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MICHIGAN TRADESMAN

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 15, 1923

Number 2082



CLOVER



Some sing of the lily and daisy and rose
And the pansies and pinks that summertime throws
In the green, grassy lap of the meadow which lays
Blinking up at the sky through the sunshiny days;
But what is the lily and all the rest
Of the flowers, to a man with a heart in his breast
That was dipped brimming full of the honey and dew
Of the sweet clover blossoms his boyhood knew?

I never set eyes on a clover field now,
Or fool 'round a stable, or climb in a mow,
But my childhood comes back just as clear and as plain
As the smell of the clover I am sniffing again;
And I wander away in a barefooted dream,
Where I tangle my toes in the blossoms that gleam
With the dew of the dawn of the morning of love
Ere it wept o'er the graves I'm weeping above.

And so I love clover—it seems like a part
Of the sacreddest sorrows and joys of my heart;
And wherever it blossoms, O, there, let me bow
And thank the good God as I'm thanking Him now;
And I pray to Him still for the strength when I die,
To go out in the clover and tell it good-bye,
And lovin'ly nestle my face in its bloom
While my soul slips away on a breath of perfume.

James Whitcomb Riley.

BOOSTERS—

Everybody who wins a prize is naturally a booster.
Think what a single prize-winner can do to boost Yeast-sales
among his friends.

153 prize-winners in the Fleischmann \$5000 Yeast-for-Health
Contest.

How many among your customers? Boost their interest and
they'll boost your sales.

THE FLEISCHMANN COMPANY

Yeast

Service

HEKMAN'S

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

GROCCERS—Well Advertised—
Readily Saleable—Attractively Priced
—Hekman Quality baked goods will
prove permanent business builders.



Hekman Biscuit Co.
Grand Rapids, Mich.



FRANKLIN said:—

"IF you would know the value of
money, go and try to borrow some."

Real money can be made by the
retailer right now, who gives the
proper time and attention to induc-
ing his customers to

"PRESERVE THE FRUIT".

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

"America's Most Famous Dessert"

**An Unbiased Investigator
Gives**

JELL-O

**credit for a 98 per cent. distribution among
the trade. This is another proof that a quality
product in a perfect package is appreciated.**

The Genesee Pure Food Company
Two Factories

LeRoy N. Y.

Bridgeburg, Ont.



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Forty-first Year

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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.

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COOLIDGE AND THE FARMER.

President Coolidge is the first New Englander to reach the White House since Franklin Pierce, who was inaugurated in 1853, but to stress that fact is to overlook a much more important fact. Mr. Coolidge is not primarily a New Englander; primarily he is a farmer. He is a farmer who happened to be born in New England, just as there are other farmers who happened to be born in Kansas. In the phraseology of the day, he is a dirt farmer. He was indulging in the ancient and honorable, if backbreaking, exercise of pitching hay on his father's farm in Vermont when he heard of President Harding's illness.

No President or Presidential candidate would be injured in the eyes of the voters by this close association with the soil, but in Mr. Coolidge's case it is of special significance. The Western farmer has been growing more and more restive. In Minnesota and one or two other States he has staged something like a revolt. And that revolt is a revolt against the Republican Party, the party to which Mr. Coolidge belongs and which undoubtedly has his fullest allegiance.

Here lies a political possibility of the highest value for 1924. The farm bloc is looking forward to the next session of Congress with strong hopes of dominating the proceedings. It has already shown that it has no hesitation in upsetting the programme of the Congressional leaders if their programme stands in the way of anything upon which the farm bloc has set its heart. But Mr. Coolidge's presence in the White House introduces a new element into the situation. As a member of a farmer household he knows by experience how a farmer feels when things go wrong. This fact cannot be without effect upon the members of the farm bloc. They will be inclined to consult with him over their course in Con-

gress rather than to give him a polite notice of what they have decided among themselves to do.

Just at this point Mr. Coolidge will have them at a disadvantage. If he knows the farmer's feeling of grievance, he knows also the farmer's tendency to work a complaint for all it is worth. Being a hard-headed man, Mr. Coolidge may be inclined to go behind the returns and to ask how much of the farmer's outcry is justified. He may then inquire how much of the farm bloc programme is a genuine remedy and how much of it is of the patent medicine variety. Obviously, there are two sides to the political effect of Mr. Coolidge's experience as a farmer.

LET THE BUYER BEWARE.

Much has been heard from time to time of the ravages wrought by the wily salesman, whose siren tongue has induced the buying of superfluous or unsalable goods. The topic is approached from a new angle by Alexander Joske, of Joske Brothers Co., of San Antonio, Texas. He is the head of a large department store which has a high reputation. He recently sent a circular letter addressed "to all business connections," telling them the buyers from his store are now in the market for Fall and Winter goods. He adds:

We have full confidence in our buyers, but there is one thing we want to remind you of. You are as much interested to see that the goods the house of Joske Brothers Co. purchase are the right goods in quality and in style, and the house that sells goods should watch and see that we do not get in our establishment goods that are not salable. While we will blame our own buyers in that respect, we also cannot help but think that the house which sells such goods is not a house for us to deal with. Very frequently we feel that some of the goods purchased by our buyers are purchased because they are influenced by your salesmen because the salesman had some goods to sell that he must get rid of. That does not do your house any good, for if the goods that are purchased from you stay on our shelves and have to be sold at a sacrifice to get rid of them, it is no credit to our buyer, but also no credit to your house, and we will not be able to deal with a house which does not take care of our interests to the fullest extent. The Joske Brothers Co. is a house which pays promptly and deals fairly with everybody, including yourselves.

We also believe greatly, in fact very greatly, in co-operation, and we ask your co-operation to see to it that the goods you sell us are the right goods at the very lowest possible prices.

As a sign of the times this letter is not without value. Offhand, one would say that no one is compelled to buy what he does not want. But when business was brisk and values were rising the over-persuasive salesman was far from being a pest. There was no danger of overstocking by

the retailer and he was often aided by having larger or more varied supplies. When times changed the merchandise managers of stores began to hold the buyers more in check. Stocks on hand were scanned more carefully and purchasing was governed by the rate of turnover. Slow selling goods were looked at askance. Filling in orders formed the staple of purchases except, possibly, at the beginning of a season when sampling ones took their place. By and by it became a system of buying from hand to mouth as the expression is, and this is still in effect pretty generally. From this it would appear as though the letter under consideration were less called for at present than under the old conditions. Still, San Antonio is quite a distance away from the Eastern markets and its facilities for quick turns are not so good as is the case with places nearer the base of supplies. More has to be left to the judgment of the buyer, also, because the seller cannot always tell what will prove salable in the Texas city, nor can the merchandise manager always form a judgment until after the goods have been unpacked at his store. Then, too, there may be some temptation on the part of a seller to get rid of "stickers" to a customer as remote as possible. So perhaps the Joske warning may have some effect. But the old rule of caveat emptor—let the buyer beware—has not lost its value.

DRY GOODS CONDITIONS.

Many buyers came to the city during the past week, and more would have come had it not been that the period was curtailed for business because of the President's funeral. Both city and country retailers are represented in the contingents already here or to come. Their purpose is not so much to look around as to buy, in which respect they differ with the buyers who came previously. It is not only that the trend of values is becoming more distinct and prices more stable, but that the time is drawing nearer when provision must be made to meet the public's demand for Fall goods at retail counters and the manufacture of others for the Spring trade. Everything cannot be left to the last minute. It takes time to manufacture and to distribute, and even the worst of times calls for the making of a large amount of merchandise which persons cannot get along without. So far as the Fall is concerned the outlook is becoming better defined from week to week, although the real beginning of any volume of retail trade for the season will not occur for about three weeks or so. Everything points to a fairly successful season in spite of the pessimism in some quarters which

only takes into account the low quotations for wheat. Those to whom the price of that cereal is of vital moment represent, after all, not as large a percentage of the population as the clamor about them would appear to indicate.

Every one is anxious to get a line on the buying inclination of the public for the coming season. For this purpose tentative offerings of Fall merchandise have appeared on the retail counters. In this neighborhood the hot and humid weather of last week acted as a deterrent to purchases, but elsewhere, especially on the Pacific Coast, the responses to the initial showings were quite good. There is no reason to believe that they will be otherwise generally as soon as the weather moderates. This applies more particularly to articles intended for women's purchases, in which style is the main consideration. As the modes for the coming season are pretty well determined on, there is no risk in early buying and there is the advantage of a better selection from more complete lines. But while efforts are being made to interest buyers in Fall goods, the retailers generally are striving to clear their shelves of Summer merchandise and are meeting with a fair share of success. With this end in view, clearance sales at bargain prices are in progress in all the cities so as to get the space needed for the new season's offerings. It looks as though the carry-over will be less than it has been for some years, partly due to the fact that the buying by the retailers was of a piecemeal character. While this kind of buying will continue in evidence, it will not take much initial buying at retail to bring about a spurt of activity.

The True Gentleman.

The true gentleman is the man whose conduct proceeds from goodwill and an acute sense of propriety, and whose self-control is equal to all emergencies; who does not make the poor man conscious of his poverty, the obscure man of his obscurity, or any man of his inferiority or deformity; who is himself humbled if necessity compel him to humble another; who does not flatter wealth, cringe before power, or boast of his own achievements, who speaks with frankness, but always with sincerity and sympathy, and whose deed follows his word; who thinks of the rights and feelings of others rather than of his own; who appears well in any company and who is at home what he seems to be abroad—a man with whom honor is sacred.

The best thing to do with the clerk who thinks "I forgot" a sufficient excuse is to replace him with one who knows what his memory is for.

REPRESENTATIVE RETAILERS.

William Black, Fifty Years in Trade at Cedar Springs.

William Black was born in Glasgow, Scotland, July 5, 1843. His father was a native Scotchman. His mother was an English woman. There were ten children in his father's family, only two of whom are still living, himself and a sister who resides in California. When he was 20 months old the family came to Canada, locating at Mitchell, Ontario, where they settled on a farm. Mr. Black attended the common schools and worked on the farm until he was about 20 years of age, when he went to Illinois and worked on various farms in that State. He then went to Cedar Springs, where he worked for the G. R. & I. railroad. In the fall of 1871, he purchased a corner lot at Cedar Springs and erected a small store building thereon, engaging in trade therein November 17. The business prospered to such an extent that in 1878 the wooden building was moved about 100 feet further North on the same lot and a two-story brick building, 28x100, was erected in its place. This building has since been occupied by Mr. Black, except two years, from 1912 to 1914, when the stock was acquired by Fred Morley, who conducted the business at the same location. Mr. Black subsequently repurchased the stock and has since continued the business in association with his daughter, Mrs. Ena Verburg, under the style of William Black & Co.

Mr. Black was married July 31, 1872, to Miss Margaret Dobson, of Walkerville, Ontario. They have two children. A son is engaged in the profession of architecture at Lansing and the daughter is in partnership with her father, as above stated.

Mr. Black attends the Methodist church of Cedar Springs, but has no fraternal relations whatever. His hobby is farming and he devotes all his spare time to an 80-acre farm three-quarters of a mile Southwest of Cedar Springs. His daughter owns eighty acres adjoining and the two farms are operated in common.

Mr. Black attributes his success to hard work, but those who know him best insist that his success is due equally as much to his delightful personality. He always greets every caller with a smile and seldom permits his temper to be ruffled by any untoward circumstance.

Mr. Black has never been much of a "mixer," as the expression is commonly understood. He is always to be found at his place of business during business hours and is never happier than when trade is good and the store is full of customers. He has always met his obligations promptly and satisfactorily and has done much to create the atmosphere of integrity and stability which has long been a distinguishing characteristic of Cedar Springs.

To Guarantee Fit of Knitted Wear.

To further their campaign for standardization of sizes and measurements of knitted underwear, the Associated Knit Underwear Manufac-

turers of America have established a fellowship at the United States Bureau of Standards in charge of Charles Hamlin, who will represent the manufacturers in the bureau and who will be in charge of tests and other details of the work. Mr. Hamlin is thoroughly familiar with all details of the knit underwear industry, having, after his graduation from college, studied through practical work every phase of yarn spinning, later pursuing the same course of research and study in a knitting plant. He will carry the title of Assistant Secretary in Charge of Research.

Discussing the work to be done,

shirt and drawers or union suit."

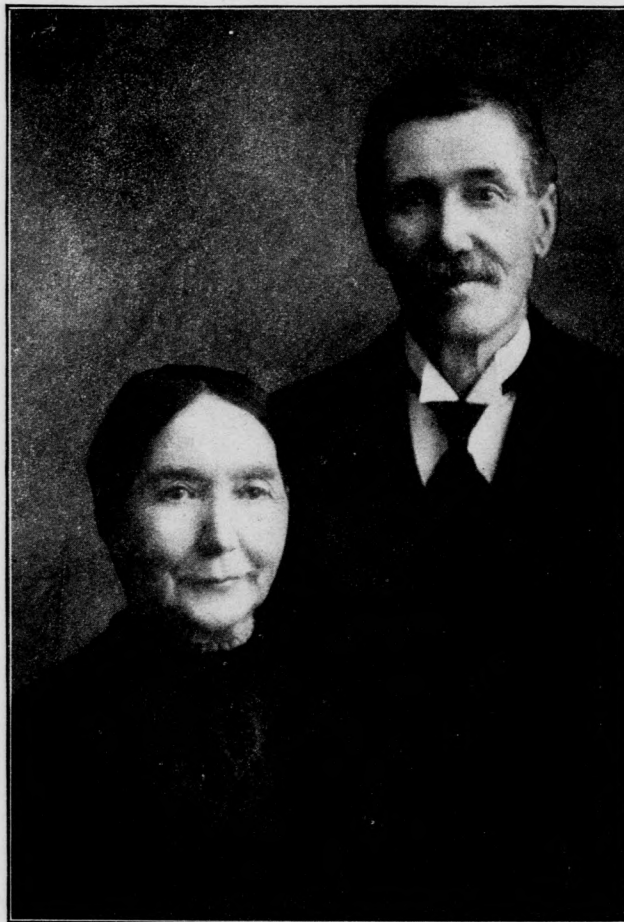
Manufacturers producing garments conforming to the adopted standards will be permitted to use labels stating that the underwear is "U. S. Standard Size," Mr. Cheney states; but such permission will be in the form of licenses granted only after passage of strict examination and inspection to manufacturers whose products conform in every detail to the requirements. The association will control the issuing of licenses to use these standard size labels, it is pointed out; but any bad faith on the part of any manufacturer will result in immediate conflict with the Federal Government,

draw a definite boundary, placing standard and sub-standard goods in the separate classes in which they belong. It will remove from standard goods the competition of sub-standard goods, and it will place before the public, the retailer, the jobber and the manufacturer, sharply and clearly, the reason for price differentials between standard and sub-standard underwear."—New York Times.

Decorative Glass Articles.

The demand for colored glass is still brisk, according to one importer and jobber, and novelties utilizing this decorative ware are being constantly called for. Aquariums, both in white and colored glass, with wrought-iron standards, for floor or table, are perhaps the leaders in point of sales. Console sets in colors, consisting of fruit or flower bowls with candlesticks to match, are also very popular. In hollow ware, black glass is taking very well, with decorations in gold. Among the newest of the productions is a fruit or flower bowl in colored glass set in a standard of wrought iron, the rim of which is hung with crystal or colored glass pendants.

Why should salary-magnetism hobnob with a clerk who is devoid of customer-magnetism?



William Black and Wife.

Roy A. Cheney, Secretary of the Manufacturers' Association, at Utica, N. Y., stated that, as a result of action taken at the recent convention at Atlantic City, Robert S. Cooper of the Cooper Underwear Company Kenosha, Wis., has been appointed Chairman of a Committee on Standards to effect close co-operation between the manufacturers and the Bureau of Standards.

"At first," Mr. Cheney explains in a letter now being sent out to members of the association, "we will standardize on sizes and measurements for our products, determining and taking into consideration tensile strength of different counts of yarn, elasticity and wearing qualities of all types of knitted fabrics, proper sizing of men's women's, children's and infants' underwear and the determination of proper cutting and finishing measurements for all kinds of knitted fabrics, so that a garment bearing a label designating a certain size will fit a man or woman of that size, whether it is flat wool, ribbed or balbriggan,

with resultant publicity in connection with revocation of his license. Extensive advertising is planned to bring the label and its significance before the attention of distributors and the consuming public.

"The work is not directed against sub-standard goods, which will always be manufactured and which will always find the place in the mercantile life of our nation normally and naturally occupied by substitutes," Mr. Cheney concludes: "but it will

Tax Free in Michigan

GRAHAM & MORTON

Transportation Co.

First Mortgage 6%
Bonds

To Yield
6½%

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

Howe, Snow & Bertles, Inc.

Investment Securities

GRAND RAPIDS

New York

Detroit



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

Salesmen's Pay Based on Profits.

The recent agitation as to the best way to compensate salesmen in the wholesale grocery trade, referred to in these columns a few weeks ago, especially because of the recent discussion of the subject by the secretary of the Indiana Wholesale Grocers' Association, has evidently stirred up considerable interest.

Secretary Fred R. Pitcher of that organization has made public a recent letter he received from one of his members, championing the system of basing the salesmen's compensation on their profits, rather than on their actual sales. It is worth considering and is therefore printed herewith:

"A commission basis for salesmen, based on profits, is an excellent method for wholesale grocers. Here is one in effect. Country men are paid on the basis of 40 per cent. and city salesmen on a basis of 33 1-3 per cent. of their profits. Profits figured on the market cost in that manner is not giving the salesman the benefit of an advancing market, nor counted against him on a declining market. He is neither responsible for the purchases of buyers nor for declines of the markets.

"Deduct from the profits 1 or 1 1/2 per cent. of the sales. For example, if a salesman's total sales for the day amount to \$500 and the profit shows \$50, instead of giving him credit for the \$50 profit, deduct 1 per cent. of the sales, we will say namely, \$5, making the profit shown on the day as \$45. This deduction is for overhead or wear and tear, as you may want to term it.

"Give them a drawing account sufficient for them to live on and allow them to turn in their expenses at the end of each week. In the final settlement at the end of the year, the salesman's drawing account plus his expenses are deducted from his percentage of profits, whatever the balance is, is his check at the end of the year.

"For example, if a salesman's profits for the year amount to \$10,000, 40 per cent. of same being \$4,000, his drawing account, we will say, has been \$1,500, his expenses, \$1,500. Those two items added together, deducted from the \$4,000, leaves a net balance of \$1,000 due the salesman as his earning check.

"Returned goods are deducted from the sales and the profits on the returned goods deducted monthly from the profits. If the returned goods is caused by error on the part of the shipping department, or some other department, the freight is not deducted from the salesman's profits; but if, on the other hand, there is no reasonable excuse for the return, the freight on same is considered an expense item and deducted from the salesman's profit. In pre-pay towns, such as jobbing towns, the full freight allowed by the salesman to the customer is deducted from his profits at the end of each month.

"The beauty of this system is summed up in a very few words, it makes profit salesmen instead of volume salesmen. It develops your sales organization into avenues of

selling profitable merchandise and leaving the skimmed milk for the other fellow. In these days where the retailers are splitting their business so many ways, if we are not careful, we are getting a great many orders which contain nothing but skimmed milk, and the commission salesman is slipping along with perhaps less volume of business from that store, but with a larger margin of profit, and, no doubt in many cases, a real dollar value of more profit than the man with the large volume of business.

"Again, the more the commission basis is used, based on profits, the less cutting will be done by your salesmen. His (the salesman's) earning check depends upon his ability to sell profitable merchandise under this plan. The salary basis carries no value in it. The salesman gets the same salary whether he sells soap at list or at a cut of twenty cents per box. Where does the firm come in? They don't come in. That's the point. On the commission basis, it becomes more of a co-operative plan—you both win.

"Think it over—ask us any questions you desire."

Canned Foods to Aid World Growth.

The canning industry supplies the world with such an enormous economy and conservation of foods that it is destined to assume a most important place in the world's progress and history as the earth grows older.

As the discoveries in medical science follow each other rapidly, the birth rate is increased beyond the death rate and the population of the earth grows more rapidly.

The need for food becomes more and more intense and important, and there are other influences which make the conservation of the food resources of the earth essential.

The increasing population would increase the food supply through the man power but there is a limit to the arable land of the world, and the remedy then would lie in intensified cultivation and in economical conservation of the food supplies produced.

There would be the mission of canned foods and the conservation of food through hermetically sealing, by which great supplies of food, now wasted could be kept for indefinite lengths of time. John A. Lee.

Suit Outlook is Improving.

The better demand for women's suits lately has been somewhat of a surprise. It was expected by many in the trade that the demand of retailers would be very light, and many manufacturers gave up their production altogether for the Fall season. This has had the natural tendency of increasing the business of those wholesalers who continue to turn them out. Plain tailored suits are being taken by retailers in some sections in quantities that are considered liberal. There is also said to be a healthy interest shown in fur-trimmed suits in both plain fabrics and the sports cloths. It is thought likely, in some quarters, that the pendulum is swinging toward a much improved suit business in the Spring.

The Business Barometer

Business is becoming more complicated every day, and because of this there is danger of losing sight of and of underestimating the fundamental facts upon which all business is based.

For instance, a condition exists in business to-day that is, in a sense, peculiar to the times. The actions of most business men, with some notable exceptions, reflect a state of mental uncertainty. And yet all of the tested barometers of trade and all of the underlying currents and tendencies of industry are moving consistently in the direction of prosperity.

On the one hand we have reports from market centers stressing the fact that retailers are buying in small lots with the anticipation that prices will be easier in the near future. As a result of this condition we are told that jobbers have restricted their orders to the irreducible minimum, and manufacturers are pictured as confronted with the problems of keeping their organizations intact, their production schedules balanced, their sales active and their overhead expenses below the danger mark.

To a definite extent this is all true. But it is a summer silhouette—a side view, a tracing, an aspect. It is not a portrait of the subject in full, but simply an animated outline, sharply etched upon the white background of the moment.

In contrast to this we are given a full portrait of the subject in a few deft and powerful strokes by the Committee on Economic Research of Harvard University:

Shortage of building accommodation still exists. We look forward to a high level of business activity for the remainder of the year, and hence expect that building—allowing for the usual seasonal movements—will remain active during the last half of 1923. In the past construction has usually remained large while business was prosperous.

Conditions remain fundamentally sound. No signs of a culmination of a period of prosperity have appeared. The railroads are handling a record traffic for this season of the year with general satisfaction. Except in the building trades wages have been moderately advanced and complaint of a marked fall in efficiency has been absent. Collections are reasonably good. Finally, the money market has continued relatively easy, in the face of business hesitancy and weakness in commodity prices during the past three or four months. This occurrence is per-

suasive evidence of the accuracy of the reports that forward buying has recently been unusually conservative.

We are confident then, that during this cycle, as in those which preceded it, unfavorable movements of both the speculative and the money curves of our index chart will be required to forecast the reversal in the trend of business. European unsettlement, agricultural distress, maladjustment of prices, labor shortage, strikes—none of these has so far disturbed the normal relationships of the curves of the current index chart. We believe that they will not do so now. Until the condition of the money market changes from one of relative ease to one of stringency, we see no basis for pessimistic opinion. The recent ease in money rates therefore sustains our position that business will continue on a high level during the remainder of 1923.

WHETHER PRICES GO UP OR DOWN THE MAN WHO HAS THE GOODS CAN AND WILL SELL THEM. IT IS JUST AS DESTRUCTIVE TO BUSINESS STABILITY FOR A MERCHANT TO UNDERESTIMATE HIS POSSIBILITIES FOR SALES GROWTH AS IT IS FOR HIM TO OVERESTIMATE THEM.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Marquette—Harrington & Tripp have engaged in the shoe business.

Hancock—The Three Winners, Inc., has engaged in the shoe business at 218 Quincy street.

Jackson—A. Immerman has closed out his stock of boots and shoes and retired from trade.

Detroit—The Belle Isle Auto Sales Co. has increased its capital stock from \$7,000 to \$50,000.

Detroit—The Sand Lime Products Co. has increased its capital stock from \$50,000 to \$150,000.

Detroit—Stanley Toebald, baker, has filed a bankruptcy petition. Liabilities, \$1,200; assets, \$200.

Detroit—George Henry Lannen, meat dealer, has filed a petition in bankruptcy. Liabilities, \$4,210; assets \$250.

Charlotte—Lee E. Chandler, druggist, died at his home, Aug. 8, following an illness of 27 days from typhoid fever.

Detroit—M. Gomolowicz succeeds Adam F. Buczynski in the boot and shoe business at 1005 Joseph Campau avenue.

Caro—T. L. Ratekin, 70 years old, veteran shoemaker of Caro, died suddenly at his home here. He was a widower.

Detroit—The Seidler-Mener Co., electrical machinists, electric motors, etc., has increased its capital stock from \$10,000 to \$25,000.

Grand Rapids—The J. C. Finer Co., 132 Monroe avenue, women's ready-to-wear garments, has changed its name to the H. J. Ferman Co.

Elberta—Corney Glarum, manager of one of the Glarum stores, died at his home, August 8, as the result of typhoid fever. He is the son of Mrs. Nelson Glarum.

Alma—E. J. Game has sold his grocery stock and meat market to John C. Kemmis, who will continue the business at the same location on East Superior street.

Stanton—The Stanton Elevator Co. has been incorporated with an authorized capital stock of \$12,000, of which amount \$5,025 has been subscribed and \$3,250 paid in in cash.

Detroit—The DeFerric Chemical Corporation, General Motors building, has been incorporated with an authorized capital stock of \$30,000, \$2,020 of which has been subscribed.

Detroit—The Minute Kleen Laboratories, Inc., 5253 Third street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Lansing—The Community House Building Corporation has been incorporated with an authorized capital stock of \$50,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Lansing—George R. Byrnes, who conducts a drug store at 301 Shiawassee street, has arranged to open another store on Michigan street. The Hazeltine & Perkins Drug Co. has the order for the stock.

Reese—H. G. Schluckebier & Co. have merged their general mercantile business into a stock company under the same style with an authorized capital stock of \$18,000, all of which

has been subscribed and paid in in cash.

Homer—W. E. Hoyt has purchased the Phair store building which he occupies with his furniture and undertaking stock and will remodel and enlarge it. He will build funeral parlors on one side with morgue and chapel in the rear.

Hamtramck—The Victors' Stores Co., 9503-7 Joseph Campau avenue, has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed and paid in in cash.

Albion—W. A. Fishel, Three Rivers who owns a chain of women's clothing, cloaks, etc., stores throughout the state, has sold the local store, La York Cloak Shop, to Mis. Ida Ross, who has been the manager since it was started two years ago.

Lansing—The Auto Tire Repair Co., 318 East Michigan avenue, has been incorporated to deal in automobiles, tires, accessories and parts, with an authorized capital stock of \$25,000, all of which has been subscribed and \$14,820 paid in in cash.

Detroit—F. J. Simmons & Co., 600 Murphy building, has merged its grain and bean commission business into a stock company under the same style with an authorized capital stock of \$25,000, all of which has been subscribed and \$17,000 paid in in cash.

Owosso—The Owosso Fox & Fur Co. has been incorporated to breed and deal in fox and other fur bearing animals and to deal in all kinds of pelts, with an authorized capital stock of \$75,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Manufacturing Matters.

Detroit—The Detroit Baking Co. has increased its capital stock from \$150,000 to \$250,000.

Detroit—The Detroit Celery Products Co. has increased its capital stock from \$50,000 to \$80,000.

Detroit—The Hercules Bumper Corporation has increased its capital stock from \$40,000 to \$150,000.

Detroit—The Detroit School Equipment Co., 526 State street, has increased its capital stock from \$50,000 to \$200,000.

Bay City—The National Body Co., Kelton building, has increased its capital stock from \$250,000 to \$250,000 and 50,000 shares no par value.

Benton Harbor—The General Machine Corporation has increased its capital stock from \$300,000 to \$340,000 and from 5,000 to 10,000 shares no par value.

Detroit—The Parsons Manufacturing Co., 5301 Bellevue street, body hardware, automobile parts, etc., has increased its capital stock from \$300,000 to \$500,000.

Saginaw—The Union Cheese Manufacturing Co. has incorporated with an authorized capital stock of \$10,000, \$5,640 of which has been subscribed and paid in in cash.

Tecumseh—The Hicks Lightning Rod Co. has changed its name to the Hicks Co. and will deal in automobiles, parts, etc., in addition to its manufacturing of lightning rods.

Detroit—The Consolidated Bakeries Inc., 2134 McClellan avenue, has been incorporated with an authorized capital stock of \$55,000, \$30,000 of which has been subscribed and paid in in cash.

Adrian—The Clough & Warren Co., furniture manufacturers, filed a petition in voluntary bankruptcy Monday with liabilities of \$255,796, and assets of \$250,064, of which \$122,000 is represented by real estate.

Detroit—The Llewellyn Steel Co., 4-251 General Motors building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and \$15,010 paid in in cash.

Zeeland—The Arts Products Co. has been incorporated to manufacture and deal in wood and metal novelties, with an authorized capital stock of \$33,000, \$16,500 of which has been subscribed and paid in in cash.

Detroit—The Detroit Cinder Block & Tile Co., 1830 Penobscot building, has been incorporated with an authorized capital stock of \$250,500, of which amount \$250,200 has been subscribed and \$114,000 paid in in cash.

Detroit—The Federal Date & Fig Co., 99 Adelaide street, has been incorporated to manufacture and deal in food products, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Mears—O. S. James, who engaged in the grocery business about two months ago, has sold his stock to C. A. Brubaker, who has consolidated it with his own stock. Mr. Brubaker now has the only regular store in Mears.

Osseo—The Cleveland Box Co. has been incorporated to manufacture and sell lumber and deal in automobile parts, accessories, etc., with an authorized capital stock of \$50,000, of which amount \$20,000 has been subscribed and paid in in cash.

Detroit—The Capital Manufacturing Co., 5769 Otis street, has been incorporated to manufacture and deal in automobile heaters, accessories, etc., with an authorized capital stock of \$25,000, of which amount \$24,000 has been subscribed and \$9,000 paid in in cash.

Ludington—The Stearns & Culver Salt Co. has changed its name to the Stearns Motor Manufacturing Co. and will deal in machinery and manufacture motors, tractors, etc., with an authorized capital stock of \$200,000 preferred and 3,000 shares no par value. \$1,000 has been paid in in cash.

Hastings—The Viking Corporation manufacturer of fire extinguishers and automatic sprinkler devices, has merged its business into a stock company under the style of the Viking Automatic Sprinkler Co., with an authorized capital stock of \$15,000, of which amount \$12,500 has been subscribed and paid in in cash.

Detroit—The Detroit Riis-Process Corporation, 1225 Book building, has been incorporated to manufacture and deal in apparatus for distillation of organic matter, with an authorized capital stock of \$200,000 preferred and 30,000 shares no par value, of which amount \$4,000 and 30,000 shares has

been subscribed and \$4,000 paid in in property.

Ishpeming—The Michigan Verde Antique Marble Co. has on display, in its office in this city, four slabs of marble from its quarry, six miles North of Ishpeming, declared by Charles H. Carter, the company's manager to be the finest samples he has ever seen. Mr. Carter has been in the marble business for many years and has inspected all the marble quarries of any importance in this country. He is ready to wager that no plant in America has produced samples of equal beauty.

Brownsville—Lewis Osborn, owner of Michigan's largest wormwood acreage at this place, has erected a new still for converting his crop into oil, which is about ready for the harvest. Mr. Osborn is a pioneer wormwood grower, starting several years ago with about eight acres. This he has increased to 65, and barring a few plants which were winter killed it is a splendid stand. The yield will be around 20 pounds of oil per acre, or more, and the price of the oil is fixed by a contract signed three years ago and with no string tied to his acreage.

Europe Lives More at Home.

Changing social conditions in Europe are partly responsible for the slackened demand from that region for American foodstuffs, in the opinion of J. H. Tregoe, secretary of the National Association of Credit Men. The breaking up of the large country estates into small farms has been one of the results of the war. The landed gentry have become the "new poor" and have to part with their holdings on account of their depleted fortunes and the heavy taxation which the war entailed. The parcelling out of these estates into small tracts cultivated by the intensive methods of the European peasant farmer has been a factor in increasing the home production of foodstuffs. In addition, it is to be noted that European agriculture remained fairly prosperous in the period when farmers were greatly depressed in this country. Most of the war devastated areas have been reclaimed and a good portion of the land still awaiting reclamation is said to be of low fertility. Europe's agricultural improvement means that improvements must be made in this country also, but in a different way: not through greater production of grains, but through greater diversification of crops.

Hides, Pelts and Furs.

Hides.		
Green, No. 1	-----	06
Green, No. 2	-----	05
Cured, No. 1	-----	07
Cured, No. 2	-----	06
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

The loyal employee is first aid in talking business leaks.

Essential Features of the Grocery Staples.

How can a grocer expect to garner any vast amount of dried fruit business if he asks 31 cents per pound for standard dried apricots to-day?

Frankly, that is a problem which is too deep for the writer. However, that there are some grocers who apparently fail to keep in touch with the progress of the markets is indicated by the fact that an instance came to the writer's attention this past week where, in the face of a wholesale market of around 9½¢ on dried apricots, a supposedly enterprising retailer had the fruit on display tagged with a 31 cent price.

True, he was not doing any business on the line. True, again, he was grateful when his attention was specifically called to the fact that his asking price was way out of line with today's replacement costs. As a matter of cold fact, he had been too busy with other details of his business to keep in touch with the downward trend of the market, or so he asserted. Be that as it may, his price was outrageously high, his competitors were getting the business and he was losing it.

Had this particular retailer read his trade papers as he should he would have known that the prevailing price on dried apricots was far below what he imagined it to be. Had he turned an attentive ear to the traveling salesman he also would have known. However he apparently did neither of these two very desirable and essential things.

Here is what happened. His attention was called to the absurdity of his asking price, as compared with what the wholesale quotation was and what his competitors were asking. He was grateful for the information and at once proceeded to alter his price so that it was correct. Now here's the moral of the tale. At his former price his apricot sales had been few and far between. At the revised figure he sold out his stock within two or three days and stocked up anew. This instance happened about ten days ago and since then he has sold several boxes of dried apricots, made a reasonable profit and kept in his store trade which otherwise would have found its way elsewhere.

Dried fruit to-day offers the grocer a wonderful opportunity to cash in. It is one line of foods the price of which is back to pre-war levels and below. Producers have lowered their prices to the point where profits are a missing quantity. Wholesalers in turn are merchandising on close margins. If there is any damming up of the stream of dried fruit distribution it is taking place in the retail stores of the country.

Now don't get excited. The writer is not accusing you of extorting unreasonable profits in the least. Observation shows that the rank and file of grocers are selling dried fruits on a correct price basis. That some are not is indicated however by the instance cited. It is to any such who may read this that the suggestion is made to scale prices down to the right and equitable basis.

The heavy consuming period for

dried fruits is here. Priced and featured right, these products will bring many dollars worth of business. Incidentally such action will go far to disarm the public of its belief that prices all along the line are at too high levels.

School time is right around the corner and, as many grocers carry a more or less extensive line of school supplies, the need of preparing for the opening is rather urgent. Tablets, note books, pencils, pen points and holders, pencil boxes, ink—all these items carry a good profit margin and can be pushed to advantage in the near future.

Sugar—The unexpected has happened again. Instead of advancing, the price of sugar has declined, thus putting to rout every sugar authority in the world. New York refiners hold granulated at 7.90c. Grand Rapids jobbers sell at 8.65c.

Tea—The firmest thing in the line is Congous. The demand from first hands has been very heavy for these grades of tea on account of news from China that the stocks there are very low. The main demand is for standard grades selling around 17½¢ in a large way. No change has occurred in any other line of teas for the week. The demand is fair, without incident.

Coffee—The market has developed some strength during the past week. Most grades selling green and in a large way advanced around ¼¢, while Rios in the same way remained about unchanged, with a firm undertone. The Brazil market is fluctuating from day to day and is strong. The market for roasted grades of both Rio and Santos, sold in the ordinary jobbing way, remains unchanged for the week. Figures issued during the week show a reduction in the spot stocks of mild coffees and this has caused some firmness in milds during the week; demand is fair.

Canned Fruits—Buyers are still slow in taking hold of new pack California fruits, but sellers are satisfied that in due time the demand will appear in good volume, and do not seem to be at all disturbed by the present lack of important buying interest.

Canned Vegetables—Interest in Tomatoes for prompt or future delivery has been negligible. Buyers are not interested in goods in the first named position unless they are so close to the end of their spot stock that replacements are necessary. But this situation seems to be occupied by very few. The early Baltimore pack which, according to reports received from that center early in the week, promised to be a failure seems to have improved. Packers who at first expressed fear that they would be unable to fill orders on hand, are now soliciting additional business. Toward future tomatoes the same attitude is assumed as that shown in connection with the new season packs of all staples in canned foods. Jobbers are disposed to wait a while before making commitments against prospective requirements. About the only bright spot in a generally drab situation is that occupied by Peas. The bugaboo of a short crop has so often been raised,

only to be knocked over by nature's abundance, that the caution thus engendered in the average buyer, which this year has been intensified by generally depressing trade condition, appears to have placed them in the most uncomfortable position of being caught exceedingly short of supplies, since there is undoubted evidence of an extremely light pack of the more desired grades at least. Hence earnest efforts are being made to obtain as much as possible of whatever may be available even at an advance of 40 cents or more on the packers' opening prices.

Canned Fish—The demand for salmon is less active than it ought to be during the summer season. Buyers are lying very low just now on salmon, as with everything. Prices are nominally unchanged, but here and there one hears of a little shading. Maine sardines are unchanged. The new pack situation is still very strong on account of scarcity. Other canned fish unchanged and quiet.

Dried Fruits—The feature of the dried fruit market is the strength developed by dried apricots. The low prices at the opening seems to have inspired more buying interest than was expected and the report that the fruit driers and packers were restricting their operations to the better and larger fruit and passing by the small fruit had a price strengthening tendency. It is reported that the superabundance of small fruit in the apricot crop is being converted into apricot pulp or jam by the preservers. This also helps the situation. This apricot pulp or apricot jam, its perfected product, is a popular conserve in European countries, and is on that account highly acceptable as an article of exportation. For many years apricot pulp was imported from France to this country.

Syrup and Molasses—Compound syrup is in moderate demand for the season without change in price. Good grades of molasses are wanted every day for grocery purposes at steady prices. Sugar syrups are very dull, with prices nominally unchanged, but rather weak. Exports are small.

Cheese—The market is barely steady, there being a good supply on hand at this time and the demand is rather moderate. The quality of cheese now arriving is fine and with the present supply we may see somewhat lower prices on cheese.

Provisions—The market on smoked meats is barely steady, with a good supply and a fairly active demand. The market on lard is steady at unchanged quotations. The market on lard substitutes is weak and unchanged, there being a good supply and a moderate demand. The market on dried beef, barreled pork and canned meats is steady at unchanged quotations.

Beans and Peas—The demand for all grades of white beans has been very dull during the week and everything is easy and in buyer's favor. This includes pea beans, red kidneys, which are extremely weak; white kidneys, California limas and all the other varieties. Green and Scotch peas dull, unchanged and in buyer's favor.

Nuts—The California walnut crop is reported to be coming along nicely and to be promising a yield of excellent quality. The growers of California walnuts produce a large output but have found a demand for all they could produce so far in the shell and so they have not established any plants to crack or shell their product. The quality of California walnuts is so fine that imported walnuts have almost been excluded from competition, but large quantities of shelled walnuts are still imported. The report from the California Almond Growers Association is that the yield promises well and as many new orchards are coming into the producing age the output will be increasing annually. The Association has established several plants where the hard almonds will be shelled and marketed ungraded as to size. This action on the part of the Association will give it an outlet for the lower grade or hard shell almonds, and for the annual increase of the production. There is a large quantity of shelled almonds used in this country for various purposes and all have been imported heretofore, and so a new avenue is opened for the consumption of home grown almonds.

Salt Fish—The demand for mackerel is dull, with prices unchanged, but in buyer's favor.

Features of Retailing.

Stress on turnover, light stocks and sales continues to be the outstanding feature of retailing. In some instances, the stores are beginning their initial showings of Fall merchandise, especially coats, in conjunction with the annual August fur sales. But the selling of cloth coats in connection with the fur garments, although representing a departure, has not been on as wide a scale as was anticipated. Some in the wholesale market think the idea of joining the two is a fallacious one and that it will not be carried out to any large extent as a yearly custom. Some falling off in sales was felt during July, although many stores were still considerably above their totals for the same month last year. Early returns for an authoritative monthly sales barometer show that about one-third of the stores reporting had July totals below those of last year.

Clarence Saunders Has Only Himself Left.

Clarence Saunders, who founded the Piggly Wiggly foolishness, is languishing the shadow of the poorhouse. He has turned everything he has, including his home, over to his creditors—and still they cry for more. He is as complete a fizzle as his store system has proved to be. All he has left is himself. He began his career as an \$8 per week grocery clerk. He now offers to work for \$20 per week, but who would want a man in his employ who handled millions of dollars and lost every cent of it?

The Dejongh & Clause Co., dealer in general merchandise and groceries at Dorr, renews its subscription to the Tradesman and says: "I would surely miss the Tradesman. The anniversary issue was great."

MOODY AND SANKEY.

Fiftieth Anniversary of Their Invasion of Europe.

One of the greatest religious revivals the world has ever known is being recalled this Summer in pulpit and press both here and abroad; for this year is the fiftieth anniversary of the famous evangelical journey of Dwight L. Moody and Ira D. Sankey to Europe. "It was the most powerful spiritual awakening," says a British writer, "since the days of John Wesley."

Europe could no more resist the appeal of those American evangelists than could their own country. Eminent divines who gave them the cold shoulder on their arrival in England later joined wholeheartedly in the great religious movement which swept the continent.

Henry Drummond, a young man at that time preparing for the ministry, worked with the American missionaries for two years. An audience of 13,000 persons greeted these unknown preachers from across the sea at their first meeting in Birmingham; larger crowds turned out in larger cities. In Dublin, a band of atheists tried to break up the meeting, but the next day the sum of £1,500 was paid for revival purposes. Moody was no novice at saving souls when he sailed for Liverpool. He had been at it sixteen years.

Oldtimers here still recall the stirring mass meetings of these two savers of souls—Moody, the preacher who could not sing; Sankey, the singer who could not preach. Neither of them ordained clergymen, these two laymen joined forces in 1871, and through the power of song and prayer and their great earnestness swept skeptics and sinners by the thousand into the fold.

Religious scholars have tried unsuccessfully to analyze the message that the nonsectarian Moody gave to his followers. His humility and practicality, say those who knew him, were important factors in his success; his crude sincerity a greater one.

It was as a small boy of 7 that Dwight Moody first felt the efficacy of prayer. He was driving home the cows on his father's farm at Northfield, Mass., when one of them fell upon him. He told his mother afterward that he did not know what to do, so he "just prayed."

Young Dwight was one of nine children. He was muscular, active and full of mischief. Though he went to school until he was 16, his escapades were more numerous than his merit marks. When nearing 18 he went to Boston and entered his uncle's shoe store. He soon outstripped all the other salesmen in number of sales. Even at this early date, religion was uppermost in the mind, and he became a member of the Mount Vernon Congregational Church.

In the fall of 1855, Dwight set out for Chicago, and it was here that the young man started the work which placed his name among the great religionists of the world. Still making his living selling shoes, he found

time to gather up a crowd of ragged urchins, whom he taught each Sunday at a church in his neighborhood. Then he rented four pews in the church and kept them filled with people he brought in off the streets. The sailors along the riverfront were his next converts.

Down a by-way near North Market street he stumbled upon a resort known as "The Sands," a rendezvous of thieves, gamblers and other shady characters. With his usual zeal he undertook to clean up this moral cesspool. Saving souls took time, and he found it necessary to give up the shoe business and devote all his energy to the many problems he met in the Chicago streets.

He rented a saloon in 1857, and without tract or testament started his series of meetings which taxed to capacity the small quarters. Whether he offered any inducement to the older members of his flock for regular attendance is not written down in the record of those early days, but maple sugar he found to be a great attraction to the young, and he kept his pockets well supplied with the delicacy.

In less than a year the young preacher had enrolled 650 persons in his improvised school. He rented a larger room over the saloon, and with the help of two friends and more maple sugar continued the work. Though persecuted by the denizens of "The Sands" he kept to his program for six years. Many of those he dragged out of a miserable life became useful members of society. Volunteers came forward to help him with the teaching; the reputation of the little school on North Market street spread. President Lincoln, among other notables, visited it.

Those who knew Moody say his religion was of the aggressive, soul-saving kind. He held that Christians should attack the stronghold of sin. Their religion should not be passive. That was not the way to help the needy. He bought a pony to help him in roaming the poor neighborhoods. He would arrive at the door of the school with the small animal almost entirely covered with street arabs, other ragamuffins holding to the beast's tail.

The North Market hall became too small for the increasing number of converts. One thousand young scholars and three hundred parents taxed the capacity of that early saloon. With the approval of the ministers of the city, a district church was established, and with their help and sanction a special code of doctrine was drawn up. The new code embodied all evangelical and scriptural points of the divinity, but Moody had always followed an undogmatic plan in his meetings and he continued to do so.

Moody believed in the direct appeal—the personal contact. He often made as many as two hundred visits a day on his parishioners. A call for help was always answered, and Dwight Moody had many calls.

He worked without thought of the wherewithal to live. When his wife told him one day that there was no food in the house he replied that he

felt sure that in some way it would be provided for them. When he came home that night his wife said a friend had sent them a barrel of flour. Spiritual, not material, food was the concern of Moody. The night before he sailed for Liverpool on the great mission he did not have a cent. The next morning he received a present of \$500.

A man who heard Moody in Louisville, Ky., said: "It was the forcefulness with which Moody talked more than what he said that impressed his hearers. The man's deep-rooted convictions were so much a part of him that it was impossible to doubt his sincerity. There was nothing of the dramatic about Moody. His earnestness was so great that to hear him was to believe."

"I remember him as a powerful-looking man with brown hair and a brown beard. He was absolutely devoid of sensational mannerisms. In telling stories of pathetic happenings his eyes would fill with tears, his voice would break, but he would go right on. There was no sentimentality, nothing maudlin about the man. His great power lay in something which other men did not have."

Up and down the country with the great evangelist went the gentle Ira Sankey, carrying his little melodeon, which folded into a package no larger than a suitcase. Sankey sang hymns of his own composition, sometimes as solos, but usually with the whole congregation joining in. The spiritual songs that bear his name or were made popular through his singing have been incorporated in the Moody and Sankey Hymnal, still used in many Sunday schools.

While Sankey, the son of a rich Pennsylvania banker, had had many advantages which Moody lacked, he could not preach a sermon. It was after all Dwight Moody, without culture or education, the son of a Massachusetts farmer, who drew the crowds Moody talked to a greater number of auditors, probably, than any man of his time in either Europe or America. Of him the late Lyman Abbott said:

"Mr. Moody belonged to a denomination which discards all notions of priesthood, whose ministers are only laymen performing a special function in a church without orders. * * * To him the church was a meeting

house and the altar a common table or table of meeting; and most of his services were held in unconsecrated halls. But never did high-church priest of the Anglican Church believe more profoundly that to him had been given authority to promise the absolution and remission of sins, than did Mr. Moody believe that he possessed such authority. Rarely, if ever, did priest, Anglican or Cath-

turnover



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Both NEW and RE-BUILT

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7 Ionia Ave., N. W.

Grand Rapids, Michigan

olic, hear more vital confessions or pronounce absolution with greater assurance."

Speaking of latter-day evangelists, Dr. Oliver Paul Barnhill, associate pastor of the Marble Collegiate Church, said that in his opinion the world to-day would respond to a Moody just as it did fifty years ago. It was not that the world had changed so much, but that no latter-day evangelist had carried the deep conviction of Dwight Moody or had the "realness."

The realness of Moody seems to shine forth in the numerous anecdotes told about him and by him. He told these stories often at his own expense. Once when preaching in Scotland he got to the church to find it so cold that he could see his breath three feet away.

"Aren't you going to have any heat?" Moody asked the beadle. The man explained that there were no stoves, no means, in fact, of heating the building.

"Well, how do you expect people to get warm?"

"Oh," said the beadle, "we expect the pulpit to warm us up."

In Chicago the Moody Bible Institute, founded in 1889, ten years before Mr. Moody's death, still trains workers in Bible study and in practical methods of social reform. Of this school Moody said: "My school work will not tell much until the century closes, but when I am gone I shall leave some grand men and women behind."

At Mr. Moody's birthplace in Northfield, where as a boy he cared less for education than for play, he founded two schools, one for girls, the other for boys. These schools stand to-day as living monuments to his work, as do the Northfield Summer schools which draw hundreds of young people from all parts of the country.

Is This the Way to Do It?

Out in a Western city a group of retail merchants assembled and took counsel over the state of business and found that it was good. Then they denounced those who would do anything tending to create lack of confidence in the future of trade, and resolved that they would go back home and inaugurate a "buy now" campaign. All of this is well enough in its way. There is no excuse for pessimism, and the country is not headed for a period of hard times. The question is raised, however, as to the psychological effect of the proposed campaign. To shout "Buy Now!" is a very effective way to advertise the fact that people are not buying. Aren't these well-meaning merchants defeating their own object, when they inaugurate such a programme? There is no reason to find fault with consumer buying this year. Some lines have been affected adversely by unfavorable weather conditions, but nothing like a buyers' strike has been in evidence or is deemed likely to develop.

Boy's Clothing More Active.

Somewhat more activity is found in certain sections of the boys' clothing market, coincident with the com-

ing opening of the new school season. Boys' novelty suits in the so-called Oliver Twist and middy styles are described as moving fairly actively. A new offering in this merchandise is being placed on the market in the form of a three-piece Oliver Twist suit, consisting of woolen trousers, to which is attached a wash blouse, and a coat to match the trousers. The novelty comes in sizes from four to ten. In other items, separate trousers and blouses

are expected to sell well particularly if the weather is too warm around the school opening date to stimulate the sale of regular suits. Retailers have about covered their requirements for the early Fall in the latter. As in the case of adults' clothing, they are waiting actual turnover before placing any new business

Woods Poisons.

In your youth, if not in your later wanderings in the country districts

you may have been stung by poison ivy and poison oak. For ivy poisoning a good treatment is salt water. Another good application is one teaspoonful of boric acid in a quart of hot water. Avoid the creeper with the three divided leaves. The harmless creