

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 8, 1923

Number 2081

## AN OVERWORKED ELOCUTIONIST

Once there was a little boy, whose name was Robert Reece;  
And every Friday afternoon he had to speak a piece.  
So many poems thus he learned, that soon he had a store  
Of recitations in his head and still kept learning more.  
And now this is what happened: he was called upon one week  
And totally forgot the piece he was about to speak.  
His brain he cudgeled. Not a word remained within his head!  
And so he spoke at random, and this is what he said:  
"My Beautiful, my beautiful, who standest proudly by,  
It was the schooner Hesperus—the breaking waves dashed high!  
Why is this Forum crowded? What means this stir in Rome?  
Under a spreading chestnut tree, there is no place like home!  
When freedom from her mountain height cried "Twinkle, little star."  
Shoot, if you must, this old gray head, King Henry of Navarre!  
Roll on, thou deep and dark blue castled crag of Drachfels,  
My name is Norval, on the Grampian hills, ring out wild bells!  
If you're waking, call me early, to be or not to be,  
The curfew must not ring to-night! Oh, woodman, spare that tree!  
Charge, Chester, Charge! On, Stanley, on! and let who will be clever!  
The boy stood on the burning deck, but I go on forever!"  
His elocution was superb, his voice and gestures fine;  
His schoolmates all applauded as he finished the last line.  
"I see it doesn't matter," Robert thought, "what words I say,  
So long as I declaim with oratorical display."

Carolyn Wells.

Public Reference Library  
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# HEKMAN'S

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

GROCERS—Every Hekman customer  
is a continuous repeat order buyer.  
Quality tells in baked goods.



*Hekman Biscuit Co.*  
Grand Rapids, Mich.

## PRIZE-WINNERS!—

The Fleischmann Yeast-for-Health Contest offered \$5,000 in prizes, ranging from \$1000 to \$10.

Your customers can't win them all, but every one of your customers will want to know about them and read our announcement of the prize-winning stories.

Get behind the Health contest and help put it over big.

**THE FLEISCHMANN COMPANY**

Yeast

Service

# WHITE HOUSE TEA

"JUST AS GOOD AS WHITE HOUSE COFFEE"  
IS ITS BEST RECOMMENDATION



PACKED IN 4 OZ. AND 8 OZ. CANISTERS

BOSTON DWINELL-WRIGHT CO. CHICAGO

A real surprise and delight  
for folks preferring tea for a  
table beverage.

## NEVER DISAPPOINTS

Hundreds of enterprising grocers are adding  
this superb tea to their stocks—to the delight  
of appreciative customers.

**LEE & CADY—Detroit**

Wholesale Distributors of  
Dwinell-Wright Co.'s Products

## This is an excellent year

Fruits are plentiful and unusually  
good this year. Hundreds of thou-  
sands of women will put up many jars  
of jams, jellies and preserves.

These women will require sugar,  
jars, fruit and other preserving ma-  
terials in quantity. It is logical to ex-  
pect that the majority of their pur-  
chases will be made from grocers who  
tie up their stores with our national  
**SAVE THE FRUIT CROP** campaign  
on Domino Granulated Sugar.

Make sure that you get your share  
by displaying and suggesting the **SAVE  
THE FRUIT CROP** idea at every  
opportunity.

**American Sugar Refining Company**

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown;  
Golden Syrup; Cinnamon and Sugar;  
Sugar-Honey; Molasses

## Better Biscuits—Better Business

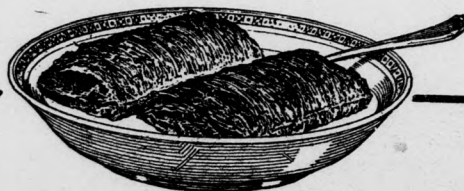
That is our slogan for 1923—and that means larger  
sales of

## Shredded Wheat Biscuit

and bigger profits for our distributors. We didn't  
think it possible to improve the Biscuit, but we  
have made factory changes that insure even higher  
and more uniform quality—nothing so deliciously  
nourishing as these crisp oven-baked shreds of  
whole wheat. Our advertising plans for 1923 are  
more extensive and far-reaching than ever. We  
expect to make it a red-letter year in the history of  
this business. Will you help us?

MADE ONLY BY

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





# MICHIGAN TRADESMAN

GRAND RAPID  
PUBLIC LIBRARY

Forty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 8, 1923

Number 2081

## MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

### Subscription Price.

Three dollars per year, if paid strictly  
in advance.

Four dollars per year, if not paid in  
advance.

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payable invariably in advance.

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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.

### PRICE STILL AN OBJECT.

Some kinds of mercantile business are already in full swing for Fall and others are ready for it, while the stage has been set to provide for next Spring's requirements. As has hitherto been shown, the problem for the coming season is a much simpler proposition than for the one ahead of it. Values in most lines have become fairly well stabilized, and no big labor crisis is impending except, possibly, in the coal industry. By the method of buying in vogue, as few risks as possible are taken, and an effort is made to take advantage of any softening in prices that may occur. So far as consumer buying is concerned, there is yet no evidence of any abatement in demand or of resistance to present levels of market values. It is, however, realized that conditions, more than ever before, call for smaller profit margins and a more rapid turnover to even up things. This indicates the need for merchandising rather than mere selling, and salesmanship instead of order taking. Most merchants have learned this lesson by this time and are acting accordingly. The experienced ones will go on with their business keeping down expenses and applying efficient methods, offsetting losses in some directions by gains in others, and realizing that success does not mean necessarily a profit each day or week. Even a loss in any one season need not indicate a ledger entry in red ink at the end of a year's operations.

It is noted that jobbers, as a whole, are rather optimistic than otherwise concerning the immediate outlook. They profess that there will be no difficulty in disposing of a satisfactory quantity of goods, provided the price is right. They have been sparing of reorders, after light initial purchases in many instances, because they think it will pay to wait, and they have not been pushed by retailers demanding early deliveries. The

latter, in fact, have gone more into sampling than purchasing, in order to get a line on what will be attractive to consumers. It is upon the latter, after all, that the structure of mercantile business rests. There seems to be no lack of purchasing power so far as they are concerned. The only uncertain factors are how much they are willing to spend and on what. The needless number of automobiles which are bought, many of them on instalments, and the amounts spent on diversions of one kind or another are reckoned as elements detracting from the purchase of articles for personal and household use. But, thus far, their influence has not been as marked as was expected. Buying in the stores continues in fair volume, considering the season, and it is quite varied. Women, however, remain the best customers because of the style changes, while men are inclined more to stint themselves. But the buying at retail follows the lines of that at wholesale to the extent that it is cautious rather than prodigal and that price is an object while quality is not neglected from consideration.

### TRUTH-IN FABRIC ABSURDITY

No opponents of the absurd truth-in-fabric legislation have been as intelligently effective as the Carded Woolen Manufacturers' Association. It has demonstrated that enactment of the proposed law would be of no public advantage, that it would be impossible of operation and that it would be an aid to fraud. Going a step beyond this, also, the Association has undertaken to convince the wool growers that it would not be to their advantage. Apparently this last point has penetrated the consciousness of the wool growers, because their Wyoming organization wrote recently to the carded woolen people inviting a representative to attend an annual convention at Rawlins and make an address on the proposed law. In response, Edward Moir, President of the manufacturers' body, sent a letter regretting the inability of having the representative go there, but making a few suggestions of a practical nature. One of these applies to the impossibility of making workable a truth-in-fabric law with regard to woolens. It appears that Wyoming has had such a law on its books for two years. This makes it a penal offense to sell in that State any cloth, fabric, garment or article of apparel containing wool without having a conspicuous label on it showing the percentage of re-worked wool contained in it. Mr. Moir advises that a test case brought before the Wyoming courts under the law mentioned. He knows, and so do they, that no conviction could be had because there is no test which will determine whether

a cloth is made of virgin or re-worked wool or a mixture of the two. This is exactly what would happen should a Federal law be enacted on the subject. Mr. Moir also invited the Wyoming wool growers to send on any criticism they could make of the Carded Woolen Manufacturers' Association arguments against the proposed Federal legislation. He is an optimist if he expects a response.

### UTOPIA NOT HERE YET.

One result of the enquiry, begun under the auspices of the Department of Commerce, on the cost of the distribution of commodities may be a better understanding and co-operation between wholesalers and retailers. This will be to the advantage not only of the parties mentioned but to the public as well. There are some who look to a Utopia where the producer deals directly with the consumer, but a little reflection will show how hopeless this is, in most instances, in community existence as complex as the present. In some small towns a few commodities, such as the products of near-by truck farms, are sold direct to households. But most things, and manufactured ones especially, cannot thus be dealt with. There are usually good and sufficient reasons why certain kinds of goods are made to best advantage in certain localities, just as some crops do better in some sections than in others. Not only have processes to be gone through before finished products are turned out, but transportation has to be provided to enable these to reach consumers. Financing of the various operations must also be attended to. These and other steps in manufacture and distribution, to the end that goods shall be where and when they are wanted and in adequate volume to provide for needs, call for the employment of intermediaries who must be paid for their services and the risks they assume. The system in operation is the result of experience, and no adequate substitute for it has yet been suggested. To make it more efficient and less costly, if possible, is worth the effort.

### BUMPS AT RAIL CROSSINGS.

Here is a cheap and simple way to reduce, if not prevent, collisions between trains and motor cars: In the road at every grade crossing place a series of bumps or "thank you mam's" so severe as to compel a vehicle to go slowly, or, if it does not, to disable the car before it reaches the track, and milder warning bumps, a sufficient distance away. All drivers who know that such a device is ahead of them will slow down, unless drunk or crazy. For those there is no remedy, but to disable the car.

### PAGE DR. COUE.

The sunshine spreaders are back on the job. During the past week many of them landed with both feet. Everything now points, they say, to a tremendous boom in the fall. The only reason there was any slackening in activity this summer was because a few business hypochondriacs began to imagine something was wrong, and succeeded in making their friends and neighbors nervous. It all grew out of their reading about this business cycle folderol. That is dangerous stuff. If the people believe that we have recurrent periods of depression we are of course, bound to have them, and so there we are. But there is a sure cure. Let every one soft pedal about things having moved too fast, and get busy "talking things up." Devise new slogans and revive old ones based on the idea of "full speed ahead." One prominent and highly respected financial concern has apparently been influenced by this idea of the business situation sufficiently to subscribe to the view, in one of its recent circulars, that business men have "simply thought prosperity temporarily out of existence." This may be correct. It is to be hoped that the matter is as simple as that, and that the low price of wheat, the labor stringency, and the Ruhr deadlock overseas have had nothing whatever to do with the situation.

### HIGH PRICES FOR CORN.

The advance of corn to 90 cents has not attracted nearly so much attention as the decline of wheat below a dollar, but it is not without its significance from the viewpoint of the welfare of agriculture. Of course, the advantage to be derived from the high price of corn is somewhat offset by the fact that the farmers just now have very little corn to sell, whereas they have much wheat for which they cannot get more than 80 or 85 cents on the farm. It may be remarked in passing that the advance in the price of corn has come in spite of the much-discussed Future Trading Act, whose capacity for either good or evil appears to have been greatly exaggerated by its defenders and its critics. Press dispatches last week carried the story of a nice little squeeze of the Chicago traders who were short of corn by some of the large operators. Supervision of trading by the Government was no hindrance in that case. Moreover, there is little likelihood that the Department of Agriculture, which has charge of the execution of the act, will do anything to arrest operations which tend to boost the prices of farm products, and recent operations in corn have been on the bullish side.



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 31—On this day were received the order of reference and adjudication in bankruptcy in the matter of Holland Foundry Co., Bankrupt No. 2310. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a corporation located at Holland and doing a general foundry business. The matter is an involuntary one and the schedules of the bankrupt have not been filed. Schedules have been ordered filed. When the same are in court a list of the creditors will be given here, as well as the date of first meeting named.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Bror Emil Nystrom, Bankrupt No. 2322. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the village of Spring Lake. The occupation of the bankrupt is not indicated in his schedules. Funds have been ordered by the court as indemnity for expenses of the first meeting, and upon the payment 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:

Sparta State Bank, Sparta	-----\$151.54
John Simons, Lake City	-----360.00
Dr. C. Mulder, Spring Lake	-----26.00
Copewell Horse Nail Co., Hartford	-----54.26
Shadbolt & Boyd Iron Co., Milwau-	
kee	-----35.52
Sherwood Hall Co., Grand Rapids	-----47.25
E. B. Adams Sons, Racine	-----10.28
A. W. Shaw Co., Chicago	-----5.00
E. E. Parker, Grand Rapids	-----8.50
Piston Service Co., Grand Rapids	-----13.34
A. D. Kimball, Chicago	-----82.28
A. A. Johnson & Co., Sparta	-----17.75
D. J. Johnson, Sparta	-----10.50
R. M. Hollingshead Co., G. R.	-----22.16
Frank N. Rinchart, Sparta	-----9.92
Blodgett Hospital, Grand Rapids	-----22.50
Dr. J. E. Foshee, Grand Rapids	-----55.00
Roehm & Davison, Detroit	-----5.00
Michigan Accessories Co., G. R.	-----4.28
B. G. Round, Sparta	-----20.00
Western Distributing Co., Chicago	-----14.00
George Schwab, Spring Lake	-----19.23
Tribune, Grand Haven	-----4.00
Wepple Mach. & Tool Co., Chicago	-----145.00

Aug. 1. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Michael G. Collins, Bankrupt No. 2323. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Lowell and is a traveling salesman by occupation. The schedules of the bankrupt list assets of \$250, all of which is claimed as exempt to the bankrupt, with liabilities of \$1,325.04. The court has written for funds and the same have been furnished, therefore the first meeting has been called for Aug. 7. A list of the creditors of the bankrupt is as follows:

Friedman-Spring Co., G. R.	-----\$ 65.00
Boston Store, Grand Rapids	-----48.00
A. J. Klassen, Grand Rapids	-----34.00
Hammer & Cortenhof, G. R.	-----19.00
Dr. Paul Miller, Grand Rapids	-----108.69
Dr. William Hyland, Grand Rapids	-----75.00
Dr. John Whalen, Grand Rapids	-----10.00
Dr. W. F. Birss, Grand Rapids	-----5.00
Dr. John Rogers, Grand Rapids	-----5.00
Blodgett Hospital, Grand Rapids	-----85.00
J. B. Roche, Grand Rapids	-----70.00
Engelhardt Grocery, Grand Rapids	-----85.00
Pope & Heyboer, Grand Rapids	-----37.00
Prange & Co., Grand Rapids	-----40.00
Howard Severance, Grand Rapids	-----35.00
C. J. Litcher Co., Grand Rapids	-----529.00
Valley City Coal Co., G. R.	-----67.00
Watson Fuel & Supply Co., G. R.	-----7.35

Aug. 1. On this day was held the final meeting of creditors in the matter of Francis Mapes, Bankrupt No. 2204. There were no appearances. The trustee's final report and account was approved and allowed. Additional claims were proved against the estate. The bill of the attorney for the trustee was considered and approved. An order was made for the payment of administration expenses and the balance of the funds on hand paid toward the taxes, there being no funds for the payment of any dividends to creditors. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned without date. The case will be closed and returned.

Aug. 3. On this day was held the special meeting and sale of assets in the matter of Freedman & Horwitz, Bankrupt No. 2298. The trustee was present in person. The bankrupts were present in person. Additional claims were proved and allowed against the estate. The stock and fixtures, except the cash register and three showcases, upon which there are title reservation contracts, were sold to Paul Nathenson, of Chicago, for \$1,825. An order was made confirming the sale. An order for the payment of administration expenses and a first dividend of 5 per cent. was declared and ordered paid. The special meeting and sale was then adjourned without date.

In the matter of Michigan Motor Transportation Co., Bankrupt No. 2228, the court is in receipt of an offer from Vanden Bosch & Mc Voy, of Grand Rapids of \$1,000 for two of the motor trucks and one motor bus in this estate, all being known as Par Kar. The date fixed for the sale of such assets is Aug.

14. An inventory is on file at the referee's office. All interested should be present at such time and place.

In the matter of Hedden & Son, Bankrupt No. 2205, the trustee has filed his final report and account and a final meeting of creditors will be held at the office of the referee Aug. 16. The trustee's final report and account will be passed upon, administration expenses and preferred claims paid, there being no funds for the payment of any dividends.

In the matter of William H. Spears, Bankrupt No. 1964, the court has received the trustee's final report and account and also has received an offer of \$24,000 made by the European Upholstery Co., of Grand Rapids, for the remainder of the real estate in this estate. Such real estate is situated in Grand Rapids, near Russell avenue, and the P. M. R. R., and is appraised at \$41,420. There are two buildings on the property to be sold. The final meeting and such sale will be held at the office of the referee Aug. 16. An inventory may be seen at the office of the referee or at the Grand Rapids Trust Co., the trustee of the estate. All interested should be present at the time and place named.

### Glove Silk Underwear.

Current bookings in the glove silk underwear department of a prominent house are phenomenal, according to a statement by the manager of the department. Orders received this week equal those booked in the preceding thirty days. The biggest business has been done in the popular-priced line of vests and bloomers. Buyers are apparently convinced that prices in these goods have been stabilized and are ordering freely. At the present rate, according to this firm, there will be a shortage of merchandise in thirty days and spot deliveries will be unknown. The best selling novelty of this concern is a popular-priced vest with an embroidered "motif" hemstitched in, selling at around \$24 per dozen. Decorations of this kind have heretofore been used only in the higher-priced goods. Hand-painted floral designs are used on other models of the same class. This firm announces that hereafter there will be no extra charge for sizes exceeding forty-two inches.

**Freshness First**

THE APPLE a man eats off his own tree—you know how it tastes!

Freshness is what counts, in biscuit as well as in fruit.

Every day gained between oven and table means credit and profit for you. Buy your stock often. We make frequent deliveries. Keep your N.B.C. products well displayed; fresh goods build business and bring repeat orders.

**NATIONAL BISCUIT COMPANY**

**"Uneeda Bakers"**



Sales organization of Fenton, Davis & Boyle, investment bankers, Chicago, Grand Rapids and Detroit, are shown above, about to board their private car for the return journey from Albert Lea, Minnesota, to their various offices, after a two day inspection of the Southern Minnesota Gas & Electric property, located in Southern Minnesota.

The Southern Minnesota Gas & Electric Company serves sixty-three substantial communities in one of the richest agricultural regions of the United States. A few of the important towns served are Owatonna, Geneva, Albert Lea, Wells, Garden City, Vernon Center, Dexter and Brownsdale, including Rochester, Minnesota, where the Mayo Institute is located. Rochester is a city of about 15,000 people and has forty-four hotels. It has a larger floating population daily than its resident population.

The sales organization of Fenton, Davis & Boyle were entertained by the officials of the company at Albert Lea, in the company's modern office building, located in the heart of the city.

The first lien and refunding mortgage 6½% sinking fund bonds of the Southern Minnesota Gas & Electric Company are now being offered to the public by Fenton, Davis & Boyle.



## MEN OF MARK.

**W. A. Reed, Manager Lake Odessa Canning Company.**

Life may be compared to a fallow field. With rare exceptions, all have equal access to its possibilities. Broadly speaking, the physical equipment with which everyone begins cultivation of the soil of existence is the same. All babies look alike except to the discerning eyes of their mothers. The human brain contains such enormous potentialities that the most striking difference between individuals are insignificant in comparison with what all possess in the way of mental energy. Some notion of what this means may be gathered from the fact which science makes known to us that a cubic millimeter of the tissue of the brain contains energy equivalent to a million horse power station operating forty million years. The personal differences, therefore, of success and failure, of ambition and sluggishness, of efficiency and stupidity are not the result of lack of power. They grow out of variations in the use of that power. The harvests of the field of life are measured by the amount and intensity of its cultivation.

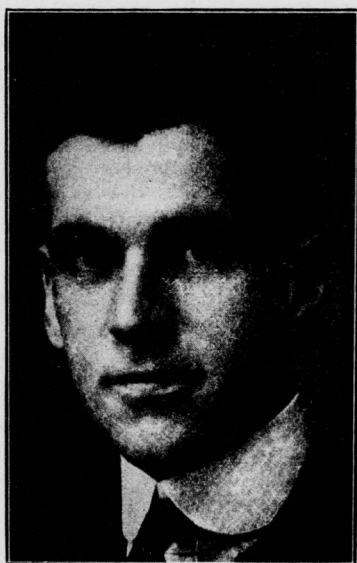
These are simple truths. It seems almost a waste of time to repeat them. But mankind is slow to learn. The most elementary units of knowledge require long and frequent repetition in order to influence thought and purpose. Always it is better to express these truths in terms of concrete examples rather than in academic phrases. The natural process of the human mind is to build up ideas from things rather than from abstract concepts. A single example of a man who embodies in himself the lesson of cultivation of life's possibilities is worth a shipload of precepts and philosophical elaborations.

Such an example is available in the career of Walter A. Reed. He differs from hundreds of other men who come into the fallow fields of life at the same time as he, because he applied intensive cultivation to its possibilities. At the outset he was the same as they in every essential element of human nature.

At school he was not conspicuously more intelligent than the average run of school boys. That is to say, he was healthy, normal, fond of sport, and interested in the things which engage the imagination of youth. The quality which distinguished him in the class room was the habit which he displayed of wanting to know thoroughly the material of every lesson. He made it his business to understand—which is only another form of mental cultivation—and he carried this habit into the business world.

Walter A. Reed was born on a farm near Lake Odessa July 3, 1891. His father was of English descent through a long chain of Yankee ancestors. His mother was of Scotch-Irish descent. He worked on the paternal farm until 18 years of age, when he devoted three years to attending the public schools of Lake Odessa. He then came to Grand Rapids and put in a year at Central

high school, graduating therefrom in June, 1913. For a year thereafter he worked in the Dime Savings Bank of Detroit. He then returned to Grand Rapids and went on the road for the A. J. Brown Seed Co., covering the jobbing trade in all of the states East and South, as well as Canada. In the spring of 1919 he organized the Lake Odessa Canning Co., with an authorized capital stock of \$100,000 of which \$92,000 was paid in. Mr. Reed was elected Vice-President and General Manager and has conducted the business with marked success. The company packs apples and vegetables during the summer and fall and pork and beans in



Walter A. Reed.

the winter. The company also can cider in the fall, which has a large sale. The company markets most of its product in the East, but has some trade in practically every state in the Union.

Mr. Reed was married September 22, 1917, to Miss Uarda Gorsuch, of Muskegon. They have three children—two boys and one girl—and reside in their own home at Lake Odessa.

Mr. Reed attends the Congregational church of Lake Odessa and is affiliated with the masonic fraternity, being a member of the blue lodge at Lake Odessa and Type Council and Columbian Chapter of Grand Rapids.

Mr. Reed owns up to but two hobbies—golf and fishing. He is an active member of the Ionia Country Club and is frequently seen on the golf ground of that famous organization. His piscatorial activities are confined mostly to the beautiful lake which lies at the door of Lake Odessa. He has discovered a kind of bait which ensures him a large catch of blue gills every time he takes his fish pole in hand—so large, in fact, that he frequently has to divide with his friends in order to keep the fish from spoiling on his hands.

Mr. Reed attributes his success to hard work, which is probably true; but along with the hard work goes a native shrewdness and vision which makes that desirable quality doubly effective.

That cafeteria man who is advertising for a slogan might try: "Heaven helps those who help themselves."

## CLERKS

We have been asked by several of our customers why we have failed to say more about clerks. The truth of the matter is we have felt that many employers would resent our talking to their clerks.

Some canvas of the question convinces us that some employers have neglected to train their clerks. We believe the clerk is entitled to this training from the employer and we believe the successful employer is successful because he has helped his clerks to develop to a high point of efficiency.

Many a dealer owes his success to the efficiency of his clerks. Some clerks have outstripped their employers because they have learned to spend spare moments in store betterment.

Many clerks have progressed because of their untiring efforts to learn the principles of good merchandising by a careful study of methods.

Many a clerk has made himself valuable by studying the merchandise he handles from the standpoint of value and not being satisfied to sell goods on the basis of price.

Many a clerk has made his employer's interests so vital that he has increased his employer's business and earned a partnership thereby.

And many a clerk has made his position a stepping stone to bigger things and bigger success because he has put into his position a love of his work and a willingness to work.

Poor clerks are high priced at any salary, but good, conscientious clerks are cheap at good salaries.

It is the desire of our organization to give these live, energetic clerks the benefit of any knowledge we have regarding the merchandise which their employers are selling and to assist these clerks in acquiring all the knowledge they can regarding food values.

**WORDEN GROCER COMPANY**

Grand Rapids

Kalamazoo—Lansing—Battle Creek

**The Prompt Shippers.**



**MOVEMENT OF MERCHANTS.**

Butterfield—Burt Plant succeeds R. A. Williams in general trade.

Douglas—C. Mast & Co. succeeds Derks & Tisdale in general trade.

Ionia—Norton & Stoddard succeed Charles Norton in the grocery and meat business.

Pentoga—The Pentoga Lumber Co. has decreased its capital stock from \$240,000 to \$48,000.

Howard City—H. F. Solomonson has sold his cafe to LaVern Jones, who has taken possession.

Decatur—W. B. Kibbey, former manager of the Bangor Co-Operative Co. store, has opened a general store here.

Ovid—The A. & P. Co. has opened a grocery store here under the management of Lawton Pardee, formerly of St. Johns.

Webberville—L. M. O'Dell has sold his drug stock and store fixtures to Lansing parties whose name we were unable to learn.

Battle Creek—The Toeller Co., operating as Toeller's, department store, has increased its capital stock from \$100,000 to \$125,000.

St. Johns—E. S. Jolly, proprietor of Glynn's Sweet Shop, has sold it to D. A. Schlienz & Co., of Mancelona, who has taken possession.

Kalamazoo—The R. D. Phelps Battery & Tire Co., East Main street, has filed a voluntary petition in bankruptcy. Liabilities, \$4,052.15 and assets of \$218.05.

Ann Arbor—The Ann Arbor Buick Service Co. has been incorporated to conduct a general automotive mercantile business and garage, with an authorized capital stock of \$50,000.

Kalamazoo—F. E. McKinney has resumed the drug business at the corner of Patterson and West streets. The stock and fixtures were furnished by the Hazeltine & Perkins Drug Co.

Muskegon—Clifford Walters has engaged in the drug business at the corner of Grand avenue and Sanford street. The stock and fixtures were supplied by the Hazeltine & Perkins Drug Co.

Detroit—The Anchor Coal & Supply Co., Meyers Road, has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed and \$5,100 paid in in property.

Niles—The Hinor Furniture Co., 11 East Main street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$17,900 has been subscribed and paid in, \$100 in cash and \$17,800 in property.

St. Johns—George H. Chapman, dry goods dealer, is remodeling his store building and making it modern in every detail. New offices, a beauty parlor and rest rooms are being added to the rear of the building.

Kalamazoo—Walter L. Otis has been elected president of the Kalamazoo National Bank to succeed E. J. Phelps, who is retiring after thirty-nine years as head of the Kalamazoo National Bank, which he organized.

Three Rivers—The Yorton Auto Sales Co. has merged its business into a stock company under the style of the Yorton Auto Sales Corporation with an authorized capital stock of

\$25,000, all of which has been subscribed and paid in in property.

Detroit—Bentley, Kennedy & Marks, 935-37 Majestic building, has been incorporated to deal in fuel, fuel products and by-products, as agent, with an authorized capital stock of \$30,000, \$12,000 of which has been subscribed and paid in in cash.

Nashville—Van W. Pendill has sold his interest in the undertaking and furniture stock of Feighner & Pendill, to his partner, Daniel W. Feighner, who will continue the business under his own name. Mr. Pendill will engage in the undertaking business under his own name.

Jackson—Leonard Beffel, 162-64 West Cortland street, has merged his furniture, store and office equipment etc., business into a stock company under the style of Leonard Beffel & Sons, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Hamtramck—The S. & S. Co., 9450 Joseph Campau avenue, mens, womens and children's ready-to-wear clothing, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Muskegon—The Torbeson Drug Co., 117 West Western avenue, has purchased the business block at the corner of Peck and Irwin streets and the residence at 64 West Hamburg street and will remodel the property and open a branch drug store at the Peck street site as soon as the store can be remodeled.

**Manufacturing Matters.**

Detroit—The Hercules Bumpers Corporation, 2821 Brooklyn avenue, has increased its capital stock from \$40,000 to \$150,000.

Albion—The Albion Bolt Co. has purchased the property of the old Gilbert Carpet Cleaning Co. and will erect a modern warehouse.

Detroit—The Nizer Laboratories Co., 3345 Grand River avenue, has increased its capital stock from \$20,000 to \$20,000 and 20,000 shares no par value.

Lakeview—Ralph Langdon, butter maker at the Coral Creamery, has resigned his position and purchased the Lakeview Creamery, taking immediate possession.

Jackson—The Fix-All Metal Co., 336 South Mechanic street, has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,890 has been subscribed and paid in, \$630 in cash and \$1,260 in property.

Trout Lake—C. A. Scharr is erecting a modern candy factory which he expects to open for business about Sept. 1. Mrs. Scharr, who will superintend the manufacturing of the candy, has had fifteen years experience with a prominent Chicago company.

Detroit—The Liberty Welding & Manufacturing Co., 42,000 Grand River avenue, has merged its business into a stock company under the style of the Liberty Welding & Manufacturing Corporation, with an authorized

capital stock of \$15,000, all of which has been subscribed and paid in, \$1,000 in cash and \$14,000 in property.

**Review of the Produce Market.**

Apples—Transparents, and Duchess \$1.50 per bu.; Red Astrachans, \$1.50 @ \$2 per bu.

Bananas—9@9½c per lb.

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

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

Butter—The market is barely steady at the recent advance. Due to weather conditions, the receipts of creamery butter showed some decrease, causing an advance of about 1 cent per pound in the last few days. The fact that there has been no foreign butter of any consequence coming into the country has also caused a tendency towards firmer market. However, it looks as if prices are high enough for the present time, there being better weather conditions in the producing sections. Local jobbers hold extra at 40c in 63 lb. tubs; fancy in 30 lb. tubs, 42c; prints, 42c. They pay 25c for packing stock.

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

Cantaloupes—Turlocks now sell as follows in this market:

Flats ----- \$2.50

Ponys ----- 5.00

Standards ----- 5.50

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

Cauliflower—\$2 per doz. heads.

Celery—50c per bunch for home grown; \$2 per box of 4 doz. bunches.

Cherries—\$3 for sweet and \$2 for Montmorencies.

Cucumbers—Home grown hot house, \$1.20 per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—The market is somewhat steadier and eggs have shown a slight advance due to decrease in the receipts, more particularly in real fancy eggs. There is a fairly active demand for eggs at this time and eggs are reasonably low in comparison with other commodities. Local jobbers pay 23c for candled fresh, cases included.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida sells as follows:

36 ----- \$4.00

46 ----- 4.50

54 ----- 4.50

Green Beans—\$2 per hamper.

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

Green Peas—\$3.50 per hamper.

Honey—32c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

Home grown head, per box ----- \$1.50

Leaf, per bu. ----- 1.00

Lemons—The market is now on the following basis:

300 Sunkist ----- \$9.00

300 Red Ball ----- 8.50

360 Red Ball ----- 8.50

Musk Melons—Osage sell as follows:

11 x 11 ----- \$3.00

12 x 12 ----- 3.50

16 x 16 ----- 4.25

Honey Dew ----- 3.50

Oranges—Fancy Sunkist Valencias

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; \$3.50 for six basket crate.

Onions—Spanish, \$1.75 per crate; Texas, \$4 per 100 lb. bag.

Plums—\$3 per bu. for Burbanks.

Potatoes—Old command 30@35c per bu. New, Virginia are now selling \$6.25 for 11 peck barrel; home grown, \$2 per bu.

Parsley—50c per doz. bunches.

Peppers—Home grown, 75c for small basket containing about 18.

Pieplant—\$1 per bu. for home grown.

Poultry—Local buyers now pay as follows for live:

Light fowls ----- 14c

Heavy fowls ----- 20c

Broilers, 2 lbs. ----- 28c

Radishes—40c per doz. bunches.

Spinach—\$1 per bu. for home grown.

Sweet Corn—45c per doz.

Tomatoes—7 lb. basket of home grown hot house fetch \$1.40.

Turnips—New, 75c per doz. bunches.

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

Whortleberries—\$3 per 16 qt. crate.

**Canned Food Shortage Unprecedented**

A local wholesale grocer states that not in his 'thirty years' experience as a distributor of canned foods has there been such an absolute famine in the staples as at present. "I do not refer to specialties," he said; "but to the lines which are always big sellers. You can start at the top of the list and go down to the bottom, skipping only a few lines like California fruits, for instance, which are in any surplus. In other lines I doubt if the trade actually realizes the extreme scarcity of jobbing and retail stocks. When buying begins again, as it must in time, there is going to a big hole to fill. As goods are being priced so as to sell at attractive prices at retail and as primary markets are almost on a basis of cost of production, it looks to me as if we would see a healthy canned food market this fall and winter."

**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
Shearlings	10@ 20
Tallow.	
Prime	@5
No. 1	@4
No. 2	@3
Wool.	
Unwashed, medium	@35
Unwashed, Rejects	@30
Unwashed, Fine	@42

Charles Maurice Dark, Ed. Ellis and Abe Scheffman are in Detroit this week, attending the annual convention of the National Apple Shippers Association.



### Essential Features of the Grocery Staples.

**Sugar**—Everything points to a great scarcity of refined sugar during September. Stocks in the hands of both retailers and jobbers were never smaller under normal conditions than at present. The same is true of refiners as regards raw sugar. There are only a few hundred thousand tons of raw sugar in Cuba and this is held in strong hands. Retailers can certainly make no mistake in laying in advance supplies on present prices. Local jobbers are holding granulated at 8.90c to-day.

**Tea**—There has been no great change in the market during the past week. The undertone, however, is still quite strong and the consuming demand fair. The main feature of the week has been a steady advance in Congous and a heavy demand. Advances of at least 1c per pound in the large way market already occurred. Good grades of Congous are very scarce. Other grades of black teas are sharing in this activity and there is a good demand for practically the whole line. The balance of the list is firm, particularly Ceylons and Indias; fair demand.

**Coffee**—The market has shown some little strength during the week and all grades of spot Rio and Santos, green and in a large way, show a slight fractional advance. The advance is largely due to the advance of futures based on strong cables from Brazil. Milds are rather soft and easy, without much demand. Mild coffees are ruling on rather a low basis.

**Canned Fruits**—The opening prices of the corporation and Libby were released last week, completing the opening of the larger canners. The buying response has been conservative. Strength is developing in fancy apricots as that grade will be in no surplus. In fact, few canners are seeking new business. Peaches are in indifferent demand for standard yellow clings, but choice seem to be firmer at the source. Cherries are not active. Pineapple is steady, but the undertone is not as strong as formerly as there is more of a willingness to liquidate old goods to make room for new. Apples are steady in standards, but fancy are scarce and firm. Maine blueberries are bought conservatively at opening prices in 2s as well as in 10s. The carryover influences the situation.

**Canned Vegetables**—Local wholesale grocers say that not in their experience has there been as much of a shortage of staples as at present. Everyone, from retailer to canner, has been liquidating to get ready for new packs and there is little left even in hidden places. Stocks at other jobbing centers have been almost exhausted, as a similar demand from the retailer has prevailed. The shortage is not confined to a few specialties, but it includes the staples which are always in demand and are usually in surplus in the form of floating stocks carried over from one season to another. Usually there is a minimum of stocks at this season, but there is seldom such a positive deficit, which only the new pack will remedy.

In filling up this gap in stocks it must not be overlooked that a considerable portion of the new canned foods will be required. Such a deficit in the face of a large pack would mean only an ordinary surplus. If production is not heavy, the balances after contracts with jobbers have been filled will not be such as to leave a large supply for the tail end of the season. Canners look at the market in that light, especially as they contend that the costs of production do not encourage overproduction. The jobbers are not worrying over the future. They have bought in moderate volume and they are still following a conservative policy. It is this attitude which prevents a boom in spots or in futures. Tomatoes have been down to bare floors in both No. 3s and No. 10s. There have been practically no gallons available either from the South or California. Fancy corn is practically unobtainable. There are sufficient standards, which are taken as they are needed. Renewed interest in new standards is noted. Peas favor the canner, although the local trade is not buying at present any heavier than formerly and has not bought to cover its requirements in full. Standards in the large sieves up-State and in Wisconsin are almost impossible to get. String beans are another scarce item.

**Canned Fish**—Fancy pound Columbia River Chinook salmon are in negligible quantity on the spot and primary points have little to offer. Halves are more plentiful and are taken for transient but not much for later use. Alaska fish are merely steady, with moderate spot stocks of pinks and reds and practically no chums. Maine sardines are not freely quoted, as most canners are out of the market until they can catch up with their unfilled orders. California and imported sardines are in seasonable demand. Shrimp is about out and fall pack is being freely booked at \$1.60 for No. 1s, wet or dry. Tuna fish in white meat grades is so scarce that the turnover is limited as new packs are slow in coming in. Blue fin and striped are also less than in normal volume, but the shortage is not so acute.

**Dried Fruits**—The dried fruit outlook is more hopeful, but it is not one to create enthusiasm. There is not enough actual buying of old or new crop to really make a market, the only change being more in the way of sentiment. Jobbers are more willing to consider offerings where formerly they were absolutely indifferent. No doubt some trading in apricots would be going on if the low point of prices a short time ago could be duplicated. At the advances of about 1c over the low there is little attention being paid to them, although one hears the expression that it is now safe to cover on early shipments. The trouble is to get buying started, which is equivalent to making the trade accept Coast postings, that the tonnage is being greatly reduced because of the inability to get sufficient help, the lack of inducement at present prices and the indifferent quality of the fruit which runs to the smaller sizes. Top grades are panning out in

light proportion and such are more firmly held by packers than formerly. The Association is still out of the market. Old crop are not wanted for immediate use except in a normal way. Spot prunes are weak. There is little movement, as the speculative element is lacking and most dealers hesitate to buy ahead because the market for some time has been on a downward course. Spot holdings of California and Oregon fruit are not definitely known and there is a tendency to exaggerate them. California reports a good deal of splitting in new crop, which is cutting the tonnage below the 60 per cent. estimated earlier in the season. New crop, so far, has not sold to any extent on contract. Carryover raisins are here in abundant supply to take care of passing wants since distributors have booked what they will require for the next few months. New crop is not actively offered as the Sun-Maid has not named its opening prices. Peaches and pears were also dull all of the week. Currants are a spot proposition and sell slowly. Citron is firmer, with 2c advances recorded by the leading importers.

**Syrup and Molasses**—The demand for good grades of molasses still continues, although perhaps it shows a little slacking off for the week. Prices are unchanged. Sugar syrup is dull, orders being small and not very frequent. Prices remain unchanged. Compound syrup is moving in a steady, small way at fairly maintained prices.

**Rice**—New crop developments affect the spot domestic rice situation and tend to better local conditions. This is especially true of fancy, which is developing more firmness. Supplies in all quarters are light and as the new crop is late, it lengthens the distributing season of 1922 lines. Fancy is held firmly here and in the South. Other grades are in fair demand and are tending to work up to the level of primary markets. Foreign rice has been rendered easier in tone by some pressure to sell, which is reflected in slightly lower quotations.

**Beans and Peas**—The market for all grades of white beans is dull, without any particular change for the week. Practically the entire line, however, is still easy and in buyer's favor. This includes pea beans, red and white kidneys and to some extent California limas. Green and Scotch peas unchanged and dull.

**Cheese**—The market is about steady there being an ample supply on hand and fairly liberal receipts. The average quality is still fancy.

**Provisions**—The market on lard remains steady, with quotations about the same as a week ago. There is a fairly active demand for lard and a moderate supply. The market on lard substitutes is barely steady, following an advance of  $\frac{1}{2}$ c per pound during the last few days. There is a good supply and a fairly active demand. The market on smoked meats is somewhat steadier, there being a firmer feeling, but not much change in the quotations. The market on dried beef is steady and unchanged. Barreled pork and canned meats are

both steady at unchanged quotations. **Salt Fish**—Mackerel shows no change; light demand and comparatively nominal prices. The early pack of mackerel has been small so far. This has not strengthened the market much, because there is a large carry-over. The whole salt fish line is quiet.

### Automobile Speed Slow in Comparison.

There are exciting moments in joy-riding when you may think that your are speed itself and that the universe is set to your diverting game alone. Not so. You and your flying car on the planet known as the earth are moving in the general direction of the constellation Hercules. This celestial joy party is made up of the sun and eight planets: Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus and Neptune. You and the rest have a motion in common and because you are a disciple of speed, you will be glad to know that you are traveling through space at about 11 miles a second. You will also be interested in knowing that this velocity is very much swifter than the world's rotation around its axis day by day and it is much slower than the world's revolution around the sun, the latter being about 18½ miles a second. Now, if your car loses its kick and everything goes dead for a while, remember just the same that you are traveling in one direction at 11 miles a second and in another direction 18 miles a second, and let it go at that.

### Increase in Skim Milk Powder.

One of the most rapidly developing products is skim milk powder. This product has doubled its output in the last five years. The number of cow testing associations has been doubled in the last six years; the quantity of ice cream produced has doubled in the last twelve years; creamery butter in fifteen years; whole milk production, if continued at the progress of the last five years, will double in twenty-three and a half years; pure bred cattle if they continue to increase as in the last two decades, will double in thirty years; the population of the United States comes next, having doubled in the last thirty-nine years; the number of milk cows on farms has doubled in the last forty-four years; factory cheese production has doubled in forty-six years; and the average of yield of milk per cow, if continued as in the last five years, will double in sixty years.

### A Rule of Three.

Three things to govern—temper, tongue and conduct.

Three things to cultivate—thrift, industry and promptness.

Three things to despise—cruelty, arrogance and ingratitude.

Three things to wish for—health, friends and contentment.

Three things to admire—dignity, gracefulness and intellectual power.

Three things to give—alms to the needy, comfort to the sad, appreciation to the worthy.



## MEN OF MARK.

## Sidney Lawrence, Manager of the New Regent Theater.

Sidney Frank Lawrence was born in Muskegon, October 1, 1894. His father was of French descent and his mother of Scotch descent. At the time he was born his father conducted the Lawrence restaurant at Muskegon. Later on he conducted a restaurant at South Haven and also had two restaurants in Grand Rapids at the same time. Sidney received his education in the high school at South Haven and, because he had a good voice for vaudeville, he joined the show and was one of the original quartette known as the Bootblack Four. He subsequently became a member of the Five Chinamen singing organization. While working in this capacity he lost his voice and returned to Michigan, locating in Kalamazoo, where he carried cards for W. S. Butterfield. He later became candy boy, head usher and doorman and at 17 years of age was promoted to the management of the Fuller theater, being the youngest manager who ever took charge of a legitimate theater. He continued in this capacity two and a half years, when he recovered his voice and went back into vaudeville as tenor singer with Frankie Sigel. He continued in this connection for forty-seven weeks when the combination was disbanded by the illness of Miss Sigel. He then became a member of the Newsboys Trio. During this time he played at Ramona theater. While here he met Miss Irma B. Wilmington, to whom he was married January 3, 1915. On his marriage he decided to give up a traveling career and applied to A. J. Gillingham to learn the business end of the show business. Mr. Gillingham made him treasurer of the Majestic theater. Six months later he was made manager of the Strand and three months later he was promoted to the management of the Majestic Gardens. He continued in this capacity three and a half years. In the meantime he became assistant manager to Charles H. Seaman, who had assumed the management of the Consolidated Theaters Corporation. Receiving a more lucrative offer from Detroit, he engaged with John H. Kunsky for two years to manage the Alhambra Big Fox Washington theater. The next year he acted as manager of the Fox Terminal theater of New York, handling Ramona theater during the summer season. He then took over the Newark theater, which he managed for a year. Returning to Detroit, he assumed charge of the exploitation department of the Associated Press National Pictures. Six months later he returned to Grand Rapids to take the management of the Isis, continuing in that capacity until May 15 of this year, when he engaged to manage the new Regent, which will open August 10.

Mr. Lawrence is a Mason, being affiliated with St. Cecile lodge, No. 193, Newark, N. J. He is also a member of the B. P. O. E of Grand Rapids, No. 48, the Association of

Commerce, the Lions Club and the Newspaper Club at Newark.

Mr. Lawrence has many features which he proposes to introduce in the new theater. Those who know how fertile he is in resources and how efficient he is in carrying his plans into execution are looking for many novel developments.



Sidney Lawrence

Mr. Lawrence is not only a hustler in business and a noted figure in the theatrical world, but he finds time to devote much thought and effort to the cultivation of the finer graces of life, which makes him an ideal gentleman.

## From a Long-Time Tradesman Employee.

Grand Rapids, August 4.—"Put Dignity in Discard" is the heading of an article contributed to your valuable paper by Mr. John Barlow and appearing in the fortieth anniversary edition.

In the writer's opinion, this article is entirely wrong, so far as the heading is concerned. Because, if you will look in the dictionary you will find that dignity stands for everything that is personified by Mr. Barlow.

The writer does not remember of ever having met a man more dignified in all of his actions than Mr. Barlow has been all his life, and if Mr. Barlow did not obey his impulse to give the bouquet of old fashioned pinks to the working man whom he met on the street car, as described in this article, we believe that it is the first time in his life that he did not obey an impulse to do something more to lend dignity to his already dignified character.

The writer remembers one time, fifteen or eighteen years ago, meeting Mr. Barlow on the Louis street side of the Tradesman office, and in looking down in the area way next to the basement, Mr. Barlow noticed a little walnut sprout, four or five feet high, which was struggling for an existence in that dark and forbidding place, and with pity in his voice he said it was a shame that that little fellow could not have the chance to grow better, and asked the writer's permission to take this little shrub, which, undoubtedly, had been sprouted from a walnut carelessly thrown there, and we told him that he was perfectly welcome to it, as it undoubtedly would be trampled down or destroyed in the course of time.

Although we did not see Mr. Barlow take up this little tree, he undoubtedly did, for some weeks later we noticed that it was gone, and we have often wondered what Mr.

Barlow did with it, and if it is still alive.

Undoubtedly he has forgotten the circumstances, and would not remember, because of the many similar acts which were continually crowding his dignified life.

While the writer has had time to only hastily scan the fortieth anniversary edition of your valuable paper, he wishes to compliment you, not only on the size, but on the character of the contributions which it contains.

It will, indeed, be a pleasure, for the next week or ten days to more thoroughly digest some of the wonderful articles. Roy H. Randall.

## Items From the Cloverland of Michigan.

Sault Ste. Marie, August 7.—R. D. Purvis, of the Michigan Northern Power Co., left last week for an extended motor trip through lower Michigan, accompanied by his wife, daughter and son-in-law.

John Shaen, proprietor of the Alcot Beach, has succeeded in having the road leading to the Beach repaired and the well-known summer resort is now in full swing again. John has added a new dancing pavilion to the soft drink parlor and made many improvements on the grounds. The patronage so far has been very gratifying.

Here's summer half gone and many of us more than that.

The news of the death of Dr. S. T. Springer, who died on the steamer Harmonic last Monday while enroute to visit relatives in Sarnia, Ont., was a shock to his many friends here. The remains were brought here for burial. Surviving him are his widow and three daughters.

A real mad college graduate informs us that plasterers in St. Louis are getting \$14 per day.

Clarence W. Tapert, of the Tapert Specialty Co., returned last week

from a business trip on the Soo line. He reports unusual crowds at all the summer resorts along the line.

Our new camp site has over 3,500 registered so far this season. Since the new State ferry started last week, the number has been increasing rapidly. Much favorable comment is heard on the camp site, which is among the best in the State. The roads are in good condition in Cloverland and a record breaking list is assured.

Many favorable comments were made by the subscribers to the Michigan Tradesman on the splendid edition last week and Mr. Stowe is to be congratulated on his efforts to make the Tradesman the best trade paper in the United States.

William G. Tapert.

## Straw Hats for 1924.

With base prices of straw hats for the 1924 season in most instances at about the levels of the current year, although some lines are said to show a 5@10 per cent. advance, salesmen are now covering their respective territories. Early reports seem to indicate the buying is of a good nature, although the straw hat season this year is generally regarded as not being all that it could be. There seems little worry on the part of wholesalers that the lightweight felt will prove a serious contender. Small variation in styles is noted. Some makers say there is a tendency toward wider brims despite the fact that narrow ones went "strong" this season with leading producers. Sentiments are in undisputed favor in the larger cities of the East. In other sections it is asserted that the natural brown straws are gaining in popularity.

## How ROYAL Helps the Grocer

**Royal Baking Powder adds to the grocer's profit by helping him to sell many other products as well.**

**Every advertisement of Royal Baking Powder sells other goods and increases the grocer's business. Flour, sugar, butter, eggs, all are sold by the influence of Royal advertising.**

# ROYAL

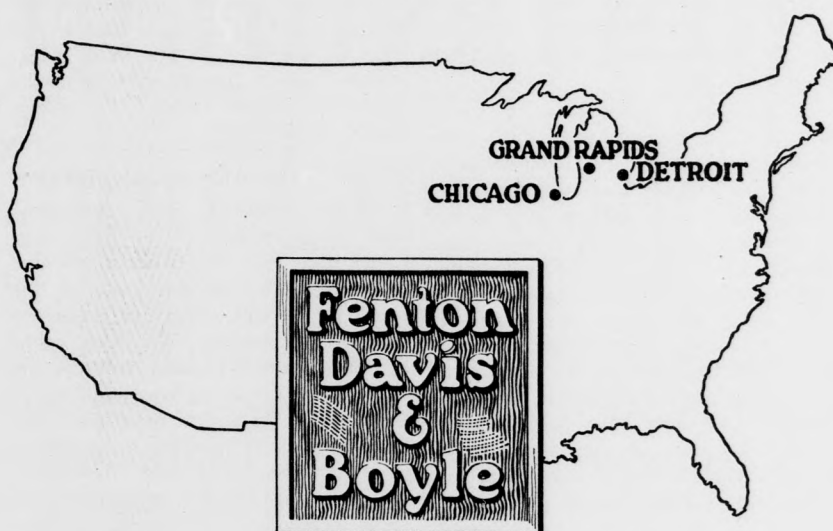
## Baking Powder

### Absolutely Pure

The best known—the best liked—sells itself

**Contains No Alum—Leaves No Bitter Taste**





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Our three offices are fully equipped and each headed by a principal competent to serve in all matters of safe and sound investing.

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*Directed by*  
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Grand Rapids National Bank Building  
Phones: Citizen 4212. Main 656

**DETROIT OFFICE.**

*Directed by*  
**WILLIAM L. DAVIS.**  
130 Congress St., W. Congress Bldg.  
Phone Main 6730

### THE LAG IN STEEL PRICES.

Steel prices have remained steady, while prices of coke and pig iron have been declining. In fact, steel is one of the few basic commodities which have held firm during the past ninety days. Coal, copper, cotton, rubber, petroleum, lead, zinc, silk, and wool have all sold for less in July than in April. There is no great significance in this failure of steel prices so far to respond to the general downward movement. The lag in this case is characteristic. Steel mill operators are still busy with back orders, and any cutting prices right now would bring them no new business, as this is the dull season for steel buying. When the mills reach the point at which new orders are needed to keep them going they are expected to begin shading prices to get the business. The sharp decline in prices of pig iron has come because production in this field has been outrunning that of steel. The furnaces did some piling and now a number of them have blown out.

The revised figures of foreign trade for June show that the trade balance of that month was unfavorable after all, although the preliminary report had indicated an excess of imports amounting to \$1,000,000. The excess of imports was small, and the change in the figures is of no great importance. It serves, however, to refute those who saw in the alleged million-dollar export surplus a sudden reversal in the trend of our foreign trade, after the adverse trade balances of the three preceding months. There has been a reversal, but it was not the trade balance that was the matter of importance. The significant change was the big slump in imports of raw materials. Their value in June was about 17 per cent. less than in May. This reflects the slowing down of production and the resulting smaller demand for materials for further manufacture. The gain in imports which brought about the adverse balance, beginning last March, was not due to increasing European competition with American manufacturers, but to the larger purchases of unmanufactured or partly manufactured goods by American producers. It is our reluctance to buy manufactures abroad that is partly responsible for the low purchasing power of Europe, and this in turn has had its bad results on our export trade.

### COTTON GOODS OUTLOOK.

The Government's estimate of a cotton crop of 11,516,000 and a condition of 67.2 was appreciably below private estimates and proved a bullish factor in the cotton market, sending the staple up on the day of the announcement for an average advance of about 130 points. There was the usual disposition on the part of the traders to doubt the accuracy of the forecast in August. In the two previous years the August figures have been subject to radical revision. Last year the figure proved to be about a million bales in excess of the final yield. This year the trade is inclined to regard the figure as too low, and there have been predictions

that the advance which followed the publication of the Government's forecast would not be sustained. That is all guess work, but the important fact is that a price of 20 cents for a 12,000,000-bale crop, or of 22 cents for a 11,500,000-bale crop, which have been indicated by the recent behavior of the market, will be profitable for the growers and will mean increased purchasing power in the cotton belt, with further liquidation of the indebtedness hanging over from 1920-21.

Cotton goods manufacturers were not particularly pleased with the prospect of only a 11,500,000-bale crop, with possibly a rise of the price of the staple above its present level. In order to move their stocks they have recently made drastic reductions and in some instances have priced their print goods on the basis of 17 cents for the raw materials. Such reductions have not as yet stimulated a heavy volume of buying by jobbers, and the mill men have been hoping to see the price of the staple reach a point that would enable them to make prices that would encourage buyers to enter the market more freely. On the other hand, it is believed in some quarters that the jobbers will take hold more freely if they see no prospect of further recessions in the raw material.

### FASHIONS IN TREES.

Lovers of American landscape may take comfort in a history the Emporia Gazette has just published of arboreal changes witnessed by that typical prairie town since its settlement in 1856. The victory of the elm there recorded has been duplicated all over the Middle West. Some cities settled directly and almost exclusively by New Englanders were planted with elms at the outset. Quincy, Ill., is noted for magnificent elms which, crowning the bluffs over the Mississippi, give it the look of a New England village. But in most towns the elm, with the beech, hard maple, ash, oak and a few other slow-maturing and beautiful trees, conquered inferior growths after an initial handicap.

On the burning Kansas prairie, William Allen White's paper recalls quick shade was wanted. Cottonwood was the first general favorite, because the tree was abundant along Kansas rivers, and a switch set out in a damp spot took root immediately. But as cottonwood shot up, its fleece became a nuisance, floating in at doors and windows on every breeze, or lodging in screens and shutting out light and air. Meanwhile the box-elder had been planted by hundreds in Emporia streets and had grown equally fast. Its pest was the box-elder bug, which invaded the town by millions. In the seventies the soft maple and mulberry had a temporary vogue. But the first was attacked by worms and its brittle limbs were mutilated by the hard Kansas winds; while the sticky fruit of the latter attracted flies and bees and made a purple mire underfoot. Fortunately, the first settlers had put out some elms and others were added. By the survival of the fittest,

Emporia now "has become famous for its beautiful elms."

Holmes, who loved elms and carried a tape to measure the mighty New England stems, admitted that every tree has its special beauty. Even the locust and catalpa, other quick-growing varieties once popular in the West, can boast lovely blossoms. But true Olympian majesty in deciduous trees is reserved for the elm, oak and hard maple and it will be a proud day for the West when it can show man-planted growths more impressive than the green giants of the East.

### EFFECT ON AMERICAN TRADE

As the deadlock over reparations and the occupation of the Ruhr continues the effects are likely to become more noticeable on the trade of this country. It will affect our trade not only with Germany, but with other countries, which in turn feel the results of the cessation of production in Germany's foremost industrial district. France, being more self-centered in an economic way than Great Britain, has not felt the results of the Ruhr occupation so keenly as has England, which has played the role of the innocent but unfortunate bystander in this controversy. The uncertainties over the outlook have slowed down British business, and as Great Britain is our best customer, the result is almost sure to appear in our trade with that country. A number of industries in this country which were in direct competition with German manufacturers in the Ruhr district have profited for the time being by the withdrawal of German competitors from the field. England in like manner found trade stimulated for a time after the French occupation of the Ruhr. This was especially noted in the case of its coal exports, but the long-run effect on that country will be on the wrong side of the balance. In the United States the situation is likely in the long run also to be unfavorable, although the dye, iron and steel and coal industries were helped for a short time.

### REAL WAGES INCREASE.

The present year may be regarded as the high-water mark for the wage-earner, says the National Industrial Conference Board. Its study of conditions in the establishments employing more than 600,000 workers shows that wages have advanced about 17 per cent. more above the pre-war level than have living costs. The heyday of the workers' prosperity was not when wages reached their peak in 1920, because the cost of living at that time was also at the peak. The board's index for "real" wages on a weekly basis, as contrasted with money wages, stood at 118 in June, 1920, when wages were at the peak of the post-war boom. For May, 1923, the index stood at 136. Labor not only is being better paid than ever before, but it is also employing this greater income more sanely than it did in 1920. Little is heard now about workmen wearing silk shirts while laying brick, and so on, and more is being heard about the growth of savings deposits.

### GERMAN CURRENCY.

It usually happens that the countries whose currencies are depreciated the most are the first to secure stabilization. Austria is a case in point. Germany, whose paper has declined more precipitously than did that of Austria in its darkest days, seems likely to return to a stable currency before many of the other countries of Continental Europe whose moneys have depreciated only a tiny fraction as compared with the slump in the mark. The reason for this is obvious. The German note circulation has become so nearly worthless that little will be lost if the whole issue were kicked off the doorstep and a fresh start made with an entirely new unit. It is estimated that the trillions of marks now outstanding have a gold value of only about \$100,000,000. It would hardly be worth while to throw this over, however, if Germany is to continue its policy of inflation. In that event, the resort to a substitute for the mark would merely mean the erasure of six or eight ciphers from present accounts. That might be economical of time and ledger space, but it would not be long before the billions and trillions would reappear.

Why does not some student of monetary problems make a special study of the effects of inflation on the so-called middle class? They are the ones who always have to bear the brunt. In Germany the captains of industry have waxed rich through the evaporation of the value of the mark, and labor has held its own fairly well. It is those who come between these groups that have suffered. Every suggestion of currency deflation in Europe brings a protest from certain quarters because of the alleged inconvenience that will ensue from the writing down of inventories, wage readjustments, and so forth. Such inconveniences are temporary, and the cost would be more than offset by the rehabilitation of the middle class, who are so often designated as the backbone of every nation.

### NATIONAL CHEW.

A million dollars a week of American money goes for chewing gum. The world's demand for American gum began shortly after the opening of the war and grew rapidly. How recent our foreign trade is is seen in the fact that official export statistics began only with 1916, when our export amounted to one million dollars, which became \$2,500,000 in 1920. The total chewing gum products of this country in 1921 were valued at \$38,500,000.

Make frequent changes in the show cards on your stock and save the clean, fresh-looking used cards for further use. Have a suitable place for keeping show card stock.

The more you criticize the business methods of others, the more you lay yourself open to criticism for your own faults.

Plans, ability, energy that you do not use bring no return any more than money hidden away in a sock behind the chimney.



## HOUSE WITH A HISTORY.

# Re-organization of Corl-Knott Company

**O**WING to the death of our Mr. Heber A Knott, our esteemed founder and long-time leader, the organization which he built up proceeded at once with plans to carry on the business which he had established. We are happy to inform the trade that, with the least possible delay, the plans formulated embrace the expansion of the business on a basis to meet the requirements of the territory originally covered and also considerable new territory.

The officers of the company are as follows:

President—Guy W. Rouse

Vice-President—Lee M. Hutchins

Secretary and Treasurer—W. C. Dockeray

Our traveling force will consist of the following experienced millinery salesmen:

B. E. Morey, Southern Michigan

Harry M. Freeman, Northern Ohio and Indiana

F. A. Hurd, Northern Michigan

O. B. Olson, Pittsburg, Cleveland, Columbus and intervening territory

L. G. Alms, Eastern Michigan

Randolph Currie and Martin J. Schuiling, Grand Rapids and near-by-towns

Our various departments will be managed as follows:

FIRST FLOOR—L. G. Visser, flowers, feathers, ribbons, silks and moderately priced trimmed hats

THIRD FLOOR—Miss Martha Jennings, Criterion trimmed hats

SECOND FLOOR—O. A. Forrester, hat shapes, frames, braids and ready-to-wear hats

FOURTH FLOOR—Miss Mary Lemon, Wolverine tailored hats

Our Criterion and Wolverine lines have been established for years and are widely advertised. They are sold only on their merits and never under any names.

During the past year we have developed a trimmed hat department which produces a line known to the trade as Excellenta. This line is handled on the first floor and is rapidly gaining in the confidence and admiration of our customers.

Many of our discriminating customers have carefully inspected our various lines during the past week and voluntarily assert that they are the strongest, most original and most comprehensive ever shown by our house.

Our Fall Opening is now on and will continue through the month of August. We bespeak the cordial co-operation of the trade.

**Corl-Knott Company**  
Grand Rapids, Michigan





### Live Gossip About the Shoe Trade.

Written for the Tradesman.

One or another or a combination of several unpropitious features is serving to take the joy out of life for a good many retail shoe dealers. I am not meaning to create the impression by this statement that everybody is complaining or that all complaints one hears from dealers are to be taken at face value. Some folks are temperamentally inclined to look on the dark and gloomy side of things, and if they must confess that business is breezing along fairly well, they do it reluctantly, and hasten to venture the prediction that there are more troublous times ahead. And again, there never has been a time within the memory of man when perfectly ideal conditions obtained in the retail trade and everybody was thoroughly contented because he was making all the money he needed. There was just about the general average of failures among retail shoe dealers back in those times which are now regarded as halcyon days of prosperity in retail shoedom that obtains at the present time.

So the testimony of one or a limited group of retail shoe dealers does not afford sufficient data for broad generalizations on present-day trade conditions. Much depends on who's testifying, where he's situated, what kind of a store he has, and what sort of service he has built up. As it was in the beginning, is now and ever shall be, world without end, some are failing, some are holding on by the skin of their teeth, and others are going forward. Are Shoes Going to be Cheaper?

One often hears this question from economically inclined patrons of the store. It's a hard question to answer.

The best grade of sole leather is I cent a pound higher now than it was during the war when prices were supposed to be at the peak.

As long as materials and labor costs are high—and in the production of shoes of the better grades, this is assuredly the case—how can the retail prices be lowered?

In the process of post war deflation, shoe manufacturers and dealers took their losses with commendable courage and promptness, and really set a splendid example of business men generally. There was no concerted effort to artificially maintain unwarranted price levels. Retail prices were lowered to a fair and justifiable level and there stabilized.

What may happen ultimately, no man can say, but so far as we may forecast the future by the consideration of present indications, retail shoe

prices are not going to be much, if any lower.

Whence the Colors and Cheap Shoes? The comparatively recent advent of popular priced shoes has been a puzzle to some people of the trade. Where on earth do they come from, is a question one often hears.

And how about the present vogue for colors? What started it?

And there is one answer to all of the interrogations.

It is very simple when one understands it.

Much of this footwear now seen in retail shoe stores and priced so inexpensively, and much of the red, blue, and combination footwear—particularly of the earlier offerings—came from the storage warehouses of American ports, chiefly New York City. There were vast accumulations of American-made footwear designed and built for the export trade. The War came along and bottoms were required for the transportation of soldiers and war equipment.

After the war it was hoped that this accumulated merchandise could be shipped to those countries for which it was originally intended, but after-war conditions were a disappointment. The foreign market for American-made footwear was shot to pieces, and the goods had to be unloaded at home.

French women liked colored shoes. It was no doubt due to the fact that there were immense quantities of colored shoes on hand—shoes intended for export—that led to the introduction of colors at this time. The reaction of American women to this somewhat radical style departure was all that could have been hoped, and perhaps far more encouraging than was anticipated.

Now, of course, the dealer can get fresh stocks of such modes, and not only are they of more recent origin, but they are more satisfactory in fitting qualities and wear. Of the stock accumulations of colored pumps and sandals originally intended for foreign consumption, it was characterized by short vamps—and the American woman doesn't like the short vamp. It doesn't suit her foot. It has poor fitting qualities, and it isn't a very serviceable shoe. And then, for another thing, some of this accumulated stock had deteriorated appreciably by reason of age. The leather, in some instances, was hard and brittle. This character of stock was sold to big jobbers far below the cost of production. Ultimately it found its way to the public at prices which seem unbelievably low in this era of high costs all along the line.

The Desire for Exclusive Styles.

## Herold-Bertsch Shoes

Michigan  Made



### Sturdy Shoes for Growing Boys

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

**HEROLD-BERTSCH SHOE COMPANY**  
GRAND RAPIDS

30 Years of Dependable Shoe Values

Our Boys are on their way  
to call on you  
with a complete line of

## Rouge Rex Shoes

For the Man Who Works

and

## More Mileage Shoes

For the Man Who Cares

FOR SPRING

Our Men and our Lines are  
Go Getters

Look them over and be shown



**HIRTH-KRAUSE CO.**

From Hide to you.

Shoe Mfgs. and Tanners Grand Rapids, Mich.



Some dealers believe that there is an element of the trade which is becoming finicky and unreasonable to a degree. A woman may like a certain sandal or pump. It may fit her foot, match her afternoon frock, and look altogether as a pretty, stylish, seasonable sandal or pump should look; but she refuses to buy it because, forsooth, she has seen two or three pairs of the same shoe on the streets of her little town or city!

Now it takes a good many pairs of the same thing to constitute a line. And you've got to have all sizes and widths to insure a fit. Where does the dealer come in when he must buy forty-two pairs in order to sell three or four pairs? Is he supposed to reduce the price on his left-overs to cost, and then give away scot free such pairs as he cannot sell even at the reduced figure? Some customers apparently imagine that something like that should be done—only they'd vastly prefer that you hold the sale in some other town and give the unsalable left-overs to non-residents!

All of which is only another way of saying that some customers are unreasonable. They see the situation from the standpoint of the prudish and selfish customer. The dealer has certain rights; and he certainly isn't in business for his health's sake alone. He must get a living out of it somehow. But he couldn't if some of the folk with ambitions as exclusive dressers had their way about it.

The repair business isn't booming as it was some months ago.

There are several things which have perhaps contributed to this lull in the repair business.

First, shoes aren't so high as they were during and just after the war; and then too one isn't hearing so much preaching on the subject of conservation. In a way, the repair business is a sort of a barometer. The higher shoes are to start with, and the more money tightens up, the more the repair business thrives. But as the original cost of new shoes decline, the more noticeable is the falling off of repair shop patrons. There is a certain percentage of repairs which is perennial and natural, and withal greatly to be desired by everybody in the trade; but too much repair business indicates a spirit of retrenchment and depression and poor business generally.

Cid McKay.

#### Linens Continue Quiet.

Little in the way of additional activity is noted in the linen market. Buyers apparently continue to maintain their attitude of "watchful waiting" for the time being. There are some enquiries received, it is understood, but in these the views of buyers and sellers do not agree. The market is awaiting further stabilization on the matter of prices. Opinions expressed by sellers indicated, however, that they look for more activity toward the middle of August when operations of buyers should become more of a factor. A definite turn is anticipated about Labor Day, according to some.

#### Achievement of Which to be Proud.

Minneapolis, August 4.—You have, indeed, made a record in the trade journal field—forty consecutive years without change of ownership, editorship or business management.

The achievement you have made certainly is one of which you can well be proud. The thousands and thousands of merchant friends and business acquaintances which you have created during that period, I feel sure, is worth much more than the monetary returns you have received. For, after all, the best we get out of this life is friendship. Though a man leaves millions of dollars in riches at his death, he is poor in reality if he does not know the joy of real friends.

While it is not my privilege to be able to shake hands with you personally, Mr. Stowe, and congratulate you upon this splendid record, I want to extend through this letter my hearty greeting and best wishes for many more years of the same successful business which you have enjoyed in the past. And the splendidly warm spirit of friendliness which you have expressed towards our organization in handling our advertising as you have is returned in full measure with a hearty greeting from Mr. Kelly and the entire organization for continued success of the Michigan Tradesman.

L. C. Woods,

Adv. Dir. Kelly Sales System.

It is not the hours that you put in that counts. It is what you put into the hours.

#### CHINNICK'S RESTAURANT 41 IONIA AVE.

Just North of the Tradesman Office



STRAIGHT  
SIZE—

The Johnson  
Original 10¢ Cigar

## VAN DAM

MANUFACTURED BY  
TUNIS JOHNSON CIGAR CO.  
GRAND RAPIDS, MICHIGAN

GRAND RAPIDS NEW MILLION DOLLAR  
**REGENT THEATER**

PHOTOPLAYS OF DISTINCTION  
SUNDAY AT 1-3-5-7-9  
SAT and WEEK DAYS  
2:30-7-9  
CORNER  
CRESCENT AND BOND AVE.

PRESENTING  
20 PIECE ORCHESTRA  
ORGAN SOLOS  
NOVELTIES—SURPRISES  
World Famous Motion Pictures

## 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.

## United Motor Trucks

A SIZE  
AND  
STYLE

To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

310 IONIA AVE., NW.





### Many Business Men Tired of "Breathing Spell."

It is not easy to realize that only ninety days ago the chief topic of discussion in trade circles was the danger of inflation. There was a fear that business was going ahead too fast, and that the continuation of the existing trend would lead to an unhealthy boom and a disastrous reaction. When signs of a let-up first appeared they were regarded as wholesome. It was a good thing to have a breathing spell. Now that the breathing spell has been prolonged and the recessions have become pronounced, signs of restlessness are beginning to appear. There is a desire to see business go ahead again as it was going in March and April. Yet, if there were fears that it was going too fast in those months, what reason is there for bringing about a resumption of that condition? We now know that there was overproduction in a number of basic industries during the spring and that the present curtailment is necessary to clear the road for good business in coming months.

A year ago business sentiment was more cheerful, apparently, than it is just at present, and yet business is actually better to-day than it was at that time. For example, the weighted index of unfilled orders for basic commodities prepared by the Department of Commerce stood in June at 77 (with 1920 taken as 100), compared with 66 in June a year ago. In spite of curtailment in cotton mills of New England the production of fine cotton goods in the New Bedford district last June was 11 per cent. greater than in June, 1920. As compared with twelve months ago, it appears that June, 1923, showed an increase of 20 per cent. in receipts of wool at Boston, of 28 per cent. in the number of automotive vehicles manufactured, of 16 per cent. in car loadings, and of 31 per cent. in the amount of insurance written. That is not a bad showing. Evidently such pessimism as has appeared recently is due more to fears of the

future than to anything that has yet happened.

Another sign of better business than a year ago is, found in the report of sales by department stores, mail order houses, and chain stores, compiled by the Federal Reserve Board. While the percentage figures indicate a seasonal decline in June as compared with May, they are substantially higher than for June, 1922. Sales by 489 department stores in the United States were 14 per cent. greater in dollar value in June than in the same month of 1922. For mail order houses the increase was 25 per cent., for chain grocery stores it was 16 per cent., and for chain shoe stores 14 per cent. These increases represent more than changes in prices during the year, and they show a substantially greater volume of merchandise in all lines for which information is available. Reports of trade of department stores by districts suggest, however, a wide variation in the purchasing power of different sections of the country. For the Cleveland and Philadelphia districts the gains were respectively 21 and 23 per cent. This compares with an increase of only 6 per cent. for Kansas City and of 3.5 per cent. for the Dallas district. Evidently the purchasing power of the industrial communities is far ahead of that of the agricultural regions.

Among the many suggestions for relieving the wheat growers of the country of their present embarrassment is one that contemplates Government price-fixing plus foreign dumping. In other words, the Government is to "stabilize" wheat at a price around, say, \$1.75 by buying and storing the grain whenever the market price is below that figure, and if it cannot sell it again in the domestic market at such a price it is to export it for whatever it can get. If the plan were now in operation the export price would be less than a dollar. The interesting thing about this is that it comes from the same quarters that used to make a great ado about the flagrant abuses of the trusts, which were selling their

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

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

We have nearly 100 people in our offices divided into the following eleven departments each specialized in its part of the work of administering estates:

### DEPARTMENTS

Trust  
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## Merchants Life Insurance Company

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Conservative  
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### FAIR INCOME

YOUR choice of investments should be in keeping with current interest rates. By careful selection one can secure a fair income and at the same time properly safeguard the principal.

We shall be pleased to discuss the matter of investments with you at your convenience.

**CORRIGAN, HILLIKER & CORRIGAN**  
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GRAND RAPIDS, MICHIGAN



output in foreign markets at less than they were getting for it in this country and thereby mulcting the American consumer out of millions. It seems that it is all right, however, for the American consumer to be mulcted of millions when this is done in the sacred name of agriculture. Incidentally, the individuals who now want the United States to sell wheat to Europe at less than what it costs to raise it in this country and make up the loss out of the pocket of the American taxpayers are the very ones who hitherto have been bitterly denouncing every move on the part of this country to do anything for Europe.

#### All Industries Do Not Prosper in Good Times.

It is erroneous to assume that all industries prosper in good times and that all suffer heavy losses in times of depression. The National Bureau of Economic Research has made a study of the ability of different types of industry to weather the periodic storms with which business is afflicted and it shows in its new publication on "Employment Hours and Earnings in Prosperity and Depression" that large, medium, and small establishments are affected in varying degree by the fluctuations of the business cycle.

As a general rule, the nearer the industry is to the consumer the more stable is its operation under conditions of general boom and depression. Thus, manufacturing is more sensitive to cyclical fluctuations than retailing and in manufacturing the concerns turning out raw materials or only partly finished goods show greater sensitiveness than those producing staple goods nearly ready for consumption. During the depression of 1921, for example, the producers of food, drink, and tobacco reduced their working forces much less than did the metals industries. Consumers must have food, regardless of whether business is good or poor, and the demand for commodities of this class affords a very poor trade barometer, whereas the demand for pig iron is a good one.

Another important fact established by the investigations of the National Bureau of Economic Research is that employment is generally more stable in the small enterprise than it is in the large one. The smallest sized industries covered by this survey reduced their payroll by only 5 per cent. during the last period of depression, but establishments employing over a hundred workers showed a reduction of more than a third in their wage bills. Retail dealers, according to this report, retained 97 per cent. of their working force during the "hard times," and this notwithstanding the buyers' strike. Tailoring, millinery, and other establishments requiring hand workers did not reduce their working forces. The broad conclusion is reached that, in spite of numerous exceptions, the average employe of the large scale industry works fewer hours per day and at a higher rate of pay per hour, but he is less secure in the tenure of

his job than the worker in the smaller establishment.

#### Freight Rates and Wheat.

Another effort to impart some strength to the wheat market was made by Western shippers when they requested the railroads serving the wheat belt to make an emergency reduction of 25 per cent. in the rates on wheat and flour consigned to seaports. The reduction would have been virtually a subsidy on exports, and it was assumed that this would stimulate foreign buying and improve domestic prices. Such a subsidy would have been furnished at the cost of the railroads, and it is not surprising that the executives of the five leading Western systems were unable to permit their sympathies with the wheat growers to carry them to the point of granting such a request.

It may be noted in passing, however, that the low price of wheat is going to increase the demand from the West for a reduction in freight rates. When freight rates were advanced in 1920 wheat was selling around \$2.80 per bushel. Although rates on grain have since been reduced, the freight which is deducted from the price in the terminal market when the farmer gets his pay for his crop is a much larger percentage than it has been in a long time. Although freight rates in general have advanced much less than commodity prices, the wheat growers are not likely to see the rate situation from any angle but their own, and their political leaders are not likely to let them see it from any other angle if they can help it.

The window is the eye of the store. If the window display of the store is not attractive the chances are that people will not go into the store.

### BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds  
from

**The Old National**

## Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

**Capital \$300,000**

**Surplus \$300,000**

**3%** interest paid on Savings Deposits, payable semi-annually.

**3½%** interest paid on Certificates of Deposit if left one year.



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A RELIABLE FIRM TO EXECUTE YOUR ORDERS IN  
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54,000 SATISFIED CUSTOMERS

RESOURCES OVER  
\$18,000,000



**GRAND RAPIDS SAVINGS BANK**

THE BANK WHERE YOU FEEL AT HOME



**Corporations Wound Up.**

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

W. S. Tyler Co., Cleveland and Detroit.  
Dorothy Fuel Co., Charleston, W. Va. and Detroit.  
McMillan Mill & Elevator Co., McMillan.  
Phillips-Getschow Co., Chicago, Ill. and Detroit.  
Martin E. Brown Co., Battle Creek.  
Martin Demountable Rim Co., Flint.  
Grayhaven Land Co., Detroit.  
Zenith Cab Works, Maple Rapids.  
Arctcraft Bronze Co., Detroit.  
Calumet Motor Co., Calumet.  
American Auto Accessory Co., Highland Park.  
Holt Power Light Co., Wilmington Del. and Detroit.  
Artfilm Studios Co., Cleveland and Lansing.  
Sweets Co. of America, Inc., Delaware and Lansing.  
Diorite Amusement Co., Diorite.  
Twin City Grocer Co., Niles.  
G. A. Pearce Co., Howell.  
Goebel Garment Co., Chelsea.  
Webb, Lee & Company, Detroit.  
Lincoln Furniture Co., Saginaw.  
Liberty Theater, Inc., Detroit.  
Brook Kedron Poultry Farm, Olivet.  
Bridgeport Sand & Gravel Co., Saginaw.  
Goodwillie-Green Box Co., Wilmington, Del. and Marquette.  
George C. Jones Land Co., Appleton, Wis., and Ontonagon.  
Green Wrench Co., Marshall.  
Cass Realty Co., Detroit.  
Rapid Heater Co., Grand Rapids.  
Howard E. Johnson Shoe Co., Grand Rapids.  
Peoples Clothing & Tailoring Co., Grand Haven.  
Calumet State Bank of Calumet.  
Michigan Cone Co., Detroit.  
Bankers' Land & Investment Cor., Detroit.  
Van Blerck Motor Co., Monroe.  
Aero Sales Corporation, Grand Rapids.  
Breed-Speicher Co., Detroit.  
Lyric Music Co., Grand Rapids.  
Sugar Island Cooperative Association, Willwalk.  
Cambria Steel Co., Philadelphia, Pa. and Detroit.  
Michigan & Montana Development Co., Escanaba.  
Freud Corp., Detroit.  
Carroll Light & Heat Co., Grand Rapids.  
Peoples Coal Club, Inc. Roanoke, Va.

Herrick-Chadwick Co., Highland Park.

Manistique Potash Co., Manistique.  
McGraw Tire & Rubber Co., E. Palestine, Ohio and Detroit.

Michigan Bias Binding & Garment Co., Detroit.

Aero-Cushion Inner Tire & Rubber Co., Detroit.

American Burner Corp., Detroit.  
Real Estate, Mortgage & Bond Co., Ltd., Detroit.

Instructor Publishing Co., Zeeland.  
Michigan Phonograph Co., Grand Rapids.

C. & E. Marshall Co., Columbus, Ohio and Detroit.

Below Sawmill Co., Marinette, Wis. and Menominee.

Athol Manufacturing Co., Athol, Mass. and Marysville.

Wadsworth Manufacturing Co., Detroit.

Central Dredging Co., Cleveland, and Detroit.

E. M. Gazley Manufacturing Co., Sidnaw.

Ryan-Bohn Foundry Co., Lansing.

**Unavoidable Dangers From Lightning Diminished.**

People who are afraid of lightning are more apt to get derision than sympathy from those who are not afraid of it, but the timid have the right to say that is is no imaginary danger that excites their alarm, while the courageous can claim only that the risk is small. That, after all, is no excuse for ignoring it. And in many cases what seems to be fear of lightning is less a mental disquietude than a physical disturbance of nerves and viscera, with difficulty distinguished from fear, indeed, for these are fear's familiar consequences, and yet not the real thing—not cowardice, to be explicit.

It was recently reported that far more than the usual number of deaths from lightning had occurred in Germany this Summer. That means, of course, simply that here have been more than the usual number of thunderstorms, and is not due, as might have been assumed in other days and in not a few countries, to German peculiarities in making and carrying on war.

Here, too, there have been, or seemed to be, a like increment in such fatalities and a notable frequency of cases in which persons

## The Michigan Retail Dry Goods Association

advises its members to place their fire insurance with the

### GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

319-20 Houseman Bldg.

Grand Rapids, Mich.

## What is A Living Trust?

**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.*

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

Ottawa at Fountain

Both Phones 4391

### PERKINS, EVERETT & GEISTERT

CITIZ. 4334

BELL, M. 2435



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

CITIZENS 4267

BELL, MAIN 2435

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### INVESTMENT SECURITIES

GOVERNMENT, MUNICIPAL,  
PUBLIC UTILITY, RAILROAD,  
CORPORATION BONDS

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GRAND RAPIDS

### SAFETY SAVING SERVICE

## CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.  
FREMONT, MICHIGAN

### THE HARDWARE AND IMPLEMENT MUTUALS

DIVIDE THEIR RISKS INTO THREE CLASSES

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

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

If interested, write for further particulars.



walking along sea beaches have been struck and killed. That has had its effect on the patronage of shore resorts, though there is no evidence, or any reason for thinking, that the damage from the lightning is greater in such places than on open ground inland, and probably it is much less than it is under any tree heavily foliated—just the sort of trees beneath which, unfortunately, people are most likely to take refuge in showers.

Whoever has either justified or exaggerated fear of lightning can gain, by taking certain precautions, if not safety, at least a diminution of the risk—how much it would be hard to tell, but at least a little. What these precautions are is well told in a statement on the subject just made by Professor A. G. McAdie of the Blue Hill Observatory in Massachusetts.

His advice is based on the fact that it is judicious as much as is possible or convenient to keep out of the paths where lightning finds the going easier than it does elsewhere. It seeks "good conductors," or the better of two, and that makes it safer to be where the air is dry than where it is wet—indoors rather than outdoors, that is. Perhaps there is no place where the danger is so great as in barns filled with new hay.

If caught out in the open when the flashes are frequent and severe, the thing to do, Professor McAdie says, is to lie flat on the ground and wait until the storm passes or diminishes. Keep away from trees, always, and, in the house don't stand in open doors or windows, especially if they are near a chimney. Going to bed or standing on glass or rubber insulation gives confidence and will do no harm, though the additional safety so acquire is probably too small to measure. Cut off the radio antennae during thunderstorms and give them direct connection with the ground. Lightning rods, if properly made and cared for, are efficacious; otherwise they are an added danger.

People struck by lightning are more apt to be stunned than killed, and determined efforts at resuscitation always should be made in such cases. There is next to no peril from lightning in blocks of city houses, and none at all in large buildings of steel construction. The latter frequently are struck, but the damage never has gone beyond a shattered flagstaff or a dislodged coping stone.

#### Pleased to Find Wide Circulation.

Jackson, August 4.—Allow me to congratulate you on your anniversary number of the Tradesman, just received. I have watched the growth of your paper for many years now and I believe you have well earned the reward you have gained from giving the merchants of Michigan such a straight-from-the-shoulder publications as you have. As an advertiser in the Tradesman naturally I watched with critical interest on a 1,700 mile trip I have just finished in the State to see what class of merchants took the publication and I was extremely pleased to find such a wide circulation among the intelligent and high grade merchants whom we aim to reach.

A. E. Greene.

## Michigan Shoe Dealers Mutual FIRE INSURANCE CO.

### Organized for Service, Not for Profit

We are Saving Our Policy Holders 30% of Their Tariff Rates  
on General Mercantile Business

FOR INFORMATION, WRITE TO

L. H. BAKER, Sec'y-Treas.

LANSING, MICH.

### Bank Fixtures For Sale

Second-hand bank fixtures for sale, suitable for small town or branch bank. Address

BERRIEN COUNTY BANK,  
Benton Harbor, Mich.

### Investigating & Adjustment Co

We Successfully Locate Debtors  
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### Investment Securities

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Grand Rapids, Mich.

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## 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

## OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies  
that you are buying.

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.  
of Fremont, Mich.

WM. N. SENF, Secretary-Treas.

## CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.



## IN THE REALM OF RASCALITY

## Cheats and Swindles Which Merchants Should Avoid.

The cruelty of some men who make a business of selling stock does not stop at seizing the life savings of victims. They are constantly on the lookout for the man with a small and growing business who is in need of money.

The inventor with a good idea is his head is their meat, but they prefer finding a man who has built up a small business—something visible that can be shown to prospective stock buyers—and getting him into their clutches.

A little factory, with a few wheels whirring; small stacks of raw material, and a few piles of finished goods—that's the sort of picture they like to show an "investor." If the man who has built up this business, with his life's blood is just on the edge of success, if he has come to that mystic line in business where, if he can put in just a few thousand dollars more, he can move from his little world into the world of great manufacturing with great growth in sight, he is an ideal victim for these fake stock promoters.

In one of our large cities there is a manufacturer of this sort whose recent experience with fake stock sellers occasionally gives him a nightmare. For ten years, with limited funds and limited machinery, his small factory established in an out-of-the-way loft building, he had been developing the manufacture of an ex-

cellent metal article of house furnishing. Slowly his reputation had grown. He had also improved the quality of his products and found himself able to charge high prices for his wares. He had developed beautiful objects, a delight to the eye, and the dream of his life was to have a showroom in one of the exclusive shopping streets of the great city.

One day a man came to him and offered to buy enough stock in the little company to enable the manufacturer to establish this showroom. Our hero sold the stock and the buyer selected showrooms in one of the finest and newest buildings in the city, overlooking one of the most beautiful boulevard drives in the world. The rooms, displaying the artistic wares of the manufacturer, were surpassingly lovely and the view from the windows enhanced the charm of the display.

Visitors and buyers from distant cities began to visit the rooms. But the overhead of the struggling manufacturer had been almost doubled; it was necessary to have an office staff in the showrooms.

Before long he found himself falling into debt.

And then along came hope of relief. Two clever men appeared. They had a plan for getting money for our worried hero. They would conduct the showrooms, and make sales of wares. Perhaps, some day, incidentally, they would sell stock in the company. The manufacturer put

them into the place and they went to work.

One day a visitor came along who recognized the two men; they had records as fake stock salesmen. The visitor happened to know something about such tricks as these salesmen were trying.

"Say!" asked the visitor of the manufacturer, "did you ever stop to think what a wonderful room this is in which to sell stock?"

"Never thought of that particularly," said the manufacturer. "But I think it is a wonderful place to sell my product."

"But look here," said the visitor. "See how it would work! An agent who is trying to sell stock in your company brings a washwoman with \$200 into these rooms and shows her these beautiful things and tells her to look out of the window. The surroundings knock her silly. She looks on your display tables and sees objects so high-priced that she can't afford to buy even one of them, with the money she has saved. But she can buy stock. Do you think she'd refuse?"

"That's funny!" exclaimed the manufacturer. "That's just what my two salesmen have been telling me."

"Let me make a guess about those two fellows," said the visitor. "I'm going to bet you that they asked you to make as high prices on these articles as you possibly could."

"By golly, they did!" exclaimed the manufacturer. "Wanted me to mark 'em sky high, Told me they'd

sell 'em for me, no matter how high-priced they were."

The visitor had hit the nail on the head; the two salesmen, alleged experts in the sale of such wares, were found to have past records which gave every reason for believing that their activities were all part of a plan to build up fine scenery around the growing little business, throw the manufacturer into debt, persuade him into issuing new stock, and then, from headquarters in the beautiful showrooms flood the community with quantities of stock on which the manufacturer would never have been able to pay dividends.

But the warning which the manufacturer had received saved him. He kept the two men under close control as to their expenses. He kept insisting that they sell his wares. He kept putting off the matter of issuing new stock and permitting them to sell it. The show-down came one day when both men demanded that he issue stock immediately and allow them to "put it on the market."

They had worked for him for several months and had succeeded in making some good sales of his wares on small commissions. For a very little money he had obtained the services of two very clever men for a third of a year. They had sold almost enough to pay for the upkeep of the showroom for the year.

"No," he said, smilingly. "Nothing doing, boys. You can go on selling my articles, if you want to, but I'm not going to issue or sell any new stock."

## "America's Most Famous Dessert"

# JELL-O

**THE** making of a quality product  
has given us the great bulk of  
the Jelly Powder trade in America.

The Genesee Pure Food Company  
Two Factories

LeRoy N. Y.

Bridgeburg, Ont.



That ended the matter, but it was a close call; knowing in advance was, in all likelihood, what saved this manufacturer from having his business exploited to death and himself from being covered with disgrace.

The worried business man who falls into the hands of such exploiters (they are always looking for him), and suddenly discovers the money pouring into his pockets from the sale of stocks is on his way to business suicide; he never can fulfill the promises of dividends and profits that the fake stock salesmen make for him. More than one man, starting out to make money honestly, has been shifted to crookedness by the fake stock exploiters and ruined in character and reputation by the easy and bloody money that comes from the selling of fake stock.

Why doesn't the law stop the selling of fake stocks?

In Washington recently I asked this question of an expert of the Federal Trade Commission who has spent many months, with the assistance of a large staff, in studying the fake stock question.

His answer was:

"Well, there is no Federal law against fake stocks. Every one of forty-five states has a different set of laws against stock faking. Without a Federal law it seems to me that very little can be done."

The fakers thrive because the average person among the thirty-five million of us wage or salary earners has an idea that stock is almost the same as money; and that it is

not only money in itself but that it will bring more money. To those of us who make the mistake of believing that stock is about the same thing as money, all the fake salesman has to do is to take our money and give us the stock.

In several cities of the United States during the past year salesmen have traded stock for leases on apartments; the lessor, always a woman, believed that she was getting the equivalent of money. It was almost like printing your own money on your own printing press to have been a fake stock dealer these past two years in the United States.

And yet any citizen can guard against fake stocks by what he has been told in this article. Don't let any man come into your home or your office to sell you stock of any kind. If you do, in a moment of weakness, permit him to enter, don't answer his "qualification" questions. His earmarks will be that he will try to qualify you first, before he tells you about the main business in hand, and that he will in all likelihood, talk about "units." If he uses a pencil and paper to draw you a diagram, he's doing a thing he was taught to do at school. If he mentions "units," grasp your pocketbook. If he knocks Wall Street, tell him "good-by." Even if the salesman is a friend or a long-time acquaintance, he may have been unwittingly, and quite honestly on his part, dragged into the perfidious business.

In fact, the teacher at our school advised us to try our knowledge on

our friends. "Practice in your own neighborhood first," he told us. "And after you've shown how well you can do among your friends, we'll give you territory among strangers."

Wm. G. Shepherd in Success.

#### "Yes, We Have No Bananas."

Grand Rapids, August 7.—The life of the average popular song is generally very short. Having but little value, it stays with us but a few weeks and then makes way for the next one. "London Bridges Falling Down" and many other folk songs have an appeal that will remain for ages, but there does not seem to be that touch of human interest that will keep such a song as "Two Little Girls in Blue" or "The Sidewalks of New York" on the market long enough for the printing presses to get in their good work. However, down deep in the song, there may be a sentiment that the song writer himself did not have in mind. For instance, one of the gravest problems of your Uncle Sammie was embodied in "How You Gonna Keep Them Down on the Farm."

The present bidder for popularity on the vaudeville stage, "Yes, we have no bananas" is one of this type. It contains one of the greatest lessons in salesmanship I have ever yet heard. This Greek, with his little market stand, could give cards and spades to the average English speaking clerk. His language did him credit. He spoke of his wares with a pride instead of using slang. Then he knew that negative answer was forbidding. Should he have started his answers with a "No," he knew that it would be a signal for the customer to make his purchase elsewhere. Saying "Yes," he could hold the attention of the prospective purchaser for a minute or two while he described the stock on hand. The customer could see that he had no

bananas. Bananas are something that are prominently displayed, not kept out of sight. But the man before the counter must be interested in something to eat or he would have made no enquiry. There is no reason to starve when there is a wealth of other good things at hand. With the start in the affirmative, he could detail the good properties of the old-fashioned tomato and he had many other good things that would make a fine meal. True, he had no bananas, but wouldn't something else do as well. You know bananas are very scarce and high priced just now. Furthermore, the bananas on the market at present are not the best quality. Even should bananas be necessary for the desert, surely something else would be needed for supper. He at least held his audience until he had his story told. Do we always do as well? Perhaps the customer knew that he very seldom kept bananas and was making fun of him, but the chances are that the man who came to make sport of him left with a basket full of string beans, spinach and tomatoes. He was even willing to take the joke—could naturally while he made the sale.

With the coming of the next popular song, "Yes, we have no bananas" will be forgotten. The authors will pass with their song down into oblivion, but let us not forget the tact of the Greek peddler who knew how to hold his customer.

Louis V. Middleton.

Competition is the mother of competence. No man ever became a great fighter sidestepping encounters with hard hitters. The severe abrasion of competition is required to polish the dull metal of inexperience into the shining steel of acknowledged ability.



## Look ahead to this enormous volume of Fall & Winter business

Anticipate your wants for Aunt Jemima Pancake and Buckwheat Flours by placing your orders for fall delivery now.

A comprehensive, carefully-planned advertising campaign, both national and local, has already been arranged and placed. This, together with the superior quality and high standing of our products, guarantees an active, continuous consumer demand for Aunt Jemima Pancake and Buckwheat Flours throughout the season of 1923-1924.

AUNT JEMIMA MILLS COMPANY  
ST. JOSEPH, MISSOURI

"I'm in town, Honey!"



# AUNT JEMIMA PANCAKE FLOUR

# 1923 1924





### Glove Sales Show Increase.

Steadily increasing sales of men's cape gloves, especially in the popular craven tan, are reported by one of the largest manufacturers. The softer finished leathers, too, are holding up well, the favored colors being gray and beaver, with a small sprinkling of brown. According to this manufacturer, sales are showing a substantial increase over last year, and but for bad labor conditions the outlook for a brisk Fall season is good. Some difficulty in filling orders promptly is due to the labor conditions, which, it is said, are as bad as during the war so far as the glove industry is concerned. One reason for this, it was pointed out, is the fact that the factories are confined to a small locality, with a correspondingly limited amount of labor to draw upon. In women's gloves, the pull-on gauntlets, with the strap-wrist, are among the most popular styles. These come in all the prevailing shades, the leaders being craven, willow, oak and beaver. Black, too, continues strong.

### Belts Keep on Selling.

The much-heralded return to favor of the suspender has caused no decrease in the sale of belts, according to one of the largest manufacturers of belts and buckles. Business has been far in excess of last year's, and the holiday trade, especially, is expected to break all records. A national advertising campaign featuring belts fitted with novelty buckles bearing initials, fraternal emblems, etc., as well as "beltograms" for watches, has been started. The belt sets are put up in attractive holiday boxes of imitation leather with silk linings, and range in price from \$1 to \$5. For the last two weeks there have been heavy bookings for these sets. Leather prices continue to advance, and the manufacturer mentioned expects a further rise. He finds that an imported leather made from the hides of animals "between the calf and the cow" is cheaper than the domestic article and can be made into belts to retail at \$1.

### Purchase of Coats.

A prominent firm of coat manufacturers reports sales well in advance of last year, with the better grades leading. Buying is conservative, it is said, but repeat orders have been frequent, indicating no carry-overs. The smaller town merchants are just beginning to place orders in quantity, although the bigger houses have already done so to feature the goods during August in connection with fur sales. Fur is used on prac-

tically every garment, with little or no embroidery. In the dress models the straight line silhouette is favored with the side-effect clasp or button. Models are at least fifty inches long. In the sport models over-plaids and stripes continue popular in all materials. For dress plain bolivia, Geron and Tarquina lead, few bright colors being used. Black, brown, kid fox and navy are the favored shades. By the middle of August, it is declared, there will probably be a scramble for merchandise, on account of the conservative buying beforehand.

### All Well Provided For.

Nicholas Pell, who recently sold his grocery stock at Plainwell to Wheeler & Hutchins, after conducting business in practically the same location for thirty-two years, was in the city one day last week, calling on the jobbing houses with whom he has had dealings ever since he started out on his mercantile career. Mr. Pell retires from business with a handsome competence. He has in the meantime educated seven children and has them all nicely located for life as follows:

Two boys are engaged in the clothing business at Plainwell.

One boy is a bank cashier in Detroit.

One boy holds an executive office in a coal mine in Virginia.

One boy is a lawyer and is located at Plainwell.

Another boy is an the Chataqua circuit as tenor singer.

A daughter who was employed in one of the banks at Plainwell for many years is now married to a wholesale hardware dealer in Cleveland, Ohio.

### Stripes at the Peak.

Stripes are now at the peak, according to a manufacturer of novelty cloths, and a marked preference for large plaids in the higher-priced goods has already been shown. In the popular-priced grades stripes are still holding their own, in fact are said to be the only big sellers in this class. The same manufacturer says there is also a trend toward plain and solid color materials, especially in the better grades. There has been for a time a slump in the cheaper grades in all materials, while the most expensive cloths are often the best sellers. One of the most popular items in one manufacturer's list is a fine cashmere, in the natural color, selling for \$8 a yard. Another popular cloth is a combination of camel's hair and cashmere, in two-toned stripes, in various colors.

## Benefit By the Experience of Others

If you have been wondering what is wrong with your business and the results are not satisfactory to you, perhaps we can help you find the trouble and apply the remedy.

Read what one merchant says after having taken some of our advice. Here is his letter:

### HICKS & TAYLOR

GENERAL MERCHANDISE  
GROCERIES, DRY GOODS, BOOTS & SHOES

Stores at { Gobles and  
Vestaburg, Mich.

Vestaburg, Mich.

August 4, 1923.

Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

Gentlemen:--

I wish to thank you for the help you have extended to us in putting on our most successful sale, for your work in writing our ad and for your advice in handling one of the most successful sales we have ever had.

Yours respectfully,

Hicks & Taylor.

Some of the people say that trade is going to the larger stores in the larger cities; others say that it is going to the mail order houses, while others say that many city people drive out to the little country stores for merchandise.

We say that trade goes where it can do the best, all things considered. It is largely a question of who has the best merchandise, lowest prices and who advertises the most and in the best way.

Some say the farmers will not buy because they have no money. In other cases where we have put on a sale, written the ad, helped decorate the store, put up decorations and tags, decorated the windows, etc., the sales have been successful, not only in the volume of business done but also because they brought in cash from the community surrounding the store and even from a great distance.

We challenge you to make us prove our statements and if you are an unbeliever we trust you will write or call upon us and give us an opportunity to discuss the subject with you.

### GRAND RAPIDS DRY GOODS CO.

THE HELPFUL HOUSE FOR YOU

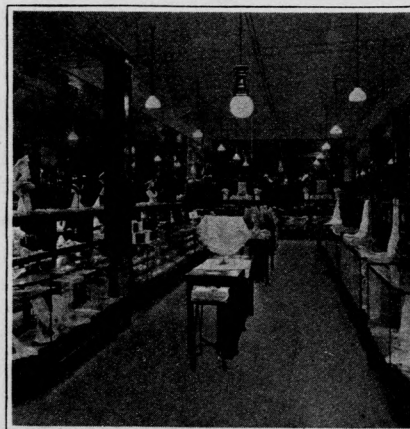
### You can speed up sales by efficient display

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

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

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

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



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

Made In Grand Rapids





### Smart Variety in Knitted Frocks

The knitted frock, that most popular member of the dress family and one of the leaders in the knitted outerwear vogue, is sweeping all before it. Wherever one goes, the knitted frock, in its various interpretations, meets the eye. It is equally at home on the links, the avenue, in the motor, at tea, in fact, at any place where smartly turned-out women are encountered.

It is an easy matter to imagine the frock illustrated worn upon almost any occasion, and one must envy the perfect comfort of the wearer. The habit of combining worsted with fibre silk is an especially popular one, and good use of it is made here. In this instance the fibre appears in a tiny cross stitch design, carried out in vari-colors, thus effecting color contrast without, however, expressing any feeling of blatancy.

The introduction of the two-piece knitted frock was singularly fortunate, inasmuch as women were eager to depart for a time from the straight line chemise type of frock which has been so much in the public eye. A slender, self girdle may be worn with the frock illustrated if one wishes, but a newer more youthful dictum says that it shall be attached casually at one side, where it is permitted to depend from the edge of the blouse in the most nonchalant manner.

### Dress and Other Linens.

Colored dress linens are pre-eminent this season, for both Summer and Fall, according to one dealer. Buying, however, has been very conservative, he says, and stocks on hand are fair in this city, though the equivalent of business done in January and February of this year would clean up all available merchandise. According to this importer, those buyers who did their purchasing in

Europe, attracted by the favorable exchange, often paid considerably more than they would have done in buying from New York houses. In housekeeping linens the most active business is in cotton mercerized damasks, plain and bordered. Tablecloths, tops, and napkins, too, are selling well. The demand for linen crash for knickers keeps up, and this house is putting out a large number of novelties in this line, in checks, stripes, mixed warp and weft effects, etc. In color combinations and in the natural color.

### Novelties in Veilings.

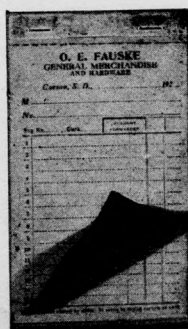
Large drape veils in scroll designs, Chantillys and color combinations with metal effects are some of the popular novelties of a prominent importer and manufacturer. Nose veils, too, are selling well, as are various widths in fancy meshings by the yard. In laces, seventy-two-inch tulle is in great demand, while the leading novelties are two-toned silk laces in Bohemian and Spanish effects. The popular shades include jade, celestial and holly-berry red, combined with gold and silver effects, some of them with metal threads. The most popular widths are six, ten and thirty-six inches. Most of these designs come in ten or more different color combinations, as well as in the staple and evening shades. There is a constant demand on the part of the buyers for something radically different, something novel. Nevertheless, the more staple articles are in demand, and are displayed in new patterns and new qualities.

### A Novel Alarm Clock.

An alarm clock in black enamel, having much the same appearance as gunmetal, is one of the newest items in the list of a large novelty house. Made to retail at \$3, it has the general appearance of a more expensive timepiece and is suitable for living-room or office. Besides getting away from the "tinny" appearance of the average alarm clock, it has the added advantage of being rust-proof. The "alarm" and "silent" adjuster is plainly marked in red letters, and is easily manipulated. A novel feature is the removable time alarm springs, which may be replaced at home, new springs selling at eleven cents. The manufacturer guarantees the clock for one year.

## TAKING INVENTORY

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



### 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.

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Over 25,000 Patients  
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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.

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### Development of Food Preservation Methods.

The more one delves into the history of refrigerators the more deeply is one impressed with the fact that sanitary refrigeration is a very modern convenience at least.

The early records are fragmentary and incomplete. They are clear enough, however, to show that refrigerators did not come into general use until a third of a century ago.

It is true that way back in the time when the Greeks and the Romans were the center of the "civilized" world, they made a practice of storing ice and snow in pits which were protected from the sun. These "refrigerators," however, were used for the preparation of cooling drinks and foods, rather than to retard the decay of perishable products. The idea of refrigeration as a means of preserving food was not developed until a good deal later.

Although the Roman emperor Nero is reputed to have had ice houses built for the storage of natural ice, it is pretty certain that the use of this cooling agent was restricted to the home of the emperor and perhaps his epicurean friends. The common folks very likely had to forego the luxury of ice drinks.

The early settlers in our own country in the seaboard localities of the north where natural ice was obtainable, used to store such ice in caves or cellars. These cellars were used to retard the decay of foods otherwise perishable. In fact, trade in natural ice in the warmer parts of our country and in the West Indies developed at a very early date in our history. As early as 1799 an un-named gentleman from Charleston, South Carolina, chartered a vessel to take south a cargo of ice which was cut from a pond in New York City. The residents of the warmer sections of the country thus obtained a means of preserving perishable foods and preparing cooling foods and drinks, which their climate made especially palatable.

Although the refrigerators of those early days were usually nothing more than caves or pits in the earth, this trade in natural ice was carried on with considerable activity. Frederic Tudor, of Boston, appears to have been the chief in developing this trade, and although he found it quite precarious because ice cargoes frequently melted and represented a total loss, his persistence was finally rewarded and he developed a very considerable business in Havana, West Indies, Rio de Janeiro, Ceylon, Pompeii, Calcutta, South America and Asia.

It is quite interesting to note in this connection that as late as 1823 the use of ice was considered by some as a very grave menace to health. In that year a Mr. McCarthy was mayor of New Orleans. A cargo of ice arrived at the dock the first ever seen in the city. Mayor McCarthy called out the police and the fire departments and threw the ice into the river. He said that drinking ice water chilled the "innards," and in that way caused consumption.

Of course, there was no basis for this supposition, but even as late as 1888 a writer in Harper's Magazine was supposed to have agreed with Mayor McCarthy. Researches made since established the fact that there is no connection between the use of iced beverages and foods and tuberculosis, as the conscientious mayor believed.

Rev. Benjamin M. Myce, preacher, teacher and chemist, was one of the first experimenters to develop a refrigerator other than the ground or cave type. In 1858 he obtained a patent on an ice storage house which proved very successful. Of course we mean according to the standards of those days.

How much advance there was yet to be made, however, is shown by a description of this early ice house. The ice was placed on sheet iron which formed the ceiling of the chamber which was to be cooled. The water was carried off by pipes and traps and the surplus moisture was absorbed by chloride of calcium which was exposed on broad trays and removed and heated to evaporate the water. A ventilating fan, which was operated by a wind-mill, originally contemplated by the inventor, was later abandoned because it was thought unnecessary.

These early storage houses were insulated by charged paper. This excluded the air but the fumes of the paper contaminated the products. It was not infrequent to find that foods had been preserved in form perfectly but were very much tainted in flavor.

The first refrigerator cars ever used in America were run between Chicago and New York in 1867. In these cars meat was kept perfectly for ten days during the hottest weather.

One of the greatest difficulties encountered by these pioneers in refrigerator building was maintaining the original flavor of the food to be preserved. For instance, in 1875 certain experiments were carried out in Middleton, Del. In the type of refrigerator developed the air was blown over the ice by means of a huge fan. It was then carried through flues to the storage room. In this particular instance they stored fruit. The peaches, however, were a total loss. Their fine appearance was preserved perfectly but they lost their flavor and they were impregnated with the flavor of yellow pine lumber used in the construction of the storage room.

The secret of success in preserving foods perfectly, and at the same time maintaining them free from contamination and odors, lies in circulation of air through the storage compartment. Back in the eighties Hiram McCray began experiments in the production of a refrigerator which would accomplish this. He obtained patents upon a system of construction which insured a constant circulation of air through all of the storage compartments, and in 1889 the manufacture of refrigerators under these patents was begun. In the meantime, the inventor having died, his son, E. E. McCray, under-

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Nothing Fancy But the Tobacco

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WHOLESALE GROCERS

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Specialize  
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**Seasonable  
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Wholesale Potatoes, Onions

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in less than car lots.

A. B. KNOWLSON CO.  
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**Moseley Brothers**

GRAND RAPIDS, MICH

Jobbers of Farm Produce.



took the development of the business. He has been at the head of it ever since. It is since 1890 that the refrigerator as we know it to-day has been developed. And although the past thirty years have witnessed a wonderful development in the construction of refrigerators from the point of view of sanitation and convenience, the basic design of construction rests upon the patents obtained by Hiram McCray a third of a century ago.

#### Poultry Crop More Valuable Than Wheat Crop.

Last year the total value of poultry products in the United States was \$884,000,000, which exceeds by \$20,000,000 the total value of the 1922 American wheat crop. Why does not some inflated rooster, aspiring to sit in a political chair, take up the cause of our down-trodden, money-losing poultry producers?

There are more keepers of poultry than growers of wheat in this country, and their output was worth more money than last year's wheat crop. Most poultry keepers could probably prove to some politicians that their cash returns were below the cost of production, and that they must receive higher prices in order to live. They have a case that, on the basis of people affected and the value of total product, is more formidable than that of wheat growers. Why shouldn't the Government save them from disaster?

Fortunately, the bulk of American poultry products originates on farms which are not devoted to poultry as a specialty. Poultry is one of the numerous "eggs" in the market basket of most farmers. Wherever poultry is a specialty it is a hazardous enterprise; wherever it is an adjunct to diversified farming it is a dependable and never-failing source of cash income.

If the poultry industry were in the hands of specialists who had no other business, we should hear a National howl now concerning their desperate plight. Since poultry, in the main, is not a specialty product, it is bolstering up and being bolstered up by other farm products during this critical period in agriculture. Singly, some farm enterprises have been disastrously affected by the depression, but farmers who do not depend on any one crop or product for their economic salvation are coming through painfully but solvent. They do not ask politicians and the Government to save them; they are saving themselves.

Farmers are not radicals, with a small percentage of exceptions; neither are most of their leaders. Property-owning farmers are necessarily conservative, prudent and cautious.

They are 'slow to wrath' and will endure a deal of injustice and suffering before they rise up in angered protestation.

Unrest, anxiety and fear, and the sense of injustice at the hands of other interests are more widespread and acute at present than they have ever been before in America. They are not mere states of mind engendered entirely by organization and political leaders of farmers; they are intimate feelings that have grown out of the hard facts of most men's personal experience. They have, of course, been intensified by the rhetoric of class passions.

Farmers everywhere in this country are agreed, however, on at least one point, and that is that the prices which they receive for most of their products are lower than they should be in relation to the prices which they are required to pay for the bulk of the commodities that they need or must purchase. Here they have a convincing case and a common cause for concerted action. If when they buy they could buy at prices on a parity with those of farm products, most of them would not have so much to say as they are justifiably saying now when they sell products at deflated prices."

We do not contend that diversified farming is a panacea for all the ills of agriculture. We insist, however, that in the long run, and over a period of years, it is the soundest and safest system of farming that has ever been developed. It is easier to be a specialist, growing one crop, than to be a successful diversified farmer. The latter must think and work harder than the average one-crop farmer. Moreover, he must be a versatile, broad-angled and competent individual.

All farmers are not qualified by temperament, abilities and experience successfully to conduct a diversified farming business. There are many one-crop farmers, because they are the sons of one-crop farmers who have lived all their lives in specialized crop zones. It is difficult for middle-aged or elderly men to change their cropping habits. Existing conditions require the modification of old habits, and the adoption of new methods. These changes are sure to be accompanied by protests.

#### In the Old Days.

Dr. Francis Green, head of the Pennington Seminary, speaks of the days some of us still remember, when overshoes or galoshes were called "gums." Startlingly he recalls said days by quoting a sign that used to grace some Pennsylvania Dutch front porches:

"Wipe your gums on the mat."

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.**

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The best all purpose flour.

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The best bread flour.

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

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You Make  
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## MORRIS Supreme

### Quick Turnover Foods

All food products bearing the Supreme label can be depended upon for top quality, quick turnover and ready acceptance by consumers.

Ask the Morris salesman to help you install a complete "Supreme" Food Department.



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sell Supreme  
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## WATERMELONS AND CANTALOUPE

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

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**Michigan Retail Hardware Association.**  
 President—J. Charles Ross, Kalamazoo.  
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#### Some Plans Successfully Used in Stove Selling.

Written for the Tradesman.

A small city dealer has worked out in the course of a successful stove business a number of ideas for developing this class of trade. These ideas are largely the outcome of the peculiar conditions under which he has been carrying on business.

The city, a place of about 20,000 people, is essentially a factory community. Consequently, there are a great many people to whom the installment plan appeals; people who while they cannot pay the amount in full, need stoves and are willing to settle in more or less small payments. The dealer referred to caters to this class by offering stoves at a certain amount down and so much per week.

The amount of the initial and subsequent payments is governed by the cost of the stove, but it rarely exceeds \$6 down and \$3 a week. A lien is executed in every sale, to cover cases where payments may not be met.

Purchasers of stoves on this basis are expected to settle at the end of each week. When they fail to do so, prompt steps are taken to collect, Monday being set aside as "settling up day."

Each Monday a member of the firm starts out to look up the delinquents; the whole day is in fact given up to outside work—collecting, prospecting and following up prospects.

Out of this condition logically developed in course of time a policy of outside canvassing for stove sales. This policy helped materially to develop the stove department.

At first the member of the firm who did the collecting found that on his rounds he often picked up chances for new sales. The opportunity thus presented for creating new business was recognized, and has since been more thoroughly taken advantage of.

The hardware dealer is assisted in his business by three sons. Two of them are practical tinsmiths, while the third has charge of the store. The latter, discussing the methods employed in "getting after" new trade, declared that outside salesmanship was necessary in the up-building of a successful business.

A follow-up system is employed which has brought good results,

When it is found that a certain man is thinking of buying a stove, or is likely to need one in the near future, a personal call is made, either at once or shortly before the time when it is known he will require something in the stove line. If a sale is not made, the name is still kept on the prospect book. Letters are written to the prospect at regular intervals, or more calls are made. He is kept constantly in view, and his name is never taken off the list until he buys a stove (either from the firm or from some other dealer) or until he moves away from the city. "Never say die" is the motto followed. The most difficult of prospective purchasers can be brought to the buying point eventually by means of this very thorough system.

The canvassing system adopted for the country trade is even more thorough. The primary object here is to get tinsmithing and furnace contracts. The head of the firm is himself an efficient tinsmith and has worked up a splendid connection throughout the country. Not satisfied with this, however, he is always on the lookout for new business.

He often drives out into the nearby districts and finds what prospects there are for business in the tinning and heating liens. His men are instructed to do what they can along the same line to develop business. When they go out to do some work, they endeavor to pick up the news of the district, and to find out who is going to build. In carrying out one contract, they generally manage to get wind of at least one more.

The same policy is observed in the store. When customers of long standing drop in, they can be depended upon to linger awhile for conversation after transacting their business. If they have heard that a farmer in such and such a section of the county is going to build a new barn in the fall, or that a neighbor of theirs is thinking of putting in a furnace, they freely vouchsafe the information. The hardware dealer or salesman makes note of the



#### 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 Toy Dog  
 4 1/2 in by 12 in.  
 A Jointed Wooden Toy Dog  
 Dealers, Jobbers, Premium Users  
 Wahoo Novelty Works, Wahoo, Nebraska

## Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

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Exclusive Jobbers of Shelf Hardware,  
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**FISHING TACKLE**

## Foster, Stevens & Co. Wholesale Hardware



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

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

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

### Grand Rapids Mutual Building and Loan Association

Resources \$4,500,000.00

Chartered 1888

35 Years in the Widdicomb Building

## Michigan Merchants

WELCOME THE TOURISTS

Their pleasure means our prosperity

### Sherwood Hall Co., Ltd.

SIXTY YEARS SERVICE

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## Polar Bear Flour

A MONEY MAKER

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

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



matter and the tip is promptly followed up. If a new barn is in question, a letter is written at once to the sheet metal manufacturer, whose line the store handles, asking that literature be sent the prospect. The assistance of the manufacturer is enlisted wherever possible to pave the way for a direct bid for the business.

The follow-up system is brought to bear on this end of the business as well.

A rather novel experiment adopted by the store was the establishment of a branch at a small village about 20 miles from the city where the main business is carried on. This helped to keep the firm in touch with the farming community.

This dealer finds that the tinshop end of the business is helpful to the stove department. The work of the tinsmith necessarily puts him in touch with a lot of people, and takes him to a different place every day. He gets to know the people and, with a little effort, can readily secure information of the most valuable kind for the stove salesman. The tinshop proves a valuable auxiliary in other ways. It enables the stove dealer to keep his customers. It a stove is sold which does not work well, the dealer is supposed to remedy the defect and ensure better satisfaction in future. If he is not a practical man and has no one on his staff who knows anything more about stoves than just how to sell them, he is compelled to turn to the manufacturer for assistance. Delay is bound to ensue, and the result is apt to be a disgruntled customer.

In selling stoves on the basis indicated, or, indeed, wherever the element of credit is involved, strict terms are of course essential to good business. Many hardware dealers find their stove department a drag on account of poor collections and indefinite agreements with customers. Another small city merchant, who states that he hasn't lost ten dollars on stoves in ten years, has worked out ideas somewhat different from those of the dealer previously referred to.

In the first place, he sells as much as possible for cash out-right. A large portion of his business is done on this basis, and many people have become so reconciled to this condition that they do not think of asking for credit for anything, be the purchase large or small. Where cash in full cannot be obtained, then some agreement has to be arrived at before the customer receives the stove, and in every case the agreement is made with a definite time limit. Thus, a \$40 stove calls for \$10 down and \$10 a month with a three months limit. Wherever possible one-half the price is secured in cash, but there is no binding rule. In cases where customers receive their wage twice a month, \$5 every two weeks is preferred to \$10 a month. On a large range \$5 down and small payments following is refused absolutely and on no stove is a sale made without a definite time limit. Where the price is less than \$20, cash outright is usually required.

It will thus be seen that with different dealers, different methods are often equally successful. In the one case a small payment down will secure the biggest stove in the store; in the other a large payment, if not cash outright, is required. Yet both dealers are doing a growing business and making money.

The one point of similarity is that both watch their collections closely, insist on definite agreements involving definite time limits to credit, and handle the business in a thoroughly business-like way. Half the losses incurred in credit business are due to the dealer's own lax methods of handling credit customers.

Victor Lauriston.

#### Copper and Ptomaines Unrelated.

Ptomaine poisoning is something to which we all are more or less exposed and rather more now than in the days before "canned goods" became a part so large of almost everybody's diet.

The active agent in it is a rather mysterious substance that is one of the products of decomposition in food—of "spoiling," as it used to be called—but by no means all "spoiling" produces ptomaines. At any rate, people far from always are made ill by eating foods that are not as fresh as they might and should be. Birds in the state known as "high" are eaten without bad effect by those who like them in that condition. Fish and other "sea foods" seem especially likely to develop dangerous ptomaines if they are kept too long or carelessly. The suggestion that the President's fatal illness was somehow connected with the copper deposits of Alaska is not very plausible. Of course, copper is a poison but the chances that crab meat would be impregnated with it to any measurable degree are not many.



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.

## DEL MONTE

### CANNED FRUITS VEGETABLES & FOOD SPECIALTIES

Over a hundred  
quick-moving,  
profit-making  
varieties that  
your customers  
know and want

*Fiegle's*

## Chocolates

Package Goods of  
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### REFRIGERATORS

for ALL PURPOSES

Send for Catalogue

No. 95 for Residences  
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MCCRAY REFRIGERATOR CO.  
2344 Lake St., Kendallville, Ind.

## NUCOA

"NOT AN IMITATION  
JUST A WONDERFUL  
CREATION"

TO SPREAD ON BREAD

One Trial Convinces

I. VAN WESTENBRUGGE  
DISTRIBUTOR  
Grand Rapids Muskegon

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

**Mary J. Field Company**  
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Of course repeat sales make profits!

What better repeaters in the whole food line

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# DEL MONTE

## CANNED FRUITS

**JUDSON GROCER COMPANY**  
DISTRIBUTORS

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### Theory of Industrial Conduct and Leadership.

Neither in work nor elsewhere do men desire to follow the line of least resistance; rather do they wish to pursue the line which is found unfailingly to furnish the maximum satisfaction of their wish for worth per unit of effort expended. Too long we have thought of work as a curse. The truth is that everyone of us plays a part in making it whatever it is; it becomes a curse only when we withhold from the performer of any useful service our proportionate economic and social recognition. Because we have so long failed to see men's wish for worth through work, we have failed too often to keep our promises of reward. Indeed, we have generally based our whole program of the management of our industrial personnel less upon the hope of reward than upon the fear of punishment. That fear is the fear of discharge—the fear of joblessness and all of those attendant stigmas and miseries which not management but society has erected.

In education, religion and salesmanship we have learned to dispense with fear as a motive. We have found by experience that the certainty of reward, recognition and satisfaction—the demonstrated certainty—gets better results than the possibility of punishment in this world or the next. Industry must learn the same, if it is ever to retrieve for itself and society that huge per cent of man's potential energies which now goes unapplied or, worse, misapplied.

Change from a punishment economy to a reward economy will not require any radical change of our economic system. But it will require an enormously more efficient industrial administration than now generally exists. Such management must think of its problem as a problem not of control but of leadership.

### Inside Glimpses of Hotel Management.

Patrons of hotels imagine that no charges are made for such items as paper and envelopes, toothpicks, drinking water, soap and similar items. Mr. Partlow, the auditor and expert accountant of the Hotel Pantlind, says the idea is fallacious. Successful managers of public houses know the cost of every article used in the conduct of their business, including personal service. The lad who sorts the mail and delivers it to the persons addressed is paid by the hotel patron, together with other items charged when he settles his bill.

No substantial reason could be

urged that would justify the hotel keeper in rendering gratuitous service to patrons. Mr. Partlow knows the cost of every sheet of writing paper, cake of soap, steel pen or envelope; in fact, of every item purchased for the Pantlind and of its delivery to patrons, as well as articles of food. The table linen used the customer pays for. To supply a napkin to a patron costs 4 cents, and more if the napkin is carried away when the customer leaves the dining room. Many suppose a service of rolled oats and cream costs the landlord, as a rule, less than one of toast and eggs. This is another fallacy.

W. R. Duffy, Assistant Manager of the Hotel Pantlind, was driven almost to distraction at times during the late midsummer furniture market. The hotel was overcrowded three full weeks, and, with the shortage of competent help, the trials of management were unusually severe. One night 1,024 guests were lodged, more or less comfortably. The demands made for the special service each arrival considered himself entitled to were so many and so insistent that the managers and clerks were almost reduced to innocuous pulp. Mr. Duffy was made the center of the assault. Whenever an appeal or demand for consideration was presented to a subordinate, the reply was, "Go and see Mr. Duffy." Mr. Duffy is, physically and mentally, well qualified to meet such vocal assaults, but his goat was on the eve of departure many times during the season.

Owing to the unexpected heavy demand for accommodations at the Hotel Ottawa, Manager Pantlind felt compelled to transfer, temporarily several experienced employees of the Pantlind to Ottawa Beach, thereby adding to the burdens of Mr. Duffy.

Arthur S. White.

### He Used it as Bait.

A clergyman, taking occasional duty for a friend in a remote country parish, was greatly scandalized on observing the old verger, who had been collecting the offertory, quietly abstract a fifty-cent piece before presenting the plate at the altar rail.

After service he called the old man into the vestry and told him with some emotion that his crime had been discovered.

The old verger looked puzzled for a moment. Then a sudden light dawned on him.

"Why, sir, you don't mean that old half-dollar of mine? Why, I've led off with that for the last fifteen years!"

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

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

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

**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.

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

**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.**

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Everything that a Modern Hotel should be.  
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Corner Sheldon and Oakes;  
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150 Fireproof Rooms

Rooms, duplex bath, \$2  
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Never higher

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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.  
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Opposite North Side State Capitol on Seymour Avenue  
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Cafeteria in Connection.

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

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**Gabby Gleanings From Grand Rapids**  
Grand Rapids, August 7.—J. S. Rickers, who has been associated with the A. J. Brown Seed Co. for the past eleven years, has transferred himself to the Worden Grocer Company, taking effect August 7.

The Henry J. Heystek Co. has established a branch book house at 453 Fort street, West, Detroit, under the management of A. W. Parkinson, who was on the road for the parent house eight years. The Heystek Co. now has ten salesmen on the road, covering regularly four states.

John D. Martin and wife left the city Saturday in their new Essex coach car, intending to spend a week in Pentwater, Ludington, Manistee and intermediate towns.

Ernest Ghysels, who has sold Pet milk in Western Michigan territory for the past five years, has engaged to represent Jennings Manufacturing Co. in the cities of Grand Rapids, Muskegon and Battle Creek. He will see his trade every thirty days.

The Sanford drug store combination has leased the corner store in the Hotel Rowe building and will shortly install therein a complete drug stock.

Writing from the Northway Hotel, Beulah, Dave Drummond says: "This is a fine place to stop. A sign in the office reads, 'We consider it a compliment if you ask for a second piece of pie.' Other hotels are herewith invited to promulgate the same idea."

The Greenville Silver Black Fox Co. has established branches at Montague, Battle Creek and Lake Odessa.

Guy W. Rouse (Worden Grocer Company), who has been in New York City several days, is expected home Thursday.

O. P. DeWitt, the St. Johns wholesale grocer, has the sympathy of the trade in the affliction which has visited his household. Mrs. De Witt suffered a severe stroke July 20.

Sidney F. Stevens and wife, who have been spending the heated term at the Hotel Whitcomb, St. Joseph, have returned to their home in this city.

It is reported that the arrangement made by Peter M. Chamberlain to manage the new Morton House has been declared off by both parties and that the hotel owners are seeking elsewhere for a landlord.

#### County Park to be Dedicated.

Boyne City, August 7.—B. O. Hagerman, County Agricultural agent, started something. That something is a Farmers, Merchants and Everybody's picnic as a dedication of the newly-acquired county park which is to be called Whiting Park as a monument to the donor. The county park commission is clearing the lake front and the woods around the base ball ground in anticipation of the event. A meeting was held last Friday at East Jordan at which committees were appointed to look after the various activities. W. H. and Thomas White, of Boyne City, and W. P. Porter, of East Jordan, were appointed on committee to procure and prepare the beeves for a barbecue. Ported kicked like a steer on the preparing part; said his wife had not taught him to cook and he was too old to learn and wouldn't anyway, so the company appointed the three best butchers in the county. There were none of them there to kick so the eats were disposed of. They roped in an East Jordan man for financier and told him to go out and get the money and not to bother them with any such sordid matters. Baseball, concessions and amusements were not neglected and, finally, the three biggest men in the county were appointed to keep order. Whether the merchants or the farmers or just the common folks were expected to raise a ruction, we don't know, but

as B. O. is a farmer we have our suspicions.

Anyhow, if the editor should happen into Boyne City on August 30 he will find a care free and happy populace filling up on W. H's beef and Smith's oratory. Maxy.

#### Unique in Annals of Trade Journalism

Eben Junction, August 4.—We are just in receipt of your fortieth anniversary number of the Michigan Tradesman and in this connection we would state that for one individual to be continually connected as owner, manager and editor of the same publication for forty years is, to say the least, unique in the annals of editorial work.

Aside from the maturity of the journal, we would note that it has not merely floated along these forty years, but has been at all times up-to-day. It has been a healthful business guide for both the retailer and the wholesaler. This is especially true in behalf of the small retailer, for in many instances he has been warned of shallow waters and treacherous shoals. Each subscription number saves many a poor guileless merchant from the attacks of mercenary wanderers who seek to eat out his substance. In short, it is the merchant's primer and he who runs may read.

From a personal standpoint we admire your fearlessness of outward expression in the things you deem wrong and unworthy. They may be at variance sometimes, even with men of mature judgment, but in the majority of instances you seem to have more followers than critics.

We are not interested in the fact that to save printer's ink you write Henry Ford's name in small letters, and my flivver friend, Henry, may not care either; but we are interested in the fact that the Tradesman aims at all times to seek out that which is just and proper; to bitterly condemn the violations of right and valiantly espouse the cause of truth and justice.

Here's hoping that the Tradesman may live forever and you may never die. W. J. Kehoe.

#### Wider Use of Laces.

Lace dresses are in great vogue in Paris and are rapidly gaining favor here, according to the buyer of a prominent lace house who has recently returned from Europe. Silk lace predominates, in Bohemian effects, in Burma, Cartouche and black. He reports a wide use of galoons and bands in the new models, in widths varying from six to twelve inches. Cotton Vals, he says, are popular, in colors, used in dresses, hats, and neckwear. There is also a brisk demand from wholesale millinery houses for narrow metal laces, as well as chantillys. Colored silk trimmings are selling well, he says, made in medallions and cut-out insertions, combining the newest shades with a metallic thread, some of them with wool stitching. They retail at from \$1.75 to \$5 per yard. Metal laces up to thirty-six inches in width are popular with dress manufacturers. Chantillys and "Mantilla" lace are supplanting the old Spanish lace, according to this buyer. Laces for upholstery and decorative purposes are in great demand, and a "Point de Liege," eighteen inches wide, made by hand, is a popular novelty with one house. It retails at about \$5 per yard, and is used for table-runners, bed-spreads, etc.

You neither get along very fast nor go very far if you take no mental rest or physical recreation to refresh you.

#### Wool and the Woolen Openings.

In wool, the situation remains about as it has been for some time. More activity may be shown with the increase of orders for woolens, resulting from the opening of Spring lines. But there is a lot of the domestic clip still remaining unsold, and the mills appear to have enough of a supply on hand for their immediate requirements. The consumption of wool in June dropped about 7,000,000 pounds, grease equivalent, from that of May. About 15 per cent. of that used in June was fine wool. Census reports showed a perceptible slowing up of machinery in the last-mentioned month.

In the goods market, the principal event of the past week was the opening for Spring of the remaining lines of the American Woolen Company. These included dress goods and fancy worsteds and woolens. Most attention was attracted to the offering of fabrics for women's wear, which have been made more predominant than hitherto. It is generally understood that the big company is making a special drive to secure a large portion of this kind of business, which is, at present, the bright spot in the market. The success of the effort is assumed, as it was officially announced recently that the offerings had been withdrawn and that allotments will be made this week. In the fancies, which are said to be moderately priced, all things considered, there has been no great rush to secure supplies. In fact, all offerings for men's wear have been going quite slow, although it is expected that they will show up better later on. The openings of Summer clothing are expected after the beginning of next month.

#### Introducing Printed Hosiery.

An innovation in hosiery novelties will shortly be offered to the retail trade that is expected to attract considerable attention. It takes the form of printed designs on silk, silk and wool, artificial silk and other combination numbers. The printing is done by a Philadelphia concern and, according to the bulletin of the National Association of Hosiery and Underwear Manufacturers, stood every test to which it was submitted. The printer is said to be confining output to three firms, one in Chicago and the others in New York and Philadelphia. The samples shown are described as remarkable, the designs including Scotch plaids, checks, lace imitations, etc. In half hose, one of the distributors has an artificial silk-cotton-wool number on which have been printed check designs. This is sold at the mill for \$3.65 per dozen and is to be resold at \$6.50. The hosiery has the appearance of high-priced imported numbers and is expected to compete strongly with them. Numbers that will retail at \$2 or \$3 for women are thought likely to be particularly good sellers.

#### Reads Tradesman With Happy Feeling.

Nashville, August 7.—I went carefully over the splendid Tradesman issued last week in honor of the fortieth anniversary and am pleased to confess that it represented a magnificent effort to make the issue one

of the best that has ever borne the name—and that means a herculean effort.

I read with a happy feeling of accord the splendid things said by those who have trod the way of the years with you and who have known you as one man really knows another through all his varied moods and experiences.

With one exception, the articles contributed by your friends were well worth reading and many of them chronicled events that "mark the man" as being one who with a high sense of honor and fairness was willing to face the world, do his part, expect the other fellow to do the same and each be subject to honest criticism without any feeling of resentment.

The jobbing, and retail merchants of the State have ever had in you and through the Tradesman one of the most fearless defenders of record. Many a dealer has been saved embarrassment and financial loss by reason of your timely advice and I know I voice the unanimous feeling of the retailers of the State when I thank you sincerely and on this occasion wish you unbounded success.

C. L. Glasgow.

#### Staples and Clothing Prices.

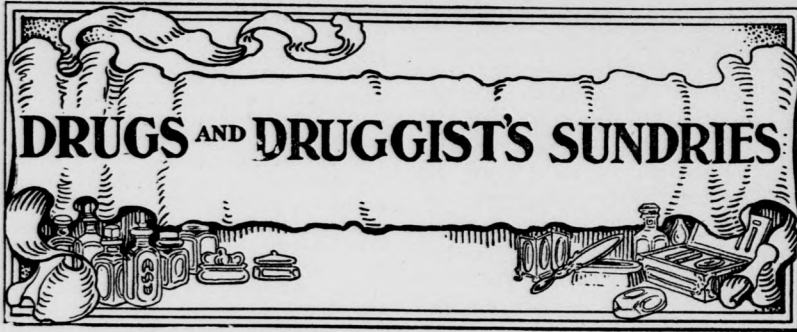
Staples will be of little assistance to manufacturers in the production of clothing to meet retailers' price views for the coming Spring, for the reason that the trade is not yet ready to take to them. While the staples are safer to work with, as they may be easily carried without regard to style change and also may be used in a suit for the moderate priced trade, the trend is still toward fancies. This was said to be demonstrated by the lack of response to the showings of staples by the leading factor and the action of this concern in making the advance on the fancies proportionately lower. Silk mixtures are expected to be among the leading patterns in demand. The demand for pencil stripes is not looked upon to be as large as it has been, although it will probably predominate over checks. Herringbones are little featured. French backs are now said to have become a year round proposition with the young men's trade taking them up. For years they were considered an "old man's cloth."

#### Is Practically Sold Up.

The much better position of the women's wear trade as against the men's clothing division is again shown by the understanding in the trade that the American Woolen Company has practically sold up its dress goods lines for Spring. Only the formal announcement of this is lacking and, in all probability, this will be made soon. Big orders have been placed, some for as much as 40,000 pieces from a single garment manufacturer and, according to all indications, allotments will have to be resorted to in the case of the wanted fabrics. In the men's wear end more buyers are expected to look at the suiting lines next week. Interest up to the present has been of a limited character. The mills of the company, however, are said to be engaged on heavyweight production, principally overcoatings, for some months to come.

Time is not money for the man who regards a week as merely the period between pay envelopes.





**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. 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.

### The Shifting Sands of Business.

It has been said that the average American neighborhood changes every decade. A druggist had been enjoying years of prosperity in a fine old residential neighborhood, fine but old, when suddenly he awoke too late only to see what he called an unexpected change in his trade. The fact is he had not kept himself posted on conditions in the community and had never tried to figure out what the future would bring to the neighborhood. Because of his prestige in the locality he thought he could keep right on forever.

A few people moved away and others moved in. Every once in awhile he would lose a good customer, perhaps good for \$5 a day in the summer between ice cream and candy. But there were lots of other good customers left. Soon, however, the fine old mansions gave way to boarding houses. Several of the old houses were converted into "lofts" with sewing machines for a shirt waist factory run on "sweatshop" principles. Some of the "workers" lived on the third floor. Thus the neighborhood changed.

The druggist may or may not be able to hold his trade. If he had been wise, like a business man, he would have been prepared to face the change. From the voters' list the druggist could get the names and addresses of all voters in the district. By checking them from year to year he could ascertain who had moved away and who had moved in. He also has the telephone directory and Red book with which to keep track of his shifting trade. By keeping on good terms with the postman the druggist would have no trouble in securing changes of address of any of his customers, together with any information which he might need. It might be possible in this way to secure a mail order business in prescriptions by keeping in touch with the old customers who have gone.

The butcher, not having so much detail work as the druggist, is a

good person to ask about his trade, for the chances are those who trade at the drug store will deal from the butcher also. The baker likewise could be "pumped" from time to time. The cash register will tell how many customers there were during the day, and it is a good idea to note this figure beside the daily cash entry.

When the population begins to shift it is an excellent plan to cut down on the charged accounts. This will avoid many an unpleasant memory in after years, for he who has lost a customer has done a sad day's work whether or not the party moves away.

By being a good listener the druggist can often get many a valuable clue. For instance: There was a Greek who had a confectionery store on the next block. He suddenly sold out. One day he happened in and told the following tale. "I had been losing \$10 to \$15 a day and began to study things. First, I noticed the nickle candy standing still. Then I saw the kids had pennies and not dimes to spend, also they were poorer dressed than before. So I changed to a good penny line. I had to drop sodas to a dime—cut on the syrup and use a No. 20 instead of a No. 16 cream scoop. My regular family ice cream trade was slowly dying out. Then one day as I stood by the front window I saw a big touring car drive up and stop a few doors away where a hoky-poky ice cream stand was parked. As I watched it suddenly dawned on me that the chauffeur was buying ice cream cones for the occupants and himself. The hoky-poky man was getting my trade. "No!" I said to myself, "they are the suddenly grown rich on the war, bootlegging or something. They were used to that kind of stuff before and have not changed." Now do you know why I have sold out? Strange, haven't you felt the change in here?

When customers begin to kick at the prices it is time to sit up and find out the reason why. Maybe there is a change in the financial condition of the people. Perhaps a perusal of the competitor's window will soon disclose the real reason. But, be it as it may, prices must be right for the buying public. Overhead and profit must be in the prices also.

An old store had enjoyed the reputation for honest dealings and excellent prescription service. All at once the neighborhood changed. "Bargain hunters" began to pervade the store. "Oh! I can get it for so-and-so down town or across the street," they would say. Until finally the druggist was forced to do some-

thing; so he capitalized on his prescription business. He maintained only a few patents at full price. If people kicked he simply told them to go to the next block, naming a competitor as a cut rate druggist, but at the same time giving the prescription end of his business a boost. So in this way he maintained the best dispensing service in the neighborhood, and people used to say, "Where did you go? Martin's?"

Another instance of adapting oneself to changing conditions is witnessed in the case of a druggist who was enjoying a lucrative business in a residence neighborhood along the river front. Almost overnight it seemed as if the entire place was filled with steamship warehouses. Now a warehouse section generally cannot support a druggist as it means a smaller population during the day and practically none at night. So this particular druggist devoted all his time to securing ship trade. He would see the ship purveyors and secure drug and chemical orders for the trip. Each order amounting to \$50 and upward. He also maintained a full line of patents for the sailors.

When cities get too large and are full to capacity then the population seeks relief in the neighboring localities. Thus new sections are springing up all the time. Some are nicer than others. It behooves the up-to-date, business-like druggist if he needs to make a change, to get in on the ground floor and study the map, the outlay, time it takes to

No Smoker  
Can Be  
Satisfied  
Before  
He Has  
Smoked  
A

Charles  
the  
Eighth  
10c  
Cigar

A Cigar  
Of Real  
Merit

All Live  
Dealers  
Sell Them

Mfd. By

Make  
This  
Cigar  
The  
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GRAND RAPIDS, MICH.

## THE RESORTERS ARE HERE



Everybody Likes  
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ESPECIALLY

Putnam's

AND

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KEEP PLENTY ON HAND

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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"



get to the heart of the city, etc. Then to locate on the main village road at the beginning. For in time the village road will give way to the motor highway, and the village to the suburban town. Then the very location picked out ten years previously will be in the midst of the shopping district with a movie theatre next door.

Thus the cycle of changes come and go every decade and the druggist must study conditions and change with the times. By cultivating the children trade he will make future customers. Wilbur H. McEvoy.

### Power of Imagination.

Within the circle of common sense, within the range of reason, every thought that you harbor eventually becomes a reality.

Imagine you are ill, and you will control the forces within you—you will be sick.

Imagine you are healthy and well,  
and you certainly stand a better

show of realizing on these great gifts than if you think you are sick, miserable or a failure.

You may have a very strong will, but let the imagination get working in the wrong direction and your will will be overpowered.

Imagination is ten times stronger than will, hence it is always best to watch imagination.

Recently I saw a man who had repeated, many times in succession, these words: "I can not open my hands!"

I met the man while he was repeating these words. His fists were doubled up, and until that man changed his imagination, he could not open his hands.

This will not always work with every one, but if your imagination is strong enough it will probably work with you.

Imagination is the most powerful factor for good or evil, and the more you have of it the better you will be or the worse you will be.

## WHOLESALE DRUG PRICE CURRENT

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

Acids			Almonds, Sweet,			Tinctures		
Boric (Powd.)	15	25	Imitation	60	1 00	Aconite	2	1 80
Boric (Xtal)	15	25	Amber, crude	1 75	2 00	Aloes	1	45
Carbolic	64	70	Amber, rectified	2 00	2 25	Arnica	1	10
Citric	62	70	Anise	1 00	1 25	Asafoetida	2	40
Muriatic	3 1/2	8	Bergamont	5 00	5 25	Belladonna	2	35
Nitric	9	15	Cajeput	1 50	1 75	Benzoil	1	20
Oxalic	20 1/2	30	Cassia	4 25	4 50	Benzoin Comp'd	2	65
Sulphuric	8 1/2	8	Castor	1 60	1 80	Buchu	2	55
Tartaric	45	60	Cedar Leaf	1 75	2 00	Cantharadics	2	85
			Citronella	1 10	1 40	Capsicum	2	20
			Cloves	3 25	3 50	Catechu	1	75
			Cocunut	25	35	Cinchona	2	10
			Cod Liver	1 30	1 40	Colchicum	1	80
			Croton	2 00	2 25	Cubebs	3	00
			Cotton Seed	1 35	1 50	Digitalis	1	80
			Cubebs	8 50	8 75	Gentian	1	35
			Eligron	3 00	3 25	Ginger, D. S.	1	80
			Eucalyptus	80	1 20	Guaiac	2	20
			Hemlock, pure	2 00	2 25	Guaiac, Ammon.	2	00
			Juniper Berries	2 00	2 25	Iodine	9	95
			Juniper Wood	1 50	1 75	Iodine, Colorless	1	50
			Lard, extra	1 35	1 45	Iron, clo.	1	35
			Lard, No. 1	1 25	1 35	Kino	1	40
			Lavender Flow	4 50	4 75	Myrrh	2	50
			Lavender Gar'n	1 75	2 00	Nux Vomica	1	55
			Lemon	1 50	1 75	Opium	3	50
			Linseed Boiled bbl.	1	12	Opium, Camp.	7	85
			Linseed bld. less	1 19	1 32	Opium, Deodor'd	2	50
			Linseed, raw, bbl.	1	10	Rhubarb	2	70
			Linseed, ra., less	1 17	1 30			
			Mustard, artifi. oz.	7	50			
			Neatsfoot	1 35	1 50			
			Olive, pure	3 75	4 50			
			Olive, Malaga,	2 75	3 00			
			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 Flow	1 25	1 50			
			Sandalwood, E.	11 00	11 25			
			Sassafras, true	1 50	1 80			
			Sassafras, arti'l	1 00	1 25			
			Spearment	4 00	4 25			
			Sperm	1 80	2 05			
			Tansy	10 00	10 25			
			Tar, USP	50	55			
			Turpentine, bbl.	1	08			
			Turpentine, bbl.	1	11 1/2			
			Wintergreen,	6 00	6 25			
			leaf					
			Wintergreen, sweet	3 75	4 00			
			birch	95	1 20			
			Wintergreen, art.	10 00	10 25			

## SANFORDS INKS

PREMIUM FLUID			STAR BLACK INK		
No. 1—Quarts	-----\$10.80	Doz.	No. 21—Quarts	-----\$10.80	Doz.
No. 2—Pints	-----6.45	Doz.	No. 22—Pints	-----6.45	Doz.
No. 3—1/2 Pints	-----3.90	Doz.	No. 23—1/2 Pint	-----3.90	Doz.
No. 7—3 oz. Size	-----1.20	Doz.	No. 30—2 oz. Size	-----	.80
No. 0—2 oz. Size	-----	.80			

## SANFORD'S SPECIAL INKS

	Doz.		
No. 564—Gold, ½ oz.	\$1.50	No. 41—Jet Black	Qt. \$10.80
Hetkograph, 1 oz.	2.70	No. 42—Jet Black, Pt.	6.45
No. 709—Snow Card	2.10	No. 43—Jet Black ½ Pt	3.90
No. 117—Stamping, ½	1.20	No. 40—Jet Black, 2 oz	1.80
No. 114—Stamping, 1s.	2.10	No. 50—Gloss Blk., 1 oz	1.05

CARDINAL RED INK

No. 141—Quart	-----	\$14.40
No. 142—Pint	-----	8.70
No. 143—1/2 Pint	-----	5.25
No. 109—1 1/4 oz.	-----	.85

## FOUNTAIN PEN INKS

	Doz.
No. 275—Jet Blk, 2 oz.	\$1.20
No. 284—Green, 2 oz.	1.20
No. 285—Violet, 2 oz.	1.20
No. 278—Royal Blue, 2s	1.20
No. 276—Blue-Blk. 2 oz	1.20
No. 274—Blue-Blk. 1 oz.	.75
No. 575—Perfect & Filler 3.00	
No. 306—Blue-Blk. can	3.00

We also stock Powell's, Diamond, Signet, Carter's and other leading makes of inks.

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**MANISTEE**

MICHIGAN

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## Citizens Long Distance Service



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

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**Connection with 150,000 telephones in Detroit.**

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# GROCERY PRICE CURRENT

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

## ADVANCED

Canned Apricots  
Canned Pineapple  
Prunes  
California Lima Beans  
Sal Soda

## DECLINED

DECLINED  
Canned Blueberries  
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 20  
Parsons, 1 doz., lge. 3 35

## AXLE GREASE



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

## BAKING POWDERS

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

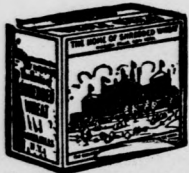
## BLUING



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

## 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 Brst Biscuit 1 90  
Ralston Purina ----- 4 00  
Ralston Branzen ----- 2 70  
Ralston Food, large ----- 3 60  
Saxon Wheat Food ----- 3 75



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

## Post's Brands.

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

## BROOMS

Standard Parlor, 23 lb. 8 00  
Fancy Parlor, 23 lb. 9 50  
Ex. Fancy Parlor 25 lb 10 50  
Ex. Fcy. Parlor 26 lb 11 00  
Toy ----- 2 25  
Whisk, No. 3 ----- 2 75

## Rich & France Brands

Special ----- 8 00  
No. 24 Good Value ----- 8 75  
No. 25 Velvet ----- 10 00  
No. 26 Special ----- 9 50  
No. 27 Quality ----- 11 00  
No. 22 Miss Dandy ----- 11 00  
No. B-2 B. O. E. ----- 10 50  
Warehouse, 36 lb. ----- 11 00  
B.O.E. Warehouse, 32 lb. 10 50

## BRUSHES

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

## BUTTER COLOR

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

## CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. ----- 12.8  
Paraffine, 6s ----- 14 1/2  
Paraffine, 12s ----- 14 1/2  
Wicking ----- 40  
Tudor, 6s, per box ----- 30

## CANNED FRUIT.

Apples, 3 lb. Standard 1 75  
Apples, No. 10 ----- 4 50  
Apple Sauce, No. 2 ----- 2 00  
Apricots, No. 1 ----- 1 90  
Apricots, No. 2 ----- 2 85  
Apricots, No. 2 1/2 ----- 3 90  
Apricots, No. 10 ----- 8 75  
Blackberries, No. 10 ----- 9 00  
Blueberries, No. 2, 1-75 ----- 3 50  
Cherries, No. 2 ----- 3 80  
Cherries, No. 2 1/2 ----- 4 00  
Cherries, No. 10 ----- 11 50  
Cherry's, No. 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 75  
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 50  
Pineapple, No. 2, crus. ----- 2 50  
Pineapple, 10, cru. ----- 11 50  
Pears, No. 2 ----- 3 25  
Pears, No. 2 1/2 ----- 4 25  
Plums, No. 2 ----- 2 25  
Plums, No. 2 1/2 ----- 3 00  
Raspberries No. 2, blk. ----- 3 25  
Raspb's, Red, No. 10 ----- 9 75  
Raspb's, Black No. 10 ----- 11 00  
Rhubarb, No. 10 ----- 5 25

## CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 ----- 3 00  
Clams, Steamed, No. 1 ----- 1 75  
Clams, Minc'd, No. 1 ----- 2 50  
Finnan Haddie, 10 oz. ----- 3 30  
Clam Bouillon, 7 oz. ----- 2 50  
Chicken Haddie, No. 1 ----- 2 75  
Fish Flakes, small ----- 1 35  
Cod Fish Cake, 10 oz. ----- 1 85  
Cove Oysters, 5 oz. ----- 1 75  
Lobster, No. 1, Star ----- 2 90  
Shrimp, No. 1, wet ----- 1 90  
Sard's, 1/4 Oil, key ----- 5 50  
Sardines, 1/4 Oil, k'less ----- 4 75  
Sardines, 1/4 Smoked ----- 6 25  
Salmon, Warrens, 1/2 ----- 2 85  
Salmon, Red Alaska ----- 2 80  
Salmon, Med. Alaska ----- 1 75  
Salmon, Pink Alaska ----- 1 60  
Sardines, Im. 1/4, ea. ----- 10 23  
Sardines, Im. 1/4, ea. ----- 25  
Sardines, Cal. ----- 1 75  
Tuna, 1/2, Albocore ----- 95  
Tuna, 1/2, Nekko ----- 1 65  
Tuna, 1/2, Regent ----- 2 25

## CANNED MEAT.

Bacon, Med. Beechnut 2 40  
Bacon, Lge. Beechnut 4 05  
Beef, No. 1, Corned ----- 2 60  
Beef, No. 1, Roast ----- 2 35  
Beef, No. 1/2 Rose Sil. ----- 1 75  
Beef, No. 1/4, Qua. Sil. ----- 3 10

Beef, No. 1, Qua. sil. 3 35  
Beef, No. 1, B'nut, sil. 5 10  
Beefsteak & Onions, s ----- 2 60  
Chili Con Ca., 1s ----- 1 35  
Deviled Ham, 1/2 ----- 2 20  
Deviled Ham, 1/2 ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 40  
Potted Meat, 1/2 Libby ----- 50  
Potted Meat, 1/2 Libby ----- 90  
Potted Meat, 1/2 Rose ----- 80  
Potted Ham, Gen. 1/4 ----- 1 85  
Vienna Saus., No. 1/2 ----- 1 35  
Veal Loaf, Medium ----- 2 30

Baked Beans  
Beechnut, 16 oz. ----- 1 40  
Campbells ----- 1 15  
Climatic Gem, 13 oz. ----- 1 00  
Fremont, No. 2 ----- 1 25  
Snider, No. 1 ----- 95  
Snider, No. 2 ----- 1 35  
Van Camp, Small ----- 92 1/2  
Van Camp, Med. ----- 1 15

## CANNED VEGETABLES.

Asparagus  
No. 1, Green tips ----- 4 00  
No. 2 1/2, Lge. Gr. ----- 3 75  
Wax Beans, 2s ----- 1 35  
Wax Beans, No. 10 ----- 7 00  
Green Beans, 2s ----- 1 60  
Green Beans, No. 10 ----- 8 25  
Lima Beans, No. 2 Gr. ----- 2 00  
Lima Beans, 2s, Soaked ----- 95  
Red Kid., No. 2 ----- 1 30  
Beets, No. 2, wh. ----- 1 60  
Beets, No. 2, cut ----- 1 25  
Beets, No. 3, cut ----- 1 40  
Corn, No. 2, St. ----- 1 00  
Corn, No. 2, Ex-Stan. ----- 1 55  
Corn, No. 2, Fan ----- 1 60  
Corn, No. 2, Fy. glass ----- 2 25  
Corn, No. 10 ----- 7 25  
Hominy, No. 3 ----- 1 15  
Okra, No. 2, whole ----- 2 00  
Okra, No. 2, cut ----- 1 90  
Dehydrated Veg Soup ----- 90  
Dehydrated Potatoes, lb ----- 45  
Mushrooms, Hotels ----- 40  
Mushrooms, Choice ----- 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  
Peas, Ex. Pine, French ----- 29  
Pumpkin, No. 3 ----- 1 45  
Pumpkin, No. 10 ----- 4 00  
Pimentos, 1/4, each ----- 15  
Pimentos, 1/2, each ----- 27  
Swt Potatoes, No. 2 1/2 ----- 1 35  
Sauerkraut, No. 3 ----- 1 35  
Succotash, No. 2 ----- 1 60  
Succotash, No. 2, glass ----- 1 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

## CATSUP.

B-nut, Small ----- 1 80  
Lilly Valley, 14 oz. ----- 2 25  
Libby, 14 oz. ----- 2 25  
Lilly Valley, 1/2 Pint ----- 1 60  
Paramount, 24, 8s ----- 1 45  
Paramount, 24, 16s ----- 2 40  
Paramount, 6, 10s ----- 10 00  
Sniders, 8 oz. ----- 1 85  
Sniders, 16 oz. ----- 2 75  
Van Camp, 8 oz. ----- 1 75  
Van Camp, 16 oz. ----- 2 75

## CHILI SAUCE.

Snider, 16 oz. ----- 3 35  
Sniders, 8 oz. ----- 2 35  
Lilly Valley, 1/2 Pint ----- 2 25

## OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 35  
Sniders, 8 oz. ----- 2 35

## CHEESE

Roquefort ----- 52  
Kraft Small tins ----- 1 70  
Kraft American ----- 1 70  
Chili, small tins ----- 1 70  
Pimento, small tins ----- 1 70  
Roquefort, small tins ----- 2 50  
Camenbert, small tins ----- 2 50  
Brick ----- 27  
Wisconsin Flats ----- 27  
Wisconsin Daisy ----- 27  
Longhorn ----- 27  
Michigan Full Cream ----- 25  
New York Full Cream ----- 30  
Sap Sago ----- 32

## CHEWING GUM

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

## CHOCOLATE.

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

## COCOA.

Baker's 1/2s ----- 40  
Baker's 1/4s ----- 36  
Bunte, 1/2s ----- 43  
Bunte, 1/4 lb. ----- 35  
Bunte, lb. ----- 32  
Droste's Dutch, 1 lb. ----- 9 00  
Droste's Dutch, 1/2 lb. ----- 4 75  
Droste's Dutch, 1/4 lb. ----- 2 00  
Hersheys, 1/2s ----- 33  
Hersheys, 1/4s ----- 23  
Huyler ----- 36  
Lowney, 1/2s ----- 40  
Lowney, 1/4s ----- 40  
Lowney, 1/2s ----- 38  
Lowney, 5 lb. cans ----- 31  
Van Houten, 1/2s ----- 75  
Van Houten, 1/4s ----- 75

## COCOANUT.

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

## CLOTHES LINE.

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

## COFFEE ROASTED

Bulk  
Rio ----- 18  
Santos ----- 23  
Maracaibo ----- 29  
Guatemala ----- 23  
Java and Mocha ----- 39  
Bogota ----- 30  
Peaberry ----- 26  
Christian Coffee Co.  
Amber Coffee, 1 lb. cart. ----- 29  
Crescent Coffee, 1 lb. ct. ----- 26  
Amber Tea (bulk) ----- 47  
McLaughlin's Kept-Fresh  
Vacuum packed. Always  
fresh. Complete line of  
high-grade bulk coffees.  
W. F. McLaughlin & Co.,  
Chicago

## Coffee Extracts

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

## CONDENSED MILK

Eagle, 4 doz. ----- 9 00  
Leader, 4 doz. ----- 7 00  
MILK COMPOUND  
Hebe, Tall, 4 doz. ----- 4 50  
Hebe, Baby, 8 doz. ----- 4 40  
Caroline, Tall, 4 doz. ----- 4 00  
Caroline, Baby ----- 3 50

## EVAPORATED MILK



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

## CIGARS

Lewellyn & Co. Brands  
Garcia Master  
Cafe, 100s ----- 37 50  
Swift  
Wolverine, 50s ----- 120 00  
Supreme, 50s ----- 110 00  
Bostonian, 50s ----- 95 00  
Perfecto, 50s ----- 95 00  
Blunts, 50s ----- 75 00  
Cabinet, 50s ----- 75 00

## Tilford Cigars

Clubhouse, 50s ----- 110 00  
Perfecto, 50s ----- 95 00  
Tuxedo, 50s ----- 75 00  
Tilcrest, 50s ----- 35 00

## Worden Grocer Co. Brands

Henry George ----- 37 50  
Harvester Kiddies ----- 37 50  
Harvester Record ----- 75 00  
Breaker ----- 75 00  
Harvester Perfecto ----- 95 00  
Webstr Plaza ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Starlight Rouse ----- 85 00  
Starlight Peninsular ----- 150 00  
Club ----- 150 00  
La Azora Agreement ----- 58 00  
La Azora Washington ----- 75 00  
Little Valentine ----- 37 50  
Valentine Victory ----- 75 00  
Valentine DeLux ----- 95 00  
R B Londres ----- 58 00  
R B Invincible ----- 75 00  
Tiona ----- 31 00  
New Currency ----- 35 00  
Picadura Pals ----- 25 00  
Oriole ----- 18 75  
Home Run Stogie ----- 18 50

## Vanden Berge Brands

Chas. the Eighth, 50s ----- 75 00  
Whale-Back ----- 50s  
Blackstone ----- 50s  
El Producto Boquet ----- 75 00  
El Producto, Puri-  
tano-Finos ----- 92 00

## CONFECTIONERY

Stick Candy Pails  
Standard ----- 18  
Jumbo Wrapped ----- 20  
Pure Sugar Stick, 600's ----- 4 20  
Big Stick, 20 lb. case ----- 21  
Kindergarten ----- 19  
Kindergarten ----- 18  
Leader ----- 18  
X. L. O. ----- 15  
French Creams ----- 20  
Cameo ----- 22  
Grocers ----- 13

## Fancy Chocolates

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

## Gum Drops Pails

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

## Lozenges. Pails

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

## Hard Goods. Pails

Lemon Drops ----- 20  
O. F. Horehound dps. ----- 20  
Anise Squares ----- 20  
Peanut Squares ----- 22  
Horehound Tablets ----- 20  
Cough Drops ----- 1 30  
Putnam's ----- 1 50  
Smith Bros. ----- 1 50

## Package Goods

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

## Specialties.

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

## COUPON BOOKS

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

## CRISCO.

36s, 24s and 12s.  
Less than 5 cases ----- 21  
Five cases ----- 20 1/2  
Ten cases ----- 20  
Twenty-five cases ----- 19 1/2  
6s and 4s  
Less than 5 cases ----- 20 1/2  
Five cases ----- 19 1/2  
Ten cases ----- 19 1/2  
Twenty-five cases ----- 19

## CREAM OF TARTAR

6 lb. boxes ----- 40

## DRIED FRUITS

Apples  
Evap. Choice, bulk ----- 14  
Apricots  
Evaporated, Choice ----- 16  
Evaporated, Fancy ----- 20  
Evaporated, Slabs ----- 14

## Citron

10 lb. box ----- 51  
Currants  
Package, 15 oz. ----- 23  
Boxes, Bulk, per lb. ----- 20

## Peaches

Evap., Fancy P. P. ----- 16  
Evap., Ex. Fancy, P. P. ----- 18

## Peel

Lemon, American ----- 25  
Orange, American ----- 26  
Raisins  
Seeded, bulk ----- 10 1/2  
Seeded, 15 oz. pkg. ----- 12  
Seedless, Thompson ----- 11 1/2  
Seedless, 15 oz. pkg. ----- 12

## California Prunes

90-100, 25 lb. boxes ----- 09 1/2  
80-90, 25 lb. boxes ----- 10 1/2  
70-80, 25 lb. boxes ----- 11 1/2  
60-70, 25 lb. boxes ----- 12  
50-60, 25 lb. boxes ----- 13  
40-50, 25 lb. boxes ----- 15 1/2  
30-40, 25 lb. boxes ----- 18

## FARINACEOUS GOODS

Beans  
Med. Hand Picked ----- 07 3/4  
Cal. Limas ----- 11 1/2  
Brown, Swedish ----- 08  
P-1 Kidney ----- 09 1/2

## Farina

4 packages ----- 2 10  
Bv", per 100 lbs. ----- 05

## Hominy

Pearl, 100 lb. sack ----- 2 50

## Macaroni

Domestic, 20 lb. box ----- 07 1/2  
Domestic, broken, box ----- 05 1/2  
Armours, 2 doz., 8 oz. ----- 1 80  
Fould's, 2 doz., 8 oz. ----- 1 80  
Quaker, 2 doz. ----- 1 85

## Pearl Barley

Chester ----- 4 00  
00 and 0000 ----- 6 00  
Barley Grits ----- 4 25

## Peas

Scotch, lb. ----- 08 1/2  
Split, lb. ----- 08

## Sago

East India ----- 10



## FRUIT JARS

Mason, pts., per gross	7 85
Mason, qts., per gross	9 10
Mason, 1/2 gal., gross	12 10
Ideal Glass Top, pts.	3 35
Ideal Glass Top, qts.	11 10
Ideal Glass Top, 1/2 gallon	15 60

## GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 06
Plymouth, White	1 55
Quaker, 3 doz.	2 70

## HORSE RADISH

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

Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	1 85
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

## JELLY GLASSES

8 oz., per doz.	35
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## MARGARINE



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

## MATCHES.

Diamond, 144 box	8 00
Blue Ribbon, 144 box	7 55
Searchlight, 144 box	8 00
Red Stick, 720 1c bxs	6 50
Red Diamond, 144 bx	6 00
Safety Matches.	
Quaker, 5 gro. case	4 75

## MINCE MEAT.

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

## MOLASSES.



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

## Green Brer Rabbit

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

## Aunt Dinah Brand.

No. 10, 6 cans to case	2 85
No. 5, 12 cans to case	3 10
No. 2 1/2, 24 cans to cs.	3 35
No. 1 1/2, 36 cans to cs.	2 90

## New Orleans

Fancy Open Kettle	55
Choice	42
Fair	28
Half barrels 5c extra	

## Molasses in Cans.

Red Hen, 24, 2 lb.	2 70
Red Hen, 24, 2 1/2 lb.	3 25
Red Hen, 12, 5 lb.	3 00
Red Hen, 6, 10 lb.	3 00
Ginger Cake, 24, 2 lb.	3 00
Ginger Cake, 24, 2 1/2 lb.	3 90
Ginger Cake, 12, 5 lb.	3 60
Ginger Cake, 6, 10 lb.	3 35
O. & L. 24-2 lb.	4 50
O. & L. 24-2 1/2 lb.	5 75
O. & L. 12-5 lb.	5 00
O. & L. 6-10 lb.	4 75
Dove, 38, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 3 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 15

## NUTS.

Almonds, Terregona	19
Brazil, Large	14
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11
Peanuts, Vir. roasted	13
Peanuts, Jumbo raw	13 1/2
Peanuts, Jumbo, rst'd	15 1/2
Pecans, 3 star	22
Pecans, Jumbo	80
Walnuts, California	28

## Salted Peanuts

Fancy, No. 1	17 1/2
Jumbo	20

## Shelled

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

## OLIVES.

Bulk, 2 gal. keg	4 25
Bulk, 3 gal. keg	6 00
Bulk, 5 gal. keg	9 50
Quart, Jars, dozen	6 25
Pint Jars, dozen	3 75
4 oz. Jar, plain, doz.	1 45
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 80
16 1/2 oz. Jar, Pl. doz.	4 50
4 oz. Jar, stuffed	1 90
8 oz. Jar, Stu., doz.	3 40
9 oz. Jar, Stuffed, doz.	4 00
12 oz. Jar, Stuffed, dz.	5 00

## PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz. 2 doz. in case	3 30
24 1 lb. pails	5 75
12 2 lb. pails	5 60
5 lb. pails 6 in crate	6 10
14 lb. pails	19
25 lb. pails	18 1/2
50 lb. tins	18

## PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	12.6
Red Crown Gasoline,	
Tank Wagon	21.3
Gas Machine Gasoline	38.3
V. M. & P. Naphtha	25.2
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.7



Iron Barrels.	
Medium Light	59.2
Medium heavy	61.2
Heavy	64.2
Extra heavy	69.2
Transmission Oil	59.2
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, 1 lb.	6.7
Parowax, 40, 1 lb.	6.9
Parowax, 20, 1 lb.	7.1



Semdac, 12 pt. cans	2 70
Semdac, 12 qt. cans	4 00

## PICKLES

Barrel, 1,200 count	16 00
Half bbls., 600 count	9 00
10 gallon kegs	6 75

## Sweet Small

30 gallon, 3000	37.50
5 gallon, 500	7 50
10 gallon, 1000	14 50

## Dill Pickles.

600 Size, 15 gal.	9 00
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## PIPER

Cob, 3 doz. in bx	00@1 20
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## PLAYING CARDS

Broadway, per doz.	2 40
Blue Ribbon	4 00
Bicycle	4 25

## POTASH

Babbitt's 2 doz.	2 75
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## FRESH MEATS

Beef.	
Top Steers & Heif.	16@17
Good Steers & Heif.	15@16
Med. Steers & Heif.	13@14
Com. Steers & Heif.	10@12
Cows.	
Good	13
Medium	12
Common	08

## Veal.

Top	16
Good	15
Medium	13

## Lamb.

Good	28
Medium	26
Poor	20

## Mutton.

Good	15
Medium	13
Poor	09

## Pork.

Heavy hogs	08
Medium hogs	10
Light hogs	10
Loins	18
Butts	13
Shoulders	12
Hams	13
Spareribs	08
Neck bones	04

## PROVISIONS

Barreled Pork	
Clear Back	23 00@24 00
Short Cut Clear	22 00@23 00
Clear Family	27 00@28 00
Dry Salt Meats	
S P Bellies	16 00@13 00

## Lard

80 lb. tubs	advance 1 1/4
Pure in tierces	12 1/2
California Hams	12 @13
69 lb. tubs	advance 1 1/2
50 lb. tubs	advance 1 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound Lard	13 1/4@14 1/4

## Sausages

Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

## Smoked Meats

Hams, 14-16, lb.	21@ 26
Hams, 16-18, lb.	21@ 26
Ham, dried beef	38 @39
California Hams	12 @13
Picnic Boiled	
Hams	30 @32
Boiled Hams	34 @37
Minced Hams	14 @15
Bacon	22 @34

## Beef

Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

## Pig's Feet

1/4 bbls.	2 15
1/2 bbls., 35 lbs.	4 00
3/4 bbls.	7 00
1 bbl.	14 15

## Tripe

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

## Casings

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

## RICE

Fancy Head	07 1/2
Blue Rose	05 1/2
Broken	03 1/4

## ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 10 Fam.	1 90
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 65
Mothers, 12s, 11 1/2 num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 85

## SALERATUS

Arm and Hammer	3 75
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## SAL SODA

Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 2 1/2 lb. packages	2 50

## COD FISH

Middles, 1 lb. Pure	15
Tablets, 1/2 lb. Pure,	19
doz.	1 40
Wood boxes, Pure	26
Whole Cod	12

## Holland Herring

Milkers, kegs	1 15
Y. M. Kegs	1 00
Y. M. Half bbls.	8 50
Y. M. bbls.	16 50

## Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 00
Boned, 10 lb. boxes	16

## Lake Herring

1/2 bbl., 100 lbs.	6 50
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## Mackerel

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

## White Fish

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

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

## STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 85
Stovoll, per doz.	8 00

## SALT

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



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

## SOAP

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

## Proctor &amp; Gamble.

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



### Contentment in Cages Shows Fitness for Cages.

Written for the Tradesman.

Watching a pretty young girl make my change in the cashier's cage in a drug store recently, I almost asked her:

"What are you going to make of yourself?"

A cheap, sensational novel lay open on a shelf behind her, and one could tell by her appearance that her interests in life were chiefly clothes and the powdering of her face, and amusements. Yet it was an intelligent face, full of good nature and sprightliness.

"You may get married; yes, "I went on with my imaginary conversation, as she sorted out the currency to give to me; "but I wonder if you are working towards anything ahead of you. I wonder if you are growing."

A little while before a woman had written to me about her husband, who, she said, was "stuck in the rut, unappreciated by his employers." She knew I was acquainted with the president of the bank in which he worked, and begged me to speak to him about her husband whose qualities were not realized.

"Yes, I know George very well," that president said to me. "He is a nice fellow; everybody likes him. He does his work well, and is absolutely reliable in it."

Then why do you keep him back?" I asked.

"We don't keep him back. He doesn't move forward, that's all. He isn't interested in the road ahead of him. He is content with the spot where he is. He is without initiative, without ambition. If he ever thinks of promotion, it is to think that somebody ought to promote him; but nobody can promote him except himself. We don't hold it against him that he shows no initiative; the steady plodders are valued here; but the qualities that promote men he simply hasn't got."

Others in the bank said the same thing of George. Another officers said:

"He stays where he is put; he does what he is told, and nothing more."

I thought of this as I watched this pretty cashier, and of others in the cages of banks and stores; some acquiring skill within their enclosure, but doomed to stay right there; others fitting themselves for escape, for better, more expanding work. Some standing fixed in their spots; others with feet on the next rungs of their ladder. Growing.

A cashier in such a cage learns much about human nature if she has anything in her head except dances and good times. Perhaps you think, little girl, making change for soda fountains, that it is no use to study human nature; but your next job may depend upon whether you do or not. Nothing is lost if rightly won. Your patience and calmness, your skill on the adding machine, any day may open a new door for you. One young woman in just your kind of a job attracted the attention of a customer a woman at the head of an important business; she was invited out of her cage to a place

in the credit department of that business, and now she is the head of that department.

A young man in just such a cashier's cage was so skilful with his adding machine that a customer who happened to be head of the sales department of the company that had the distribution of the machine offered him a traveling agency; a particularly fortunate thing for the young man because his health was being injured by the confinement of the cage.

There is hardly any kind of a job, however hum-drum or obscure, that does not have its doorway of escape for him or her whose eyes look forward and upward. It is largely in the state of mind in which you do your work.

A good book-keeper, for example acquires—if he does acquire—a knowledge of the business in its various ramifications. Some people are afraid to make themselves any more useful than the law requires; afraid that they will give more than they are paid for, forgetting that this works both ways; why should an employing concern pay for more than it gets? And why does this man or woman stay on as a mere book-keeper, while the elbow-neighbor goes out to become an expert accountant, a public auditor? Friends, favoritism, you say? Sometimes, yes, no doubt. But not usually. And one who has nothing but favoritism to advance him very seldom travels far or stays very long.

Perhaps all this sounds like a conventional "get ahead" talk. Even from that point of view it has its purpose and it weight. But I am much more interested in this subject from quite a different angle, and that is the aspect of self-government. To make the most of yourself; to develop all of your own capacity; that is the real personal object in life. It is no more true of a little child than of a grown person that one learns and develops by his activities: The process works both ways. A dull and unambitious person stands still because he is dull and unambitious. But also he is dull and unambitious because he stands still. There comes a time when talent capacity dies because it is not used. The exercise of any power, however rudimentary, increases that power. The cashier, content to stay in her cage not only shows that the cage is the place for her, but is fitting herself to stay in it—to be a cake person all her life. Prudence Bradish.

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### Is France Trying to Fool the World?

Germany's shortsighted, inexcusable evasions of her plain responsibilities justified France in resorting to drastic measures to compel Germany to act more honestly. Had Germany at the start gone as far as she is prepared to go now in accepting reparation terms, the world probably would not be confronted with as menacing a situation as has arisen in the Ruhr. It begins to look as if Germany's early tactics played into the hands of France. It is becoming difficult, if not impossible, to believe

that France sincerely desires any settlement which would entail her withdrawal from the Ruhr. Recent events cause one to question whether France all along had not a deep laid ulterior purpose. Germany could have defeated this had she early adopted an attitude compelling the approval of the world. Her perpetual evasion, however, antagonized all the allies and evoked worldwide condemnation, thus giving France excellent excuse for invading German soil and seizing hold of Germany's industrial jugular vein.

If the world at large becomes convinced that France has been slyly insincere all through the many reparation conferences and that her one resolute purpose was to throttle Germany as she is now doing, then sentiment throughout the world will undergo such a drastic change that France, with all her bitter determination, may find it expedient to alter her course. If France has been fooling the world and persists in defying her former allies and in flouting the sentiment of the rest of the human race, then the sooner the ugly truth is realized the better.

France had to be saved by the rest of the world in her hour of peril. She cannot now afford to snap her fingers in the face of the rest of the world. If she does, tragic possibilities open up.

B. C. Forbes.

Depreciation in stock and equipment is something you should not guess at. Get at the facts by frequent inspection.

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### 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  
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## DIAMOND CARTON CLOTHESPINS



are the best that can be made. Selling them means satisfied customers and helps build a reputation for "Quality" for your store, and last but not least furnishes a good profit.

Ask your jobber for Diamond Brand Toothpicks and Diamond Carton Clothespins, or write us for prices and particulars.

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NEW YORK

NEW ORLEANS

CHICAGO

SAN FRANCISCO

ST. LOUIS



## 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 60 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

**DRUG STORE FOR SALE IN LENAWEE COUNTY**—No competition. Good business. Best reasons for selling. Write No. 286, c-o Michigan Tradesman. 286

**FOR SALE**—Complete stock of general merchandise, including fixtures and building, located in one of the best fruit and resort sections in Northern Michigan. This is an opportunity for a live wire. Can dispose of the stock if necessary. We have done a business of \$45,000 annually and it can be increased by a live wire. We have interests elsewhere that will take up our time from now on. Apply at once as time is short. Address No. 287, c-o Michigan Tradesman. 287

**For Sale**—Bakery equipped with all necessary machinery and pans. Good, going business, in good town. Excellent chance to increase business. Good roomy shop. Address 375 Bridge St., Charlevoix, Mich. 288

**For Sale**—Tin and plumbing shop, building, stock and tools: city of 1,600. \$3,000 will handle. Reason for selling, sickness. If interested, see Nick Degel, Croswell, Mich. 289

**WOULD LIKE TO GET IN TOUCH** with young man or middle aged man who is able to take half interest in \$10,000 stock general merchandise and have full management. Must be reliable and competent. In a small town, fine farming country. Twenty miles from Oklahoma City. On account of rheumatism I would like to be out most of the time. If interested, write me for full particulars. Wm. McMullen, Jones, Oklahoma. 277

**WANTED—DRY GOODS SALESMAN, DEPARTMENT** manager and buyer for large country department store. Must have had considerable experience in dry goods lines in good stores and come well recommended. Splendid opening for an energetic, ambitious, clean-cut young man who can produce results. Give full particulars, age, references, salary desired to start in first letter, stating when change could be made. J. G. Zimmerman & Sons Co., Nielsville, Wisconsin. 278

**SILVER Black Fox**—\$300 gets pedigreed pair or \$1,000 in fur farm, or both. Kotke Farms, Rodney, Mich. 279

**FOR RENT**—New, up-to-date store room with steam heat and water furnished. Choice location for city and country trade. Reasonable rent, to reliable party. Enquire of Meyer M. Levy, 216 N. Mechanic St., Jackson, Mich. 280

**FOR SALE**—Grocery stock and fixtures in good location with lease of building, \$1,500. 701 Hoyt St., Muskegon Heights, Michigan. 282

**Meat Market**—Must sell by Aug. 21. Town of 1,000 in Southern Michigan. Sales \$60 to \$70 daily. Selling seventy to ninety quarts of milk daily. Fixtures \$1,500. Address No. 283, c-o Michigan Tradesman. 283

**FOR SALE**—Shoe store and electric repair outfit in connection handling all kinds of shoes. Established for twenty-six years. A very lively town. Good reasons for selling. Wish to sell at once. A very good place for anyone. This store has been a big success. Address No. 271, c-o Michigan Tradesman. 271

**FOR SALE**—General store in best farming section in state. Town 600. \$33,000 business with \$8,000 stock. Dry goods, groceries, shoes, hardware, specialties. Stock very clean. \$50 month rents double store. Can combine in one store, \$25 month. Reason selling, health. Must change climate. Address No. 273, care Michigan Tradesman. 273

We conduct stock-reduction or complete closing-out sales for retail merchants anywhere. Terms reasonable. Greene Sales Co., 216 E. Main, Jackson, Michigan. 276

**SALESMAN WANTED**—The Richardson Garment Co., Kalamazoo, Mich., wants a real salesman familiar with the better grade ladies ready-to-wear: one with established trade through the Eastern part of Michigan. Commission basis. 285

**For Sale**—Grocery fixtures, including cash register, located at Wayland. Address J. W. Kraft, Administrator, Caledonia, Mich. 284

**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 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. 143

**For Sale**—87 foot frontage on main street, 180 foot frontage on side street. Fine maple shade on side street. Store building 22x100 feet occupied as feed store. Small store building on corner which is used for millinery store. Large horse shed, room for four teams. This is the best location in the city. Price \$7,000. Stock in store consists of flour, feed, hay and groceries. Will invoice \$2,000 to \$3,000. Address No. 208, c-o Michigan Tradesman. 208

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

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**—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

## INDIA TIRES

HUDSON TIRE COMPANY  
Distributors

16 North Commerce Avenue  
Phone 67751 GRAND RAPIDS, MICH.

## Roth Body Co.

BUILDERS OF SPECIAL

## Motor Truck BODIES

"Any style body for any make truck"

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## Second-Hand Safes

We pay cash for second-hand safes. We can use any size of any approved make.

Grand Rapids Safe Co.  
Grand Rapids

THE SIGN  
For Your



OF QUALITY  
Protection

## Taken for Granted

Three generations ago Lily White Flour made the best breads, biscuits and rolls. It was then the flour the best cooks used. The quality, the precise milling methods that made Lily White Flour superior then has kept "the flour the best cooks use" in the lead ever since. Today Lily White has no equal.

Breads baked with Lily White are light and tender, excellently flavored and good to eat. Breads baked with Lily White Flour cannot be taken for granted. Their goodness makes them an outstanding triumph of every meal.

## Lily White

"The Flour the Best Cooks Use"



### A GOOD RECIPE FOR EGG ROLLS

Into a pint of Lily White flour sift two teaspoons baking powder and sift again. Rub into the flour one teaspoon butter. To one cup of sweet milk add a pinch of salt and one beaten egg, then the flour. Make a soft dough, even if it requires a little more flour. Roll very thin, use a large round cutter, butter the top, fold over, brush again with butter, and bake in hot oven.

### 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.

### Your Grocer Sells Lily White

## VALLEY CITY MILLING COMPANY GRAND RAPIDS, MICHIGAN "Millers for Sixty Years"

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

## 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

## Signs of the Times Are

## Electric Signs

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

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

### THE POWER CO.

Bell M 797 Citizens 4261



Walker  
MUSKEGON  
MICHIGAN

Makes  
Good  
Chocolates



### President is Dead, But Government Still Lives.

Grandville, August 7.—Like a blanket of darkness the sad news covers the land. President Harding's record is made. He has gone to meet his Maker with a clean heart and a public record uncontaminated. With bowed heads the American people stand beside his bier with a realizing sense of great public loss.

Since McKinley there has been no president who so strongly took hold of the common people and seemed to befriend them with his kindly advice and efficient work.

America will miss Warren G. Harding.

He may never be known as a great president in the sense that we regard Washington and Lincoln, yet he has endeared himself to the hearts of his countrymen in a manner that few chief executives have done in the past.

The unexpected usually happens. Not long ago the Nation watched beside the sickbed of the President's wife, fearing the worst, and yet the first lady of the land regained her health and accompanied her husband on his swing across the Nation to the far confines of Alaska. The shock of the President's death has come at a time when political animosity is at its lowest ebb. Regardless of party there will be a sad thrill in every true American heart beneath the banner of the stars.

The President's work, which was not completed, falls now to other hands. We greet in solemn thought the new President of the Republic, Calvin Coolidge, of Massachusetts. We may well have confidence in the new ruler of the Nation, since as governor of the old Bay State, he showed his ability as a public official by crushing in its infancy a police strike in the city of Boston which at one time threatened dire results and even as it was, gave the criminal element a spell of freedom to enact their work of thievery and destruction of property.

Mrs. Harding's brave stand in this, the hour of her great bereavement, is well worthy of our affectionate admiration. Her Christian faith buoys her up to-day with the firm conviction that her Warren is not dead, but was simply crossed the border to that other and better land where he awaits her coming at some day in the future.

Partisan rancor is hushed at the bier of the dead executive.

The bitter feelings of the days of our Civil War no longer exist. It is well that this is so, although much of bitterness engendered by the world war still lingers in the byways of our National life.

I quote from a letter lately received from a man prominent in the public life of a Western city:

"There is a lot of dynamite lying around loose just now. I am afraid that what is in store for us in the next two or three years will not be to our liking." All of which is, no doubt, true.

The agitation now going on in certain parts of the country, which breeds such sentiments of discontent as uttered by Magnus Johnson, Brookhart, LaFollett, et al, isn't of the pleasantest. It calls to mind the vile sentiments given out to the public at the beginning of the century when William McKinley was President.

Some of the newspapers of that day, such as are now known as yellow sheets, together with the soap-box orators of the most aggravating type, contributed to the murder of that good man, and were as guilty of his untimely taking off as was the anarchist who fired the fatal shot.

One distinguished agitator suddenly ceased his anathemas against public men and their doings after the death of McKinley. Doubtless he was brought by that assassination to see the error of his ways and proceeded

to make the only amends possible for his former indiscretions which were truly of a criminal nature.

Free speech in this country often leads to license for the outgiving of anarchistic utterances fit only for the lowest dives on earth.

It may be that we stand on the summit of a volcano as suggested by my Western friend, from which the lava of destruction may at any moment pour in seething fury over the land.

When any publication, as did the yellow press in the past, print cartoons representing the President with his foot on the neck of a fallen people, that publication incites anarchists to commit murder, and perpetrates a crime which should meet the condemnation of all honest citizens regardless of party affiliations.

Although the President lies silent in death, the Nation still lives, with a firm hand at the helm of government. It is to be regretted that Warren Harding did not live to serve out his full term. Had he done so it is the belief of many that he would have fulfilled his mission in an eminently satisfactory manner, and retired from office recognized as one of our best beloved and ablest executives.

Old Timer.

### Tendencies in Millinery.

Two distinct tendencies are seeking supremacy in the Fall millinery styles that are selling. Stocks of materials that were bought for early consumption by the chapeau makers, according to the latest Millinery Bulletin, lean to the Egyptian scheme, including the blues, but later developments in the style centers give preference to those of Chinese and Japanese inspiration. Turquoise blue is said to be selling well at present, and a big season is expected for navy. The shades of red that are selling incline to burgundy—the garnet tones, lacquer red and similar "off shades" rather than the pure bright red that has occupied so much attention during the current season.

Bottle green is already becoming popular, and there is an increasing demand for stocks of the true color as decreed by the leading couturiers of Paris. The grayish sage green is also selling, and the two combined give an interesting and soothing effect. Gray alone will sell well this Winter, it is thought, but beige is falling off a bit in favor of the new shades that Paris has sponsored.

The Oriental colors of red, turquoise and dark green require tinsel touches to blend the tones of the Far Eastern tracteries, and of tinsel and metal tones there is a large variety. The season is beginning with them, and that in itself is rare. In materials alone novelties seldom start the pre-season selling, and this is particularly so in colors—but metal in cloth, embroidery or ribbon is the talk of the trade. A touch or entire chapeau of it is de rigueur with the wholesale, retail and consuming factors of millinery fashions.

Some yellows enter into the Chinese idea also, but yellow, introduced this Summer, is not thought likely to survive another season—least of all a Winter one. Brown is considered a good purchase in the market to-day. Even the orange shades that some are using with bright gold go a long way in bringing business.

### 1922 Raisins to be Cleaned Out Soon.

There is no change in the situation of dried fruits or in prices since the last published report in this paper. Raisins continue to sell well and the 1922 crop promises to go out clean before the new crop is available and that situation is far superior to that which existed at the same period in 1922.

The prices of dried fruit of all kinds during 1922 were high and distribution was greatly handicapped. Grocers and packers evidently realize that, in order to promote consumption of the annually increasing production, California dried fruits must be made an article of economic necessity rather than a semi-luxury and they therefore have determined to place dried fruits within the reach of the purchasing power of all the people instead of a few.

The California Prune and Apricot Growers' Association, when it found that its opening prices on apricots of 1923 cure were being used as an umbrella by a number of independent packers, withdrew their prices, after accepting confirmation of orders sold for future delivery. It is supposed that the plan beneath this action is to permit the independent packers to sell their capacity and then to run up the price of green fruit on them. This will be hard to do, however, as the crop of apricots is large, and so much small fruit has been produced that it will be sold at low prices.

The New York evaporators of fruits are complaining that the price they are able to obtain for evaporated apples brings them a loss and they are not accepting orders for future delivery for evaporated apples at prevailing prices.

The old fashioned sun-dried apple has about disappeared from use and has been displaced by the evaporated apples which for cleanliness and sanitary conditions of preparation are vastly preferable. Apples have so come into appreciation and now bring such high prices and meet with such ready sale in the fresh state that the sun drying of apples has about gone out of date except in districts so remote from the railroads and markets that it does not pay to transport them.

John A. Lee.

### Hosiery Indications for Fall.

Retailers continue to hold off placing any sizable advance business in practically all lines of hosiery for Fall. They are liquidating stocks now, and most of the merchandise being bought is of the job variety for seasonal sales. It is believed in some quarters, however, that this presages a big demand when the Fall retail season gets under way. In local circles the opinion is voiced that silk and lightweight wool hose for women will sell fairly well, although not as strongly as two years ago. It is pointed out that, as long as low shoes are worn, the lightweight wool numbers will find a place in the demand, some saying these lines are entitled to be classed as staples. Chiffons have been giving way lately to medium-weight silks, such as ten and twelve strand goods. Lises have been moving recently, it

is said, with some difficulty reported in satisfying the demand for those to retail at 35 cents. It is thought that fancy hosiery for men, which had a good run this Summer, will take well in the Fall, clocks in particular being favored.

### Petticoats and Princess Slips.

Both the petticoat and the princess slip will be worn the coming season, according to the United Women's Wear League, as both garments are too useful for either to give way in favor of the other. One important feature in Fall dresses that will bring the petticoat into prominence is the coat dress worn with a vestee of lace or net, so that the lingerie under the upper part of the dress must be white or flesh color, while the petticoat for practical purposes must be darker. For this demand there are petticoats of every style and material, crepe meters, radiums and silk jerseys, both in brilliant and conservative colors, with ruffles, scallops and embroidery around the ankles but not disturbing the straight, slender lines of the garment.

### Fabric Gloves Selling Freely.

Fabric gloves are selling freely, although it is difficult to predict what the trend of style is to be. At present, stores are buying short, medium and long lengths, principally in the covert, fawn, beaver and brown shades. The various novelties are very popular, including the gauntlet, as well as those embellished with cut-out designs and other ornamentation. Blacks and whites are not going well, it is said, contrary to Paris reports. There has been a stiffening of prices in the German markets, and deliveries are slow. Some concern is felt as to whether prompt deliveries can be made in view of the volume of business constantly increasing.

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