast, draped and fitted "tams" are seen. Bulkiness is the keynote of a number of the newer models seen here. Thickness is a feature of the rolling brims shown, as are thick rolls and twists that encircle brims and crowns. Some efforts to bring the tricorne shape back into popularity are seen, but it is apparently too soon to tell with what success they will meet.

They say John D. Rockefeller has never shown signs of temper in thirty years. He controls himself and he controls the greatest industry on earth. Get the idea?

Times are changing. Irwin Cobb says the time once was when a quick movement to the hip pocket was a threat. Now it's considered an invitation.

**Why not make your cash register ring up speedier profits by handling a full line of quick-selling DEL MONTE CANNED FRUITS VEGETABLES & FOOD SPECIALTIES**

**Investigating & Adjustment Co**  
 We Successfully Locate Debtors and Collect Past Due Accounts.  
 Special Reports Obtained.  
 Collections and Adjustments Made Everywhere  
 532 1/2 and 33 Michigan Trust Bldg. Bell M. 111  
 Citizens 64647;

*Henry Smith*  
**FLORIST**  
 129-141 Michigan St.  
 Both Phones  
 GRAND RAPIDS, MICH.

**NUCOA**  
 "NOT AN IMITATION JUST A WONDERFUL CREATION"  
 TO SPREAD ON BREAD  
 One Trial Convinces  
**I. VAN WESTENBRUGGE**  
 DISTRIBUTOR  
 Grand Rapids Muskegon

**MCCRAY**  
**REFRIGERATORS**  
 for ALL PURPOSES  
 Send for Catalogue  
 No. 95 for Residences  
 No. 53 for Hotels, Clubs, Hospitals, Etc.  
 No. 72 for Grocery Stores  
 No. 64 for Meat Markets  
 No. 75 for Florist Shops  
**MCCRAY REFRIGERATOR CO.**  
 2344 Lake St., Kendallville, Ind.

**SIDNEY ELEVATORS**  
 Will reduce handling expense and speed up work - will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size platform wanted, as well as height. We will quote a money saving price.  
 Sidney Elevator Mfg. Co., Sidney, Ohio

  
 "Wags" No. 2  
 Sample 25c  
 A Fine Item for  
 4 1/2 in by 12 in  
 A Jointed Wooden Toy Dog  
 Dealers, Jobbers, Premium Users  
 Wahoo Novelty Works, Wahoo, Nebraska

**FLOUR**  
 There is too much talk about overproduction, excess capacity and selling pressure. To be sure, competition never was keener, and flour is cheaper—as compared with wheat cost—than at any time in years. In spite of that, good flour from good mills commands its value. Buyers are getting big flour worth, but there is no such thing as a good flour bargain.  
**Fanchon—Red Star**  
*Bread is the best and cheapest food*  
**JUDSON GROCER COMPANY**  
 DISTRIBUTORS  
**GRAND RAPIDS, MICHIGAN**



### Gabby Gleanings From Grand Rapids.

Grand Rapids, July 24—Whatever smart things we think of in these days are sure to have been an old, old story among the Chinese some several thousand years before the Christian era. All of which brings us to the point that there is nothing new under the sun.

Human beings were given two hands, because they are more than twice as efficient with two hands as they would be with one. The single blade of a pair of scissors has very little cutting efficiency. It may do a limited amount of work and a great deal of damage if carelessly handled. But a pair of blades properly adjusted makes a pair of shears which can be wonderfully helpful in a surprising number of ways.

Two blades, two hands, two parents are according to Divine intention. The task of rearing children is important enough to challenge the interest and best efforts of a thinking man and woman. When accident removes one parent, the other has a heavy load to carry; and, even at that, cannot always hope for ultimate success in the fullest degree. It is like trying to clap with one hand. It can be done, but it is hard work, and the noise made does not always ring quite true.

In the business world no individual can get very far alone. Even if he is a scientist working by himself in a laboratory, he will need the co-operation of those who supply him with food and supplies and instruments and chemicals. One of the greatest thoughts of the day is the interdependence of society. We cannot live to ourselves or die to ourselves. These are complex times.

A great speaker voiced this sentiment recently in a manner which carries with it much food for thought:

"Every age has its own gospel (good news). It has all come down to us with a continuity that is overwhelming. The gospel of personality is wondrous. Whatever prevents the full flower of human life is a tragedy. We learned in the days of war, sacrifice. The gospel for to-day is love, comradeship, fellowship and service."

We are expressing love for our fellow men by feeding the hungry; by providing opportunities for education and good health, and by our efforts to make the world wholesome and society sane and safe. We are finding a new comradeship in our public-spirited enterprises, and in our appreciation of the fact that we really are our "brother's keeper." We are finding a fine fellowship in our trade relationships; our business organizations; and fraternal friendships, in order to bring each up to his own highest possible standard. By this means we are learning to serve—and service is the greatest thing in the world.

But let us remember that we cannot clap with one hand. That is, we cannot serve all alone by ourselves. We must come to know and to sympathize with those whom we would serve. Neither can we render all the service necessary ourselves. We must forget that the other man up the street and the one down the street are competitors, and we must learn

that far better than that, "they are co-operators" and "co-workers."

A good many people fall far short of the fine things they "might" do, because they try to get along on the one blade and the one hand plan. "We must learn to give, and to take, and to plan for bigger things than ever before." This way lies prosperity and permanent satisfaction.

One exceptionally good recommendation was passed at the recent meeting of the Supreme Council, U. C. T., and that is: "No member should solicit applications from prospective members at the expense of other organizations." In other words, "don't knock the other fellow's insurance, sell your goods on their merits, get the facts from your secretary, read up your constitution, and when you realize what you are getting from the order for the money you pay you won't have to knock anyone, knowing that you have the goods.

At the recent meeting of the Supreme Council, U. C. T. at Columbus, the following recommendation and resolutions were presented by John D. Martin of this city:

Pursuant with the request of John D. Martin, of Michigan, a goodly number of the representatives to your Supreme meeting have held two meetings to consider the matter of co-operation with the hotels in the various grand jurisdictions.

A full and thorough discussion has been held, many new angles and suggestions were presented, and it was the general consensus of opinion that some definite action should be taken by this Supreme body that would centralize the work, and make it possible to gain information and suggestions from all sections and endeavor to work out a concrete plan to be followed.

Co-operation with the hotels seems to be the most desirable method of accomplishing many of the reforms as to the operation of the traveling men's home, while in the pursuit of his regular vocation. The hotels in most sections would receive with favor a spirit of sincere co-operation on the part of the regular commercial organizations.

To the end of getting some place with the idea it was decided to place the matter definitely before you in the shape of a resolution and to earnestly request that you give our attached resolution careful and favorable consideration, to the end that our order can further be of service to its large membership.

Resolved—By the Supreme Council United Commercial Travelers of America, in annual session assembled, that a committee of three regular delegates to this session be appointed by the Supreme Counselor who shall be known as a special Hotel Committee for the year intervening between this session and that of 1924.

The duties of this Hotel Committee shall be to make a survey of hotel problems as they effect our membership, to co-operate with the chairman of the Hotel Committee of every Grand jurisdiction who, together with these three members, shall be known as the Supreme Hotel Committee.



**Hotel Whitcomb**  
AND  
Mineral Baths

THE LEADING COMMERCIAL AND RESORT HOTEL OF SOUTHWEST MICHIGAN  
Open the Year Around  
Natural Saline-Sulphur Waters. Best for Rheumatism, Nervousness, Skin Diseases and Run Down Condition.  
J. T. Townsend, Mgr.  
ST. JOSEPH MICHIGAN

**Livingston Hotel**  
GRAND RAPIDS  
European  
Rates \$1.25 to \$2.50 per day

Bell Phone 596 Citz. Phone 61366  
**JOHN L. LYNCH SALES CO.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

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

**Western Hotel**  
BIG RAPIDS, MICH.  
Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated.  
A good place to stop.  
American plan. Rates reasonable.  
WILL F. JENKINS, Manager.

The Center of Social and Business Activities  
**THE PANTLIND HOTEL**  
Everything that a Modern Hotel should be.  
Rooms \$2.00 and up. With Bath \$2.50 and up.

**HOTEL BROWNING** 150 Fireproof Rooms  
GRAND RAPIDS  
Corner Sheldon and Oakes;  
Facing Union Depot;  
Three Blocks Away  
Rooms, duplex bath, \$2  
Private Bath, \$2.50, \$3  
Never higher

**HOTEL ROWE**  
GRAND RAPIDS NEWEST HOTEL  
350 Rooms—350 Servitors—250 Baths  
Rates \$2 with Lavatory and Toilet \$2.50 with Private Bath  
**HOLDEN HOTEL CO., C. L. Holden, Mgr.**

Lansing's New Fire Proof  
**HOTEL ROOSEVELT**  
Opposite North Side State Capitol on Seymour Avenue  
250 Outside Rooms, Rates \$1.50 up, with Bath \$2.50 up.  
Cafeteria in Connection.

**NEW MERTENS**  
FIRE PROOF  
One half block East of the Union Station  
GRAND RAPIDS MICH

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

**GOODRICH 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.

Stop and see George,  
**HOTEL MUSKEGON**  
Muskegon, Mich.  
Rates \$1.50 and up.  
GEO. W. WOODCOCK, Prop.

That this Supreme body recommends that every Grand Jurisdiction appoint a Hotel Committee who will co-operate with the Committee from this supreme body.

That the appointment of this committee shall not incur any additional mileage or per diem, but that the necessary expense of postage and stationary shall be absorbed by this body.

John D. Martin, Michigan.

W. G. George, New York.

B. A. Honeycomb, Wisconsin.

The recommendation was accepted and the resolutions were adopted, whereupon Supreme Counselor W. J. Sullivan appointed the following as a Supreme Hotel Committee:

John D. Martin, Grand Rapids.

W. G. George, Albany, N. Y.

B. A. Honeycomb, Madison, Wis.

Later in the day the following resolution was presented by two delegates from Michigan and unanimously adopted:

Whereas—There is an ever increasing tendency on the part of the management of numerous hotels throughout the country to consider the traveling public and, more particularly, the traveling salesman, legitimate prey from which to gouge excessive charges for room accommodations, and especially late arrivals, following the "get what you can" policy; therefore be it

Resolved—That as the Order of United Commercial Travelers of America is turned to for relief, not only by the membership at large, but also by others who are being victimized through the sharp practices indulged in by bonifaces who are supposed to cater to the comforts of guests; and

Whereas—We feel that concerted effort on the part of the said U. C. T. would, to a great extent at least, correct these abuses; and

Whereas—The successful culmination of such an effort would not only make traveling a more pleasant occupation, but also relieve these obnoxious conditions, as well as give the Order one of the greatest talking points for the advancement of membership growth; therefore be it

Resolved—That the Supreme Counselor be and is herewith instructed to have bills drafted similar to that incorporated in the statute books of the State of Ohio, compelling hotels to cause to be posted prominently in each guest room the single and double rate per day and that said bills be presented to the legislatures through local legislative committees of the several states not already possessing a similar law.

Resolved—That any reports of overcharge be reported to the State Department or to the offices of the Attorney General and the offending management be prosecuted and fined in an amount commensurate to the offence or subsequent violation of the statute.

M. G. Howarn,

A. G. MacEachron.

It is the intention of the new Hotel Committee to secure agreements, if possible, with the various state hotel associations to post standard rates in every room. If such agreements cannot be made amicably, resort will be taken to the legislatures.

Mr. and Mrs. Charles C. Perkins, Minneapolis, Minn., (many people in Grand Rapids remember Charley Perkins as one of our old traveling men and U. C. T. boys, he having spent the greater portion of his life in Grand Rapids) arrived in Grand Rapids last Friday and are the guests of Mr. and Mrs. John D. Martin on Henry avenue. Mrs. Martin entertained Friday evening with a buffet dinner. The guests were Mr. and Mrs. William Francke, of Lakeworth, Florida (Mr. Francke is also an old U. C. T. member of Grand Rapids and a long resident here), Mr. and Mrs. Walter S. Lawton, Mr. and Mrs. Allan F. Rockwell, Mr. and Mrs. Walter E. Lypps, Mr. and Mrs.

J. F. VanderMeer, Mr. and Mrs. Gerald F. Cogswell, Mr. Paul F. Miller and Miss Florence E. Miller, of Hagerstown, Maryland. This was about the first time in five years that this old party of very close friends had been able to be together and it goes without saying that there were many happy exchanges for future help and prosperity and a parting toast was drunk with the hope that in 1924 another reunion can be held of these families who for years have been so closely interwoven in true friendship. Saturday at the Pantlind Hotel, Mr. and Mrs. Walter S. Lawton entertained with a dinner party and later a theater party at Ramona and a midnight luncheon at their home on Sigsbee street for this same bunch of good fellows. Again on Sunday evening was the third gathering at the home of Mr. and Mrs. Walter E. Lypps, on Scribner avenue. Mr. Perkins is Armour & Co. salesman in Minneapolis and St. Paul for the Luxor and toilet soap line to the drug and dry goods trade.

Mr. and Mrs. Perkins and their son, Stuart, will remain in the city as guests of Mr. and Mrs. Martin at their home until the latter part of the week.

Mr. and Mrs. Jess L. Martin and son, Robert, left Saturday for their home in Detroit. Jess has been here during the furniture market, as he is the Detroit representative of the John D. Martin Furniture Co.

Cornelius Broene, credit man for P. Steketee & Sons, has vacated his desk for a fortnight's vacation.

The Hekman Biscuit Co. now maintains three sales branches—Muskegon, Lansing and Kalamazoo. Traveling representatives are sent out from each branch and the goods thus sold are subsequently delivered by truck.

William Judson and Edward Frick (Judson Grocer Co.), accompanied by their wives made a four-day trip by automobile to Northern Michigan points, returning home Tuesday evening.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, July 24.—The Canadian Soo is planning a big week August 4 to 8, when Hiawatha will be reproduced on a stage set out on Saint Mary's River. The week will be known as discovery week. It will commemorate the 300th anniversary of the arrival of Etienne Brule, one of the most adventurous of the early coureurs de bois, and his companion, Grenoole, who in 1622 discovered the St. Mary's Rapids and Lake Supreior. An elaborate program is being prepared, one of the features of which will be the unveiling of a memorial to Brule and Grenoole by Sir Arthur Currie.

H. E. Fletcher, Cashier of the Sault Savings Bank, has opened his new commodious summer home, known as Lakeside, where he entertained a number of friends with a chicken dinner on Sunday.

Few people are disappointed in love until after marriage.

Our Civic and Commercial Association is doing more good work by having signs placed along the highway on Trunk Line 48 between Trout Lake and Rexton. It is also placing signs with arrows pointing this way to the Soo. The roads are in good condition and the large number of tourists now encamped on our camp site would indicate that we are going to have a record breaking tourist year. The State Ferry, starting this week, will also increase the number who have turned back at Mackinaw heretofore.

The forest fires caused some alarm last week when they spread to within one mile of the city limits. They are now under control and no further trouble is expected.

The many friends of our former citizen, C. A. D. Young, now living at

Seattle, are pleased to hear of his appointment as assistant to the chief of engineering on the Muscle Shoals project in the South.

W. E. Johnson, the well-known lumberman, passed away at the Murray Hill Hotel last Sunday of heart disease. Mr. Johnson had been a frequent visitor here for many years, having charge of the Central Paper Co. business at Kenneth. He was a man of pleasing personality and had many friends who sincerely regret his death. He is survived by two sons, Wendell and Eric.

The O-Mah-Me-Kong Lodge, at Drummond Island, is one of the most attractive places in Michigan and those who have visited the beautiful spot are loud in their praises. The drives leading through the wods and valleys, over mountains and past beautiful small lakes for nine miles. It is a common sight to meet deer en route. The resort is lighted by electricity and modern in many respects, so that the guest feels at home and never tires of the scenery. Miss Seaman, the proprietor has every reason to be proud of the Lodge and should do a large tourist business as soon as the public knows about this beautiful summer resort.

The best way to forget your own troubles is to think a little of those of others.

Capt. Roberts and H. D. Wyman, the well-known soap salesmen for Swift and Co., spent last week in the Soo on a clean-up campaign. This was the Capt's first visit in over a year and he saw many improvements since his former visit.

T. H. Storey, of McCarrno, has enlarged his store, giving him enough floor space to carry a complete line of everything. By installing a large refrigerator he is in a position to supply fresh meats to his customers. One of the features of the new store is a grain room. The assortment of grains is so arranged in bins that it is impossible to make a mistake. William G. Tapert.

#### Half of Toilers on Farms.

Half of the workers of the world now are engaged in agriculture, according to figures published by the United States Department of Agriculture. Of all occupied men and boys in twenty-three leading countries, 51.4 per cent, are engaged in agriculture, and of all occupied women and girls, 50.6 per cent. follow agricultural pursuits. The figures do not include the large agricultural populations of Russia, China, Serbia, Hungary, India, Argentina and Brazil.

The largest number of both male and female agricultural workers in the countries covered is in India where 71,000,000 males and 34,000,000 females are so employed, and comprise 72 per cent. of the total workers. The United States is second, with 11,000,000 male and 2,000,000 female agricultural workers, or 29 per cent. of all employed persons.

The figures were compiled to show that problems concerning agricultural workers affect a larger number of workers in almost every country than those engaged in manufacturing, mining, lumbering or commerce, and in a few countries more than in all these industries combined.

The manager of the store must set an example in salesmanship. It is all right to suggest what the staff should do, but the best way to accomplish this is to do it yourself. They will soon follow. Then encourage them and tell them how well they are getting along.

#### Manufacturer's Right to Advertise a Retail Price.

One of the pithiest talks at the recent convention of the National Retail Grocers' Association was by Ernest Buffet, of Omaha, Neb., on the right of a manufacturer to advertise the retail price of his product. From a copy of this address we reproduce the following:

In the grocery business, the same as in other lines, there are some people who are and always will be content to pay cash and carry the goods. On the other hand, we are glad to say, there are people in this country who appreciate clean stores, courteous clerks and efficient delivery service and charge accounts. When people want service and are willing to pay for it, why should a manufacturer advertise his goods at a price that is based on the cash and carry margin?

It is generally conceded that the cost of doing business in the retail grocery line is about 20 per cent. of the gross volume of the business, but there is another way to figure which, after careful study, I have adopted in my own store. This is based on the unit cost. The actual cost to me is the same when I sell one-quarter pound package of tea as it is when I sell a pound package. There is the same physical act taking place.

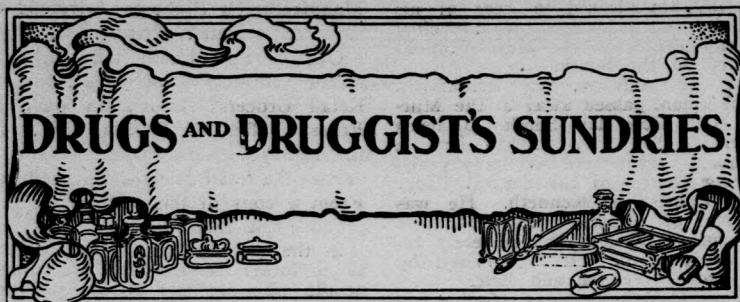
In the average service store the labor and overhead cost to sell a loaf of bread is the same as it is to sell a three-pound can of coffee. I sometimes wonder, when one of our large manufacturers of this country charges us \$1.15 a dozen for his goods and advertises at 12 cents, how does he expect the enthusiastic support of the retail grocers. Especially the merchant who is fifty miles from a jobbing house and has to pay freight. Even for the man who does not pay freight, on a percentage basis, this item shows a 20 per cent. margin, and we all know that 20 per cent. is not enough.

Study the costs on the unit basis and you will find that it costs you no more to sell three bottles of olives than it does one. It costs no more to sell, deliver and charge six cans of corn than it does one. Therefore, don't figure that 20 per cent. will show you any profit through retailing 12, 15 or 25 cent articles. If you are going to figure from percentage basis on these items, that only involve a sale of 15 to 25 cents, raise your percentage and then offer your goods in lots of three, six or by the dozen at a reduction, as it costs you no more to sell a large unit than it does a small one.

A resolution was offered condemning the practice of a manufacturer advertising a retail price, but it was laid on the table.

#### Men's Neckwear Situation.

A situation very much like that in shirts exists in men's neckwear at the present time. There are apparently large stocks of the latter being moved at concessions by wholesalers, principally because of the slow Spring season. The reductions have been made in practically all of the seasonal lines. Silk and wool ties retain their lead in the demand and promise to do so for the Fall. Little buying has as yet developed for that season, however, the retailers operating on a strictly immediate delivery basis. Foulards and bow ties are in some demand, although there has not been the increase in the vogue of the latter that was expected earlier. Recent openings of Fall lines of knitted neckwear show very little change as regards prices.



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

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

#### Millions of Imitation Fruit Drinks Sold Annually.

The soft drinks consumed in this country in a single year make up a quantity of liquid refreshment so large that it is hard to conceive of such a volume of vari-colored and vari-flavored waters. If our last year's supply had been available to Methuselah at the beginning of his alleged 969 years he would have had 8 bottles to dispose of every minute of his mortal span. The cold figures estimated by statisticians tells us that each year thirsty Americans consumed 4 billion bottles of soft drinks, and this total does not include beverages, such as near beer, made from cereals. This sparkling fluid is poured out from 10,000 bottling establishments and over 110,000 soda counters.

This enormous thirst-quenching industry is a relatively recent development, a result of the rapid commercializing of the discoveries of the chemist. It was not so long ago when bottled sodas were universally known as pop and found their principal market at baseball games, fairs and carnivals. These clear, watery drinks with a flavor usually suggestive of over-ripe bananas were good thirst killers, but provided little delectation for the palate. Had not great changes taken place in the beverage industry it is hardly probable it would ever have grown to present proportions. These improvements lead to the question of the composition of these ubiquitous beverages.

What is in these refreshing liquids which may be bought almost anywhere at a nickel a bottle or glass? Fruit juices? Well, sometimes, but the chemist has simplified the problem of supplying us with a pleasing drink at a low price. He has made marvelous imitations of Nature's products and it has now become necessary for other chemists those employed by the United States Department of Agriculture, to keep watch of the composition of the various drinks under the authority of the Food and Drugs Act which

requires that imitations be so labeled. Under this law these drinks are considered foods. Briefly, they are made up of sugar, sparkling water, a fruit acid, and minute quantities of flavor and color.

Necessarily there is a great variation in the makeup of the numerous beverages of this class, but roughly each bottle contains about three-fourths of an ounce of sugar and the tart taste is usually imparted by about two grains of citric or tartaric acid. In phosphate drinks phosphoric acid is used for this purpose. In recent years the flavors have increased greatly in variety, including among others, orange, lemon, lime, cinnamon, neroli, vanilla, coca leaves, kola nuts, wintergreen, prickly ash bark, nutmeg, cloves, geranium, ginger, grains of paradise, sassafras and sarsaparilla. The flavors are usually made up in alcoholic tincture and five to ten drops used to the bottle.

The skilled chemist has provided a host of flavors which the consumer cannot distinguish from the original from Nature's laboratory. He is using aromatic chemicals formerly used only in the perfume industry. The aroma as well as the color and flavor of fruits is being imitated. Orange and grape imitations, perhaps have been more widely produced than any others.

In making these "fruity" drinks successful efforts have been made to please the eye as well as the palate. The old-fashioned "pop" drinks were clear. Many of the new drinks are cloudy, simulating in appearance fruit

drinks containing fruit pulp in suspension. The cloudy effect is produced in various ways—by putting up the flavors with a little gum, such as acacia, tragacanth, or Indian gum, and by the use of small quantities of starch.

These modern beverages made to simulate fruit drinks in taste, color, and general appearance, contain nothing dangerous to health, but the Food and Drugs Act demands that such products entering into interstate commerce be labeled for what they are. The concentrated syrups which are used as the base for making up many of the beverages are so marked, but when the drink comes to the consumer in bottle or glass he has no means of knowing whether he is getting the natural product or the imitation unless the State requires that it be shown on the bottle whether or not the product is imitation.

#### Weathering of Glass Containers.

It is a matter of common observation that glass which has been stored for some time is sometimes coated with a white film or spotted with white patches. Moisture increases the rate of weathering, while dipping in hydrochloric acid before packing or wrapping in dry paper decreases the tendency to weather. The products of weathering consist of crystals of soluble salt or salts, chiefly sodium carbonate, and an insoluble film, the weathered material containing lime, soda, and silica in the same relative proportions as the glass itself, and also certain amounts of carbonate, moisture, dirt, and organic material. Certain glasses are very resistant to weathering, those, for example, that are resistant to the action of water, and those containing alumina.

#### Peddle Sunshine.

The man who deals in sunshine  
Is the one who gets the crowds.  
He does a lot more business  
Than the one who peddles clouds.

For the salesman who's a frowner  
Will be beaten by a mile  
If the man who follows after  
Meets the buyer with a smile.

#### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 18—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Simon Belfer and George Belfer, and S. Belfer & Son, Bankrupt, No. 2306. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupts were operators of clothing stores and had pressing and cleaning establishments in connection with such stores. The case is an involuntary one and the court has ordered the filing of the schedules of the bankrupts. Upon the filing of the schedules the first meeting will be called and note of the same made here. On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Corel Ami Stillwell, Bankrupt No.

No Smoker  
Can Be  
Satisfied  
Before  
He Has  
Smoked  
A

Charles  
the  
Eighth  
10c  
Cigar

A Cigar  
Of Real  
Merit

All Live  
Dealers  
Sell Them

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Vanden Berge Cigar Co.  
GRAND RAPIDS, MICH.

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Cigar  
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22905  
Bell, M 1821



## 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

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2317. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of the city of Ionia and is an upholsterer by trade. The schedules of the bankrupt list assets of \$350, all of which is claimed as exempt to the bankrupt, with liabilities of \$575.98. The court wrote for funds and the same have been furnished and the first meeting has been called for August 6. A list of the creditors of the bankrupt is as follows:

Seymour Bills, Ionia ..... \$42.00  
 Progress Bedding Co., Detroit ..... 101.35  
 Gunn & Son, Wingham, Ontario ..... 145.21  
 Consolidated Co., Erie ..... 35.00  
 Mable Vine, Grand Rapids ..... 30.00  
 Ogilvie Auto Co., Ionia ..... 20.00  
 C. E. Wheelock, Peoria ..... 34.06  
 Seymour Bills, Ionia ..... 42.00  
 Branch & Cooper, Ionia ..... 6.78  
 P. H. Sanford, address unknown ..... 7.50  
 Sentinel Standard, Ionia ..... 9.00  
 John J. Spitzley, Ionia ..... 40.00  
 Fred Youngs, Ionia ..... 3.90  
 Julia A. Hawley, Ionia ..... 57.00  
 Geo. W. French, Ionia ..... 20.00  
 R. L. edempsky, Ionia ..... 5.25  
 S. M. Townsend, Ionia ..... 10.00  
 Fox Furnace Co., Grand Rapids ..... 5.83

July 19. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Elmer Stoughton, Bankrupt No. 2318. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a laborer by occupation. The schedules list assets of \$200, all of which are claimed as exempt to the bankrupt, with liabilities of \$213.50. The court has written for funds and upon the arrival of the same the first meeting of creditors will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Harry Sperry, Grand Rapids ..... \$ 50.00  
 National Clothing Co., G. R. .... 8.00  
 Liberal Credit Clothing Co., G. R. .... 29.00  
 Corkery, Grand Rapids ..... 39.00  
 Menter Clothing Co., Grand Rapids ..... 30.00  
 Grombacher & Major, G. R. .... 20.00  
 C. P. Hull, Grand Rapids ..... 6.00  
 E. Dowald, Grand Rapids ..... 7.00  
 Withrall, Grand Rapids ..... 12.00  
 A. Crum, Grand Rapids ..... 12.00

July 21. On this day was called the first meeting of creditors in the matter of Willard J. Chase, Bankrupt No. 2251. The trustee's final report and account will be passed upon, the funds in the trustee's hands disbursed as far as the same will go and the case closed and returned. The date fixed for the first meeting of creditors is August 2.

On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Earl F. Luxford, Bankrupt No. 2321. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the township of Grand Rapids. The occupation of the bankrupt is not stated in the schedules. The schedules list assets of \$340, all of which is claimed as exempt to the bankrupt, and liabilities of \$2,697.40. 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:

Guarantee Bond & Mortgage Co., Grand Rapids ..... \$1800.00  
 Young & Chaffee, Grand Rapids ..... 88.25  
 Tubbs Oil Co., Grand Rapids ..... 132.93  
 Madison Square Garage, G. R. .... 34.48  
 Heth Bros., Grand Rapids ..... 14.21  
 Becker Auto Co., Grand Rapids ..... 12.50  
 Mills & Healy, Grand Rapids ..... 5.53  
 Farmers & Merchants Bank, G. R. .... 432.90  
 Dr. John Pedden, Grand Rapids ..... 74.50

In the matter of Lawrence J. Dennis, Bankrupt, No. 2316, the funds for the first meeting have been received and such meeting will be held at the office of the referee on July 30.

In the matter of Karl C. Beam, Bankrupt No. 2313, the funds for the first meeting have been paid into court and the first meeting of creditors will be held on July 31.

In the matter of Bert Bancuk, Joseph Bancuk and Bancuk Bros., Bankrupt No. 2309, the funds have been received and the first meeting will be held July 31.

In the matter of Francis Mapes, Bankrupt No. 2204, the trustee has filed his final report and account and the final meeting will be held at the office of the referee Aug. 1 for the purpose of passing upon the final report and account of the trustee, allowing such other claims as may be proved and allowed and for paying the administration expenses, so far as the funds on hand will permit, there being no funds on hand for any dividend to ordinary creditors.

July 23. On this day was held the first meeting of creditors in the matter of Stanley Williams, Bankrupt No. 2304. The bankrupt was present in person and by Homer H. Freeland, attorney. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter and it appeared that the estate contained no assets over and above exemptions, therefore an order was made confirming the exemptions and the case closed and returned.

On this day also was held the first meeting in the matter of Freedman & Horwitz, Bankrupt No. 2298. The bankrupts Freedman and also Horwitz were present and represented by attorney John M. Dunham. Hilding & Hilding were present for creditors. Claims were proved and allowed. M. R. Thyng, of Grand Rapids, was elected trustee and the referee fixed his bond at \$1,000. Both of the bankrupts were sworn and examined with a reporter taking the testimony. The first meeting was then adjourned to July 30.

On this day also was held the first meeting of creditors in the matter of Theodore W. Clark, Bankrupt No. 2307. The bankrupt was present in person and by attorney John W. Powers. No creditors were present or represented. No claims were proved. The bankrupt was sworn and examined without a reporter. The exemptions claimed were set off to the bankrupt and the meeting closed and returned as a no-asset case.

WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>	<b>Almonds, Sweet,</b>	<b>Tinctures</b>
Boric (Powd.) .15 @ 25	imitation 60@1 00	Aconite ..... @ 1 80
Boric (Xtal) .15 @ 25	Amber, crude 1 75@2 00	Aloes ..... @ 1 45
Carbolic ..... 73 @ 80	Amber, rectified 2 00@2 25	Arnica ..... @ 1 10
Citric ..... 62@ 70	Anise 1 00@1 25	Asafoetida ..... @ 2 40
Muriatic ..... 3 1/2 @ 3	Bergamont 5 00@5 25	Belladonna ..... @ 1 35
Nitric ..... 9@ 15	Cajeput 1 50@1 75	Benzoin ..... @ 2 10
Oxalic ..... 20 1/2 @ 30	Castor 4 25@4 50	Benzoin Comp'd ..... @ 2 65
Sulphuric ..... 3 1/2 @ 3	Cedar Leaf 1 75@2 00	Buchu ..... @ 2 55
Tartaric ..... 45 @ 60	Citronella 1 10@1 40	Cantharadies ..... @ 2 85
	Cloves 3 25@3 50	Capicum ..... @ 2 20
	Cocconut 25@ 35	Catechu ..... @ 1 75
	Cod Liver 1 30@1 40	Cinchona ..... @ 2 10
	Croton 2 00@2 25	Colchicum ..... @ 2 80
	Cotton Seed 1 35@1 50	Cubebs ..... @ 2 10
	Cubebs 8 50@8 75	Digitalis ..... @ 1 85
	Eigeron 3 00@3 25	Gentian ..... @ 1 35
	Eucalyptus 30@1 20	Ginger, D. S. .... @ 1 80
	Hemlock, pure 2 00@2 25	Guaial ..... @ 2 20
	Juniper Berries 2 00@2 25	Guaial, Ammon. .... @ 2 00
	Juniper Wood 1 50@1 75	Iodine ..... @ 95
	Lard, extra 1 35@1 45	Iodine, Colorless ..... @ 1 50
	Lard, No. 1 1 25@1 35	Iron, clo. .... @ 1 35
	Lavender Flow 4 50@4 75	Kino ..... @ 1 40
	Lavendar Gar'n 1 75@2 00	Myrrh ..... @ 2 50
	Lemon 1 50@1 75	Nux Vomica ..... @ 1 55
	Linseed Boiled bbl. @ 1 12	Opium ..... @ 3 50
	Linseed bld. less 1 19@1 32	Opium, Camp. .... @ 85
	Linseed, raw, bbl. @ 1 10	Opium, Deodorz'd ..... @ 3 50
	Linseed, ra., less 1 17@1 30	Rhubarb ..... @ 1 70
	Mustard, artifi. os. @ 50	
	Neatsfoot 1 35@1 50	
	Olive, pure 3 75@4 50	
	Olive, Malaga, yellow 2 75@3 00	
	Olive, Malaga, green 2 75@3 00	
	Orange, Sweet 4 50@4 75	
	Origanum, pure @ 2 50	
	Origanum, com'l 1 00@1 20	
	Pennyroyal 2 75@3 00	
	Peppermint 4 25@4 60	
	Rose, pure 9 00@10 00	
	Rosemary Flows 1 25@1 50	
	Sandalwood, E. I. 11 00@11 25	
	Sassafras, true 1 50@1 80	
	Sassafras, arti'l 1 00@1 25	
	Sassafras, com'l 1 00@1 25	
	Sperm 1 80@2 05	
	Tansy 10 00@10 25	
	Tar, USP 50@ 55	
	Turpentine, bbl. @ 1 08	
	Turpentine, less 1 15@1 28	
	Wintergreen, leaf 6 00@6 25	
	Wintergreen, sweet birch 3 75@4 00	
	Wintergreen, art. 95@1 20	
	Wormseed 10 00@10 25	
	Wormwood 10 00@10 25	
		<b>Potassium</b>
		Bicarbonate 35@ 40
		Bichromate 15@ 25
		Bromide 45@ 50
		Carbonate 30@ 35
		Chlorate, gran'r 23@ 30
		Chlorate, powd. 16@ 25
		or xtal 32@ 50
		Cyanide 4 61@4 84
		Iodide 30@ 40
		Permanganate 30@ 40
		Prussiate, yellow 65@ 75
		Prussiate, red 1 45@1 50
		Sulphate 35@ 40
		<b>Roots</b>
		Alkanet 25@ 30
		Blood, powdered 30@ 40
		Calamus 35@ 40
		Elecampane, pvd 25@ 30
		Gentian, powd. 20@ 30
		Ginger, African, powdered 25@ 30
		Ginger, Jamaica 60@ 65
		Ginger, Jamaica, powdered 42@ 50
		Goldenseal, pow. 5 50@6 00
		Ipecac, powd. 3@ 30
		Licorice 35@ 40
		Licorice, powd. 20@ 30
		Orris, powdered 30@ 40
		Poke, powdered 30@ 35
		Rhubarb, powd. 85@1 00
		Rosinwood, powd. 30@ 35
		Sarsaparilla, Hond. ground @ 1 00
		Sarsaparilla Mexican, ground @ 60
		Squills 35@ 40
		Squills, powdered 60@ 70
		Tumeric, powd. 17@ 25
		Valeran, powd. 40@ 50
		<b>Seeds</b>
		Anise 35@ 40
		Anise, powdered 33@ 45
		Bird, is 12@ 15
		Canary 10@ 15
		Caraway, Po. .50 42@ 45
		Cardamon 2 00@2 25
		Celery, powd. .45 .35@ 40
		Coriander pow. .30 22@ 25
		Dill 10@ 20
		Fennel 25@ 30
		Flax 08 1/2 @ 13
		Flax, ground 08 1/2 @ 13
		Foenugreek pow. 15@ 25
		Hemp 8@ 15
		Lobelia, powd. @ 1 25
		Mustard, yellow 15@ 25
		Mustard, black 15@ 20
		Poppy 22@ 25
		Quince 2 00@2 25
		Rape 15@ 20
		Sabadilla 23@ 30
		Sunflower 11 1/2 @ 15
		Worm, American 30@ 40
		Worm Levant 50@ 60
		<b>Leaves</b>
		Buchu 1 50@1 60
		Buchu, powdered @ 1 75
		Sage, Bulk 25@ 30
		Sage, 1/4 loose @ 40
		Sage, powdered @ 35
		Senna, Alex. 75@ 80
		Senna, Tinn. 30@ 35
		Senna, Tinn. pow. 25@ 35
		Uva Ural 20@ 25
		<b>Oils</b>
		Almonds, Bitter, true 7 50@7 75
		Almonds, Bitter, artificial 4 00@4 25
		Almonds, Sweet, true 80@1 30

SANTEX

The New Sanitary Napkin

Over 53% Profit  
 On SANTEX Assortment No. 30

This Assortment consists of:

- 12 cartons SANTEX ART. 150/3, sells at 15c carton, \$1.80
- 12 cartons SANTEX ART. 250/6, sells at 30c carton, 3.60
- 6 cartons SANTEX ART. 500/12, sells 60c carton 3.60

RESALE VALUE—\$9.00

Assortment No. 30 costs you \$5.85

Re-Sale Value 9.00

A Profit of \$3.15 on the Assortment

TEAR OUT AND MAIL TO

HAZELTINE & PERKINS DRUG CO., GRAND RAPIDS, MICHIGAN  
 You may send us by Parcel Post, one Special SANTEX Assortment No. 30 at \$5.85 complete with display card.

FIRM

CITY

Coupon No. 863

STATE

THE NEW  
 SANITARY NAPKIN  
 BIG SELLERS  
 GOOD PROFIT  
 Advertisd the World Over  
 Use This Coupon at Once

# GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED	DECLINED
Sardines	Canned Cherries
	Beef Steak and Onions
	Raisins
	Rolled Oats

**AMMONIA**

Arctic, 16 oz.	1 75
Arctic, 32 oz.	2 75
I X L, 3 doz., 12 oz.	3 75
Parsons, 3 doz. small	5 00
Parsons, 2 doz. med.	4 00
Parsons, 1 doz., lge.	3 35

**BROOMS**

Standard Parlor, 23 lb.	3 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

Beef, No. 1, Qua. sli.	3 35
Beef, No. 1, B'nut, sli.	5 10
Bestbeef & Onions, s	2 60
Chili Con Ca., 1s	1 35
Deviled Ham, 1/2s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 40
Potted Meat, 1/2 Libby	50
Potted Meat, 1/4 Libby	90
Potted Ham, Gen.	1 85
Vienna Saus., No. 1/2	1 25
Veal Loaf, Medium	2 30

**AXLE GREASE**



48, 1 lb.	4 25
24, 3 lb.	5 50
10 lb. pails, per doz.	8 20
15 lb. pails, per doz.	11 20
25 lb. pails, per doz.	17 70

**Rich & France Brands**

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

**Baked Beans**

Beechnut, 16 oz.	1 40
Campbells	1 15
Climatic Gem, 18 oz.	1 00
Freemont, No. 2	1 25
Snider, No. 1	1 85
Snider, No. 2	1 35
Van Camp, Small	9 1/2
Van Camp, Med.	1 15

**BUTTER COLOR**

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

**BRUSHES**

Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25
Stove	
No. 1	1 10
No. 2	1 35
Shoe	
No. 1	90
No. 2	1 25
No. 3	2 00

**CANNED VEGETABLES.**

Asparagus, No. 1, Green tips	4 00
No. 2 1/2, Lge. Gr.	3 75
Wax Beans, 2s	1 85
Wax Beans, No. 10	7 00
Green Beans, 2s	1 60
Green Beans, No. 10	3 25
Lima Beans, No. 2 Gr.	3 00
Lima Beans, 2s Soaked	3 00
Red Kid, No. 2	1 30
Beets, No. 2, wh.	1 60
Beets, No. 2, cut	1 35
Beets, No. 3, cut	1 40
Corn, No. 2, St.	1 00
Corn, No. 2, Ex-Stan.	1 50
Corn, No. 2, Fan	1 60
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 25
Hominy, No. 3	1 15
Okra, No. 2, whole	1 90
Okra, No. 2, cut	2 00
Dehydrated Veg Soup	40
Dehydrated Potatoes, lb	40
Mushrooms, Hotels	40
Mushrooms, Choice	43
Mushrooms, Sur Extra	70
Peas, No. 2, E.J.	1 25
Peas, No. 2, Sift.	1 60
June	1 60
Peas, No. 2, Ex. Sift.	1 90
E. J.	1 90
Peas, Ex. Fine, French	29
Pumpkin, No. 3	1 45
Pumpkin, No. 10	4 00
Pimentos, 1/4, each	15 12
Pimentos, 1/2, each	27
S'w't Potatoes, No. 2 1/2	1 35
Sauerkraut, No. 2	1 35
Succotash, No. 2	1 60
Succotash, No. 2, glass	3 45
Spinach, No. 1	1 10
Spinach, No. 2	1 20
Spinach, No. 3	1 85
Spinach, No. 10	5 75
Tomatoes, No. 2	1 30
Tomatoes, No. 3	1 90
Tomatoes, No. 2 glass	2 85
Tomatoes, No. 10	7 50

**BAKING POWDERS**

Arctic, 7 oz. tumbler	1 35
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 35
Calumet, 16 oz., doz.	3 95
Calumet, 5 lb., doz.	12 75
Calumet, 10 lb., doz.	19 00
K. C., 10c doz.	92 1/2
K. C., 15c doz.	1 37 1/2
K. C., 20c doz.	1 80
K. C., 25c doz.	2 30
K. C., 50c doz.	4 40
K. C., 80c doz.	6 85
K. C., 10 lb. doz.	13 50
Queen Flake, 6 oz.	1 25
Queen Flake, 16 oz.	2 25
Queen Flake, 100 lb. keg	11 00
Queen Flake, 25 lb. keg	14 00
Royal, 10c, doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb.	21 20
Ryzon, 4 oz., doz.	1 35
Ryzon, 8 oz., doz.	2 25
Ryzon, 16 oz., doz.	4 05
Ryzon, 5 lb.	18 00
Rocket, 16 oz., doz.	1 25

**CANDLES**

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.3
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

**CANNED FRUIT.**

Apples, 3 lb. Standard	1 75
Apples, No. 10	4 50
Apple Sauce, No. 2	2 00
Apricots, No. 1	1 90
Apricots, No. 2	2 25
Apricots, No. 3	2 25
Apricots, No. 10	8 75
Blackberries, No. 10	9 00
Blueber's, No. 2, 1-75	3 50
Blueberries, No. 10	11 50
Cherries, No. 2	3 00
Cherries, No. 2 1/2	4 00
Cherr's, No. 10	10 50
Loganberries, No. 2	3 00
Peaches, No. 1	1 85
Peaches, No. 1, Sliced	1 40
Peaches, No. 2	2 75
Peaches, No. 2 1/2	3 25
Peaches, 2 1/2 Cal.	3 00
Peaches, No. 10, Mich	7 75
Pineapple, 1, sliced	2 10
Pineapple, 2, sliced	3 50
Pineapple, 2, Brk slic.	3 00
Pineapple, 2 1/2, sliced	4 25
Pineapple, No. 2, crus.	2 50
Pineap., 10, cru.	11 50
Pears, No. 2	3 25
Pears, No. 2 1/2	4 25
Plums, No. 3	3 25
Plums, No. 2 1/2	3 00
Raspberries, No. 2, blk.	3 25
Rasp'b's, Red, No. 10	9 75
Rasp'b's, Black, No. 10	11 00
Rhubarb, No. 10	5 25

**BLUING**

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

**CANES**

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Plumber, 40 lbs.	12.3
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

**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 40
Paramount, 24, 16s	3 40
Paramount, 5, 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

**BREAKFAST FOODS**

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

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Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

**CHILI SAUCE.**

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

**CONDENSED MILK**

Blue Grass, Tall, 48	5 00
Blue Grass, Baby, 72	3 75
Carnation, Tall, 4 doz.	5 25
Carnation, Baby, 8 dz.	5 15
Every Day, Tall	5 25
Danish Pride, tall	5 25
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

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FRUIT JARS

Table listing various fruit jars and their prices, including Mason, Ideal Glass Top, and Ideal Glass Top 1/2 gallon.

GELATINE

Table listing gelatine products like Jello-O, Knox's Sparkling, and Plymouth White.

HORSE RADISH

Table listing horse radish products like Per doz. and 8 oz.

JELLY AND PRESERVES

Table listing jelly and preserves like Pure, Imitation, and Pure 7 oz. Ass't.

JELLY GLASSES

Table listing jelly glasses like 8 oz., per doz.

MARGARINE



Table listing margarine products like I. VAN WESTENBRUGE and Quaker.

MATCHES.

Table listing various match brands like Diamond, Blue Ribbon, and Quaker.

MINCE MEAT.

Table listing mince meat products like None Such and Quaker.

MOLASSES.

Table listing molasses products like Gold Brer Rabbit and Green Brer Rabbit.



Table listing molasses products like Aunt Dinah Brand.

New Orleans

Table listing New Orleans products like Fancy Open Kettle and Fair.

Molasses in Cans.

Table listing molasses in cans like Red Hen and Ginger Cake.

PIPING

Table listing piping products like Top Steers and Good Steers.

PLAYING CARDS

Table listing playing cards like Broadway and Blue Ribbon.

POTASH

Table listing potash products like Babbitt's.

FRESH MEATS

Table listing fresh meats like Beef, Cows, and Veal.

NUTS.

Table listing various nut products like Almonds, Brazil, and Walnuts.

Salted Peanuts

Table listing salted peanuts like Fancy No. 1 and Jumbo.

Shelled

Table listing shelled products like Almonds, Spanish, and Walnuts.

OLIVES.

Table listing olive products like Bulk, 2 gal. keg and Jar, plain.

PEANUT BUTTER.



Table listing peanut butter products like Bel Car-Mo Brand and Iron Barrels.

Table listing petroleum products like Perfection Kerosine and Gas Machine Gasoline.



Table listing iron barrels and other products like Medium Light and Heavy.



Table listing Sendamac products like Medium Sour and Sweet Small.

Table listing pickles and other products like Dill Pickles and PIPES.

Table listing playing cards and other products like Broadway and Bicycle.

Table listing potash products like Babbitt's.

Table listing fresh meats like Beef, Cows, and Veal.

Table listing nuts like Almonds, Brazil, and Walnuts.

Table listing salted peanuts like Fancy No. 1 and Jumbo.

Table listing other products like Top Steers and Good Steers.

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Pork.

Table listing pork products like Heavy hogs, Medium hogs, and Light hogs.

PROVISIONS

Table listing various provisions like Barreled Pork, Clear Back, and Short Cut.

Dry Salt Meats

Table listing dry salt meats like S P Bellies, Lard, and Compound Lard.

Sausages

Table listing various sausage products like Bologna, Liver, and Frankfort.

Smoked Meats

Table listing smoked meats like Hams, Ham, dried beef, and Bacon.

Beef

Table listing beef products like Boneless and Rump.

Mince Meat

Table listing mince meat products like Condensed No. 1 and Moist in glass.

Pig's Feet

Table listing pig's feet products like 1/4 bbls. and 1 bbl.

Tripe

Table listing tripe products like 1/4 bbls. and 1/2 bbls.

Casings

Table listing casings products like Hogs, Beef, and Sheep.

RICE

Table listing rice products like Fancy Head and Blue Rose.

ROLLED OATS

Table listing rolled oats products like Steel Cut, Silver Flake, and Quaker.

SALERATUS

Table listing saleratus products like Arm and Hammer.

SAL SODA

Table listing sal soda products like Granulated, bbls. and Granulated, 100 lbs cs.

COD FISH

Table listing cod fish products like Middles, Tablets, and Wood boxes.

Holland Herring

Table listing Holland herring products like Milkera, Y. M. Kegs, and Y. M. Half bbls.

Herring

Table listing herring products like K K K K, Norway, and Cut Lunch.

Lake Herring

Table listing lake herring products like 1/2 bbl., 100 lbs. and Mackerel.

White Fish

Table listing white fish products like Med. Fancy, 100 lb. and SHOE BLACKENING.

SHOE BLACKENING

Table listing shoe blackening products like 2 in 1, Paste, and Dry-Foot.

STOVE POLISH

Table listing stove polish products like Blacking, per doz., Black Silk Liquid, and Enamaline Paste.

SALT

Table listing various salt products like Colonial, Med. No. 1, and Butter Salt.



Table listing Morton's salt products like Per case, 24 2 lbs. and Five case lots.

SOAP

Table listing various soap products like Am. Family, Export, and Proctor & Gamble.

Table listing various soap products like Proctor & Gamble, Ivoire, and Star Nap.

CLEANSERS.

Table listing cleanser products like Penick Golden Syrup and Crystal White Syrup.



Table listing Kitchen Klenzer products like 30 can cases.

WASHING POWDERS.

Table listing washing powder products like Bon Ami, Climax, and Luster Box.



Table listing Miracle Cream products like Old Dutch Clean and Queen Ann.

Rub No More, 1 1/2 Lg. 4 25

Table listing Rub No More products like Spotless Cleanser and Sanl Flush.

SPICES.

Table listing various spice products like Allspice, Cloves, and Cassia.

Pure Ground in Bulk

Table listing pure ground in bulk products like Allspice, Cloves, and Cassia.

Seasoning

Table listing seasoning products like Chili Powder, Celery Salt, and Sage.

STARCH

Table listing starch products like Kingsford, Argo, and Quaker.

Gloss

Table listing gloss products like Argo, Silver Gloss, and Tiger.

CORN SYRUP.

Table listing corn syrup products like Penick Golden Syrup and Penick Maple-Like Syrup.

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TEA.

Table listing various tea products like Medium Japan, Choice, and Fancy.

Gunpowder

Table listing gunpowder products like Choice and Fancy.

Ceylon

Table listing Ceylon tea products like Pekoe, medium and Melrose, fancy.

English Breakfast

Table listing English breakfast tea products like Congou, Medium and Congou, Choice.

Oolong

Table listing oolong tea products like Medium, Choice, and Fancy.

TWINE

Table listing twine products like Cotton, 3 ply cone and Cotton, 3 ply balls.

VINEGAR

Table listing vinegar products like Cider, 40 Grain and White Wine, 80 grain.

Co.'s Brands.

Table listing Co.'s Brands products like Oakland Apple Cider and Blue Ribbon Corn.

WICKING

Table listing wicking products like No. 0, per gross and No. 1, per gross.

WOODENWARE

Table listing woodenware products like Baskets, Bushels, and Spint.

Churns.

Table listing churn products like Barrel, 5 gal. and Barrel, 10 gal.

Egg Cases.

Table listing egg cases products like No. 1, Star Carrier and No. 2, Star Carrier.

Mop Sticks

Table listing mop sticks products like Trojan spring and Eclipse patent spring.

Pails

Table listing pail products like 10 qt. Galvanized and 12 qt. Galvanized.

Traps

Table listing trap products like Mouse, wood, 4 holes and Mouse, wood, 6 holes.

Tubs

Table listing tub products like Large Galvanized and Medium Galvanized.

Washboards

Table listing washboard products like Banner Globe and Brass, Single.

Window Cleaners

Table listing window cleaner products like 12 in., 14 in., and 16 in.

Wood Bowls

Table listing wood bowl products like 13 in. Butter and 15 in. Butter.

WRAPPING PAPER

Table listing wrapping paper products like Fibre, Manila, white and No. 1 Fibre.

YEAST CAKE

Table listing yeast cake products like Magic, 3 doz. and Sunlight, 3 doz.

YEAST-COMPRESSED

Table listing yeast-compressed products like Fleischmann, per doz.



## WOMAN'S WORLD

### Creating an Atmosphere of Fear and Apprehension.

Written for the Tradesman.

"My second boy is so reckless! He is a constant worry to me. I can't let him out of my sight a moment. He is a dear boy, too; but he doesn't realize how the things he is all the time doing keep my heart in my mouth."

"What, for instance?" I asked.

"Well, just now, at the back of the house, I found him with another boy trying to walk along the top of a fence that is fully four feet high. Why are children so possessed to walk along narrow edges? I remember when I was a girl being punished for wanting to walk along a railroad track where trains came several times a day. Only a few days after that, right at that very place, a wagon was struck by a train, the driver was very badly hurt, and the horse was killed."

"Was the horse trying to balance along the rail?"

"No, of course not! But it only shows how dangerous a place it was. And this fence where the boys were trying to walk—if one of them should fall off he might break his leg—or his neck. My boy seems determined to do such dangerous things. I don't know what to do about it; he keeps me worried every minute."

"Well, you know there is a certain period in the life of every normal child, when he simply must practice at balancing. It is as natural for children at that stage to try to walk along cracks in the walk, curbstones, railings, and so on as for a little duckling to take to water. That is the time for stilts and other means of practice in balancing. Has your boy got stilts, or anything of that sort?"

"Stilts! Mercy, no! I should say not! Why, when I was a child a boy that I heard about fell from stilts—not very high ones—and was awfully hurt. And only yesterday I read in the paper of a boy who fell from a roof at school, and even if he lives he probably will be horribly crippled. I don't see how children live to grow up; they are all the time doing such dangerous things."

Some temperaments certainly do seem to lead to reckless attempts (I said), but I sometimes wonder whether the constant nagging of some mothers and their worrying lest their children come into some danger does not provoke them to doing dangerous things—create a daredevil spirit, born of reaction from incessant clucking interference with the child's natural desire to test and cultivate his strength.

To tell some kinds of boys not to go into deep water simply provokes

them to go further out. Some fussing is to such temperaments almost a "dare," and the first time the child is free from observation he tries on the forbidden thing, just to prove to himself that he can do it.

Mothers mean so well; they love their children with a kind of frantic, anxious love, and hate to see them growing up and trying out their strength. Especially when they try to do things that the mother would not dare to do.

Some boys cannot endure being fussed over. And it sometimes seems as if that kind of boys were given especially to the fussy mothers. I suspect it works both ways. Fussing mothers are rather likely to tempt their boys to recklessness, both in natural reaction for relief from excessive supervision and because it is natural for a boy to want to appall his mother by feats of daring. And a mother who has not gained by home experience a knowledge of the boy nature is likely to be scared by the things the growing boy does in the mere natural development of his powers. It is a trying time for both. One must have great sympathy for the hen who has hatched out a duckling.

I know one mother who has thought it wise as a matter of what she considers to be deliberate policy to try to instil fear into her children—fear of everything; of burglars and germs, and almost everything else imaginable. The result is that some of the children live in an atmosphere of apprehension; they are afraid to try anything; afraid of new people and of new ideas, even new kinds of food—timid in all circumstances. The others are unduly reckless. They have heard "Wolf, wolf!" all their lives in situations where there was no wolf. They know that there never was any burglar in the closet or under the bed; they never saw any of the bugaboos about which their mothers warned them so incessantly. So they are not even reasonably careful.

It is indeed hard to keep to the middle ground, to allow children to test their strength and try new adventures under wise guidance, and at the same time warn them of the real perils which they will have to confront as they grow up.

One thing is sure. That is that nothing is gained for either parent or child by creating an atmosphere of fear and apprehension. That invariably produces either a timid and cowardly person, afraid of everything, or a reckless character, unbelieving of danger because so many of those

about which he was warned were imaginary. Prudence Bradish. (Copyrighted, 1923.)

### There Are Many New Uses For Ribbons.

Written for the Tradesman.

"Ribbons, ribbons, ribbons," exclaim those who profess to know the ways of a woman with ribbons, "bring on the ribbons!"

Whether there is an unusual juxtaposition of certain stars presaging a period of extraordinary ribbon demands on the part of the inhabitants of this planet, the writer does not profess to know; but metropolitan authorities on style tendencies in the matter of women's appareling are predicting a fat season for the dry goods dealers' ribbon departments.

So let it be.

In view of the present vogue in hats and dresses and household decorations, the demands for ribbons during the summer period of 1923 should be numerous and insistent. If this is going to be the case (and precious few dry goods dealers will be found fighting the tendency) this will mean quick and gratifying turn-overs for stocks in the ribbon department.

Ribbons have long been known to possess decorative possibilities, and from a time so far back in the past that nobody thought to keep an authentic record of style tendencies, ribbons have played a not inconsiderable part in the fashions of woman-kind.

But never were they used as extensively, as universally, and as astonishingly as they are during the present season of the good year 1923. They are more than trimming, they are fabric as well. Ribbons are used to trim frocks; hats and the trimmings that adorn them are made of ribbons; ribbons find various and sundry uses in household decorations; ribbons are the fashion accessories indispensable for 1923.

Take hats, for example. Ribbons have long been used as decorative features on hats for women, misses and children, but never have they gone to such lengths, both as respects colors and patterns, as in the present mode. To-day milady may have a very stylish and satisfactory hat with no trimming but a ribbon coarde or bow. Crowns are made of ribbons and brims are made of rib-

bons, and sometimes both crown and brims are of ribbons. And one of the chic and novel methods of their use is the lattice effect.

It has been suggested that the home millinery may remodel an old hat or make a new one most handily by the simple expedient of a little weaving. The moire and grosgrain ribbons, half an inch in width, are best adapted for this purpose.

Barbara Wislow says: "Many frocks take ribbon bandings and bindings, and nearly every frock has either a sash, girdle or flower motif of matching or contrasting ribbon. The wide sash with huge bow at the side or the bustle bow in back is coming in with summer frocks and straightline models incline to the

## 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

## THE RESORTERS ARE HERE

Remember Everybody Likes  
CANDY

ESPECIALLY

Putnam's

AND

LOWNEY'S

KEEP PLENTY ON HAND

NATIONAL CANDY CO. IS

PUTNAM FACTORY

GRAND RAPIDS, MICH.





woven or braided girdle of narrower ribbons. More elaborate girdles feature the fabric flowers that play such a prominent part in trimming fashions, and once the art of making them is mastered—it really is comparatively simple—the home designer will find many uses for them. They combine with ribbons to make attractive bandeaux and boudoir caps; trim lingerie and negligees; and are used as trimmings for evening gowns and dressy afternoon frocks. Not infrequently a new sash or girdle or ribbon trimming cleverly applied to conceal worn places, will make an old dress new."

Inasmuch as ribbon lends itself so readily both to old and long-established uses and to the newer effects so varied and evident in the wealth and variety of present vogue in hats and gowns, this fine old staple of the dry goods store is going to appeal in an unwonted way to the woman who sews. In other words the woman who makes her own and her daughters' clothes, or at least manages the simpler frocks for summer wear, is apt to find her requirements for ribbon more prolific this season than ever before.

Ribbon is used as the indispensable foundation on which the superstructure of fabric flowers are built. By means of ribbon a clever woman may trim a plain parasol, thereby toning up its prosaic drabness by the application of a dab of color. A blanket for the family poodle can be made of wide ribbon and tied on securely by means of ribbon of narrower widths. Ribbons can be used in covering boxes, making bags, purses, card cases, clever sachets, and ever so many other useful and ornamental accessories for personal and household use. The woman who is skillful with the needle and good at thinking up new and surprising designs and effects, will quickly sense the immense possibilities implicit in the present vogue for this old and well beloved material.

When one considers the wide range of current uses for ribbons and the insistent demand for many types of ribbons occasioned by new modes in hats and dresses, it would seem that the dry goods dealer of most any small city or town could easily enough work up a special ribbon sale whereby it should be possible to attract the attention and crystallize the ribbon wants of many shoppers.

If your ribbon stocks are depleted, replenish from the nearest house at the earliest opportunity. You cannot meet the local demand for ribbons unless you have the merchandise. And you cannot answer the call for the new types of ribbons unless you have them on hand.

But once you have the stock in sufficient volume and range of widths, colors, and sorts, it is easy and simple enough to suggest their uses to the women of your community.

On the basis of the new and multiplex ribbon demands for the current season every dry goods dealer ought to put on special activities in his ribbon department. . . . Frank Fenwick.

### Annual Report of Remarkable Organization.

Gand Rapids, July 24.—It is with much pleasure that I enclose the thirty-fifth annual report of your Association for the year ending June 30, 1923. This report, as you will notice, shows that we have total resources of \$4,951,563, as compared with \$4,121,560 a year ago, an increase of \$830,000 which is the largest one year's increase in the history of the Association.

During the year we have made 513 mortgage loans, amounting to \$1,554,864, as compared to 342 loans for \$1,003,190 for the preceding year, which was a record year. After deducting expenses, taxes and the amount required by the State for "Legal Reserve," our surplus or profits set aside for the maturity of our shares amounts to \$683,013, a gain for the year of \$71,860.

We have had many requests from our members and others for some form of investment which would pay an income and for savings shares which would mature in a shorter time than our regular 15c per week shares. To meet these demands, and in their usual spirit of service, your directors have authorized what we designate as full paid dividend shares which are issued in multiples of \$100 and pay a semi-annual earning of 2½ per cent.

These have proven very popular, as in less than five months we have in force \$132,045. These can be withdrawn at any time and are practically the same as a bank certificate of deposit except that they pay a higher rate of interest and have to be in effect only three months to draw earnings.

The directors have also authorized what we designate as Series "B" Stock. The weekly payment on this class of shares is 25c and they will mature at \$100 in about six and one-half years. We have only just started issuing these shares, but we believe that they will prove very popular with those who wish to make a larger weekly payment and get a quicker maturity.

Notwithstanding the large increase in our receipts we are still unable to meet the demand for loans from aspiring home owners and are compelled to turn down many worthy applicants. Home ownership should be encouraged, as it makes for a better citizenship and a better city, but as we can only lend to the extent of our receipts, the good that we can do is limited by the amount our members save.

If every member would induce one friend to join his Association it would mean much in helping us to make "Grand Rapids a better place to live."

Many persons have small sums of money hidden away. This is not only dangerous but is unpatriotic, as every dollar not immediately needed should be a working dollar. These small sums individually can do very little, but combined with others in our shares will enable us to help someone own a home.

Try to dig up some of these idle dollars and put them to work in your Association.

Charles N Remington, Pres.  
Grand Rapids Mutual Building and Loan Association.

## Roth Body Co.

BUILDERS OF SPECIAL

## Motor Truck BODIES

"Any style body for any make truck"

2048 DIVISION AVENUE, S.  
Citizens 31072

## 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.

Will sell complete stock of general merchandise, located in one of the best small towns in Southern Michigan. Owner wishes to retire. Doing an excellent business. Address No. 262, c-o Michigan Tradesman. 262

For Sale—General store, small town North East South Dakota. No competition. Stock \$15,000. Can be reduced half in thirty days. Fixtures belong to building. Cheap rent. Sickness reason for selling. Address No. 263, c-o Michigan Tradesman. 263

For Sale—By owner, grocery store, stock, and residence in Dowagiac. Good business. Good reason for selling. Address No. 264, c-o Michigan Tradesman. 264

Fixtures Wanted—What have you in good store fixtures for sale. A. L. Redman, Olney, Ill. 265

For Sale Or Rent—Furnished cottage on Lake Mitchell, four miles from Cadillac. 125 ft. lake front. T. R. Graham, Cadillac, Mich. 266

Wanted To Buy—Saginaw auto camp trailer. T. R. Graham, Cadillac, Mich. 267

Wanted—First-class grocery man to manage grocery in large department store. Must be capable of earning \$25 to \$75 a week on commission. If you cannot make good wages for yourself on commission, couldn't make any money for me on salary. Box 37, Pigeon, Mich. 268

MICHIGAN DRUG STORE FOR SALE—Established forty years. Reputation the highest. Excellent business, in a fine village, fifteen miles from Jackson. No opposition within radius of ten miles. Owner just died. Stock invoices \$5,000. Doing \$12,000 business a year. Two-story building and stock for sale at \$4,000. Address Mrs. Edna L. Tenney, Hanover, Mich. 269

For Sale Or Exchange—Best jewelry store in the best town in Michigan, for the price. Will take good real estate. For your inspection. C. F. Allen, Elsie, Mich. 270

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. 271

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. 276

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 J. Snyder, 410 W. Chestnut St., Albion, Mich. 279

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

For Sale—Wholesale and retail flour, grain and feed business, large warehouses, office and tracks, and stock of goods on hand. Will pay to investigate. A. G. Niles, 211½ Huron Ave., Port Huron, Mich. 261

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 furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

### CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

For Sale—\$7 foot frontage on main street, 180 foot frontage on side street. Fine maple shade on side street. Store building 22x100 feet occupied as feed store. Small store building on corner which is used for millinery store. Large horse shed, room for four teams. This is the best location in the city. Price \$7,000. Stock in store consists of flour, feed, hay and groceries. Will invoice \$2,000 to \$3,000. Address No. 208, c-o Michigan Tradesman. 208

For Sale To Close An Estate—Creamery building and equipment at Harbor Springs, Michigan. Terms given if desired. G. N. Goulds, Administrator, Harbor Springs, Michigan. 142

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

For Sale—Restaurant and ice cream parlor. Everything new. \$800 profit last month. Reasons for selling. Address No. 255, c-o Michigan Tradesman. 255

EXCHANGE—I have 120-acre farm, good soil and buildings, close to Jackson, Mich., which I wish to trade for merchandise. A. Imerman, 4716 W. Warren Ave., Detroit, Mich. 256

For Sale—Jewelry stock and complete fixtures in modern brick building. Low rent. Good location. Cash price \$1,000. Special inducement to watch maker who will locate permanently. Frank S. Smith, Ewart, Mich. 258

For Sale—One of the best grocery and meat markets in the State. Average yearly sales for past five years, \$121,193. Up-to-date equipment, ice machine, refrigerator counters, latest scales, etc. Under same management past twenty-two years. Best of reasons for selling. If interested, address No. 259, c-o Michigan Tradesman. 259

For Sale—Good, going, fully-equipped restaurant, town of 35,000, located in down town district. Gets best class of trade. Good lease on building. Write A. G. Niles, 211½ Huron Ave., Port Huron, Mich. 260

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

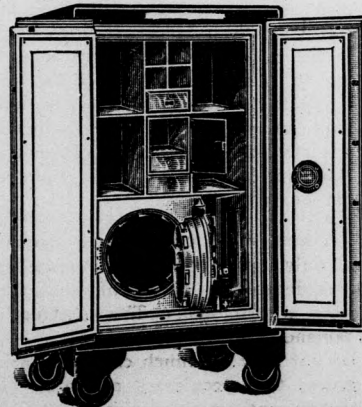
## GRAND RAPIDS SAFE CO.

Dealer in

## Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.



Grand Rapids Safe Co.  
Grand Rapids, Mich.

### Perpetual Peace a Hopeless Case.

Grandville, July 24.—\$100,000 for peace plan.

Looks like easy money doesn't it? Well, it is like so many other easy propositions which fail to work out in the long run.

One-half of this sum is to be paid when the individual or organization presents the best practical plan by which the United States may cooperate with other nations in the attainment and preservation of world peace.

Simple proposition indeed. Another \$50,000 to be paid when the practicability of the plan has been demonstrated.

What a chimera the whole thing is! How, let me ask, is any conclusion to be arrived at which fixes world peace from now on forever? There are not wise brains enough in all the world to fix upon any such plan, since world peace is a question to be determined at different times, under differing conditions, and in the presence of stubborn difficulties which no bargain however strongly forged can withstand.

It is simply foolish to count on any plan, however wise and seemingly altruistic, which will stand the test of strain which is sure to come against it. Edward Bok is a very fine gentleman and, no doubt, has the peace of the world at heart, and yet twice an hundred thousand dollars will not lay a single stone in the pyramid of universal peace.

What cannot be done will not be done and there's an end of it. Human nature is the same to-day, to-morrow and for all time. War is as natural as cock fights and will continue on and on indefinitely. We have witnessed the power exerted by a "scrap of paper," legally and duly signed and agreed to by several great powers of the world. That bargain leaning toward world peace was soon followed by the greatest cataclysm in the history of the world.

Is there anybody so green as to imagine that Germany will forgive and forget the Ruhr and its attendant irritations? Ordinary folks know she will not, and another war is as inevitable as that the sun will shine to-morrow.

Even should there be an individual or a company of them, keen enough to deceive the committee who has this reward in charge into imagining that a way out has been found from all future wars, it will be wholly out of the question to demonstrate the practicability of the plan. Since this cannot be done, why indulge false hopes in advance?

War is as much a part of original sin as was human slavery. To be sure we abolished slavery, but at the expense of a long and bloody war. The outcome was worth what it cost, perhaps, and yet there is something new coming up all the time to renew old quarrels, to roil the soul of man and fit him for renewed activity in the field of strife.

The Turk in Europe is a potential cause for another world quake.

There are wrongs to be righted which will never be made straight without recourse to the rifle and the blade. Not all the bargaining in the world will hold the peace of the world continuously. That is as impossible as it is at present for man to fly to the moon.

It may safely be predicted that Mr. Bok will never be called upon to pay the sum he has offered for world peace. It is a good advertising stunt, no doubt, but as to there being any virtue in it such an idea is supreme nonsense.

Some things are past finding out. The Scientific American we understand, has offered to pay \$5,000 for proof of the return of disembodied spirits.

Although millions belong to the cult which proclaims that spirit forms do return to earth and talk with man in the flesh, this offer of the Scientific

American has never been claimed; nor is it likely to be.

There are satisfied seekers after the unknowable, and always will be, but the proof. Aye, there's the rub.

Another stunt has been started proclaiming that millions of people now living will never die. Somewhat startling, if true. But is it true? Would the offer of a big sum of money for proof that this is a fact facilitate matters in the least? Hardly, and the fact that there is no way of proving world peace can be made permanent militates against this absurd offer made by Mr. Bok.

There is a spirit in man, an antagonistic spirit, if you please, which ever rises in resentment when a neighbor treads on his toes. The letting loose of a flock of long-legged chickens into an adjoining garden frequently breeds bad blood and makes enemies among even the most docile. This feeling is that which engenders war, and will exist as long as the world stands.

The human race will have to be made over into a race of angels before Bok's prize offer will find takers. No more war.

What a blissful condition that would be, and yet the whole race would become mollicoddes, and life would be a droning existence hardly worth considering.

The fighter is the man who wins every time. The nation which is ready to meet an enemy on the battle field is the nation that scores, and whose people work out human problems in a satisfactory manner.

As a piece of rare artlessness, this act of Edward Bok is worth considering, but that there will ever be an awarding of that money is highly improbable.

We should take the world as it is, not as some dreaming humanitarian would like to make it. Old Timer.

### Rubies Return to Favor.

One of the interesting possibilities of the precious stone trade at the present time is the return of rubies to favor. In the smaller sizes they have been taken for use in flexible platinum bracelets and of late there has been some inquiry in the high-grade trade for large rubies. One inquiry told of was for two fine rubies of from 6 to 7 carats in size, but they could not be found. Could they have been located, it was said, by an expert on gem matters, they might easily have brought \$100,000 if of the pigeon-blood variety.

"When rubies really come back," the expert in question continued, "they will be found to be by far the most expensive gems of all, and the prices that fine stones will bring will literally stagger the imagination. A fine two-carat ruby, for instance, might easily sell for \$15,000 if competition for those stones were as keen as that which now exists for sapphires and emeralds. Many gem men will join me in saying that fine rubies are the scarcest precious stones in the world, and that there is nothing to take their place. Even now a fine four-carat ruby is worth more than an emerald of similar quality and size, although the popular understanding is that emeralds top the list of costly gems."

Cheese—The consumptive demand is only fair. Stocks in storage are considerably in excess of what they were a year ago. The speculative demand has kept the prices up. We do not look for much change in price unless the speculators refuse to pay the present extreme prices.

### Appreciation of the Late Charles P. Limbert.

Chicago, July 24.—In reply to your letter of July 18, would say that you have asked me to do something that is entirely beyond my capability.

In an offhand way I could say many things in appreciation of my life long friend, Charlie Limbert, but to put this into print and sign it would be very embarrassing, as literary ability is something that I lack.

It seems strange to me that with all the literary lights in Grand Rapids and the fact that Mr. Limbert lived so many years in Grand Rapids there isn't somebody who not only can but would be anxious to write a fitting obituary of his life. He certainly was a wonderful man and a rare friend. I had the good fortune to have known him in a personal way outside of business. I have fished with him and hunted with him and found him a true sportsman and the most companionable of men. He had an innate appreciation of the beautiful and what is more he had a keen conception of workmanship. This is well illustrated by the fact that whatever he had for his own personal pleasure or use, whether it was a horse, an automobile, a gun, a fish rod, a boat, chickens, flowers or vegetables, they were always of quality and the best that could be had. He dearly loved his home and his wonderful grounds. He surely was a great lover of birds and flowers and no man who loves flowers and birds can be anything but what is good. I am sure that all those who came in contact with him were better for having known him.

—Geo. F. Clingman.

### Kalamazoo Travelers to Picnic at Delton.

Kalamazoo, July 24.—The annual picnic of Kalamazoo Council, United Commercial Travelers, will be set in the pavilion. Ice cold Creek Travelers at Baker's Resort, Crooked Lake, Delton, Saturday, August 4.

Transportation will be provided to local members and their families and friends. Automobiles will leave the Odd Fellows' temple at 8 o'clock in the morning and will return with the picnickers in the evening.

This is to be a basket picnic and all members will bring their own picnic service. Tables will be furnished and in case of rain, the tables will be set in the pavilion. Ice cold lemonade and hot coffee will be served free.

A matched ball game between Kalamazoo and Battle Creek councils will take place at 10:30. There will also be a quoit pitching contest and a tug-of-war between the two councils. Running races, swimming races and many other sports are being planned by the committees and valuable prizes will be given winners. The bath house and pavilion will be open free to the picnickers.

Travelers who intend to go to the picnic are to notify some member of the committee, composed of R. W. DeLand, G. W. Stannard and G. L. Greene.

### Calls Produce Sales.

A typewriter corporation was dissatisfied with a salesman's results and it offered to pay him five cents a call—not an interview, but merely a call.

He accepted and started out to open office doors and asked, "Want to buy a typewriter?"

He made eighty calls a day and a yield of nine sales in the first month.

He kept on and his sales now average thirty a month.

He established the call habit and the few sales he made at first taught him how to turn a mere door opening into a productive interview. Of course the reason why he sells thirty

machines a month is because he calls on more than thirty prospects.

Sales are not made by hanging around the hotel office or in one's room or at a railway station.

The one sure-fire way to get business is to go after it.

### Hides, Pelts and Furs.

Hides.	
Green, No. 1	07
Green, No. 2	06
Cured, No. 1	08
Cured, No. 2	07
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 50
Horse, No. 2	2 50
Pelts.	
Old Wool	1 00@2 00
Lambs	25@ 50
Shearings	10@ 20
Tallow.	
Prime	@5
No. 1	@4
No. 2	@3
Wool.	
Unwashed, Medium	@40
Unwashed, Rejects	@33
Unwashed, Fine	@42

### Rare Treat in Store for Tradesman Readers.

The issue of next week will complete the fortieth publication year of the Michigan Tradesman. The event will be appropriately celebrated by the largest and most comprehensive special edition the Tradesman has ever issued. Extra copies can be obtained at the publication office for 25 cents apiece.

J. J. Berg, Pitkins & Brooks representative, has purchased a new Studebaker Six Sedan of which he is justly proud and July 31, he will start from his summer home at Baptist Lake for a Northern trip, stopping at Cadillac, Traverse City, Charlevoix and Petoskey. Mr. Berg will be accompanied by his wife, their daughter and son-in-law, Mr. and Mrs. John L. Shireling.

He who reigns within himself, and rules passions, desires and fears is more than a King.

Tax Free in Michigan

**GRAHAM & MORTON**

Transportation Co.

First Mortgage 6% Bonds

To Yield

6½%

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

**Howe, Snow & Bertles, Inc.**

Investment Securities

GRAND RAPIDS  
New York Detroit

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

### Mary J. Field Company

Grand Rapids Representative

### Auto Owners Insurance Company

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514-515 Widdicomb Bldg.

Citz. 65440



## 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

# WHITE HOUSE COFFEE

THE BEST LIKED COFFEE SOLD  
BY ANYBODY ANYWHERE



1-3 AND 5 LB. CARTONS ONLY

BOSTON DWINELL-WRIGHT CO. CHICAGO

More Good Things are said about  
WHITE House Coffee than of any  
other brand on the market. And  
that's TRUE.

Complete and perfect satisfaction  
attends upon the regular use of  
WHITE House Coffee.

Distributed at Wholesale by

## JUDSON GROCER CO.

GRAND RAPIDS, MICH.



## Look Out for Him, He'll Bear Watching

Whenever you run across a man who  
brands all business men as thieves and  
liars, you'd better play safe and make  
him pay cash.

You bet you had. We never knew  
a man who was suspicious of every-  
thing and everybody, who wasn't a  
good man not to do business with.

We have said it before and we say  
it again, there are other safes made  
just as good as ours but none any bet-  
ter. If therefore you need a safe—  
and if you haven't one you certainly  
do—we should like mighty well to  
tell you all about our safes, how they  
are made, what they are made of and  
the prices we can offer you.

Dropping us a card to-day asking for  
this information will place you under  
no obligation to us. Will you do it?

### GRAND RAPIDS SAFE CO.

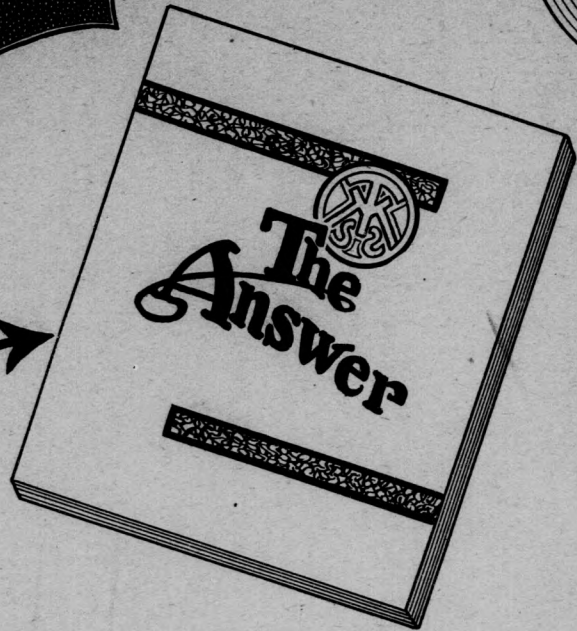
Tradesman Bldg.

Grand Rapids, Michigan

# Kelly Service

## The Midsummer Slump

*and* →



This book, "The Answer," pictured above, tells you in detail about Kelly Service; will answer requirements for greater immediate business, cleaning up summer goods at a profit; for a more rapidly growing sales volume; for methods that will keep you supplied with sufficient liquid capital. It will be furnished with other details of our proposition upon receipt of the coupon filled out—no obligation to you.

Regardless of the difficulties you face—no matter how impossible you think it is to build up your business—Kelly Service will solve your problem with a clean selling campaign.

This campaign will be operated under your name entirely, with full control of marking prices in your hands and all advertising and methods used subject to your O. K.

Thousands of merchants are enjoying the full benefits of Kelly Service—clean stocks, ready cash and more business as a result of the splendid manner in which our Serv-

ice Department is taking care of our clients without any charge whatsoever.

This twelve months' free service includes mats, cuts, copy, lay-outs and every sort of help that could be desired.

Put your best foot forward towards a bigger and better Fall and Winter business by getting full details of Kelly Service at once.

T. K. KELLY,  
KELLY SERVICE,  
MINNEAPOLIS, MINN.

Dear Sir:

Please forward your book "The Answer" and full details of your proposition—no obligation to me.

SIZE STOCK..... KIND.....

AMOUNT DESIRED SOLD.....

NAME .....

TOWN..... STATE.....

**T. K. KELLY SALES SYSTEM**  
MINNEAPOLIS · MINNESOTA  
U. S. A.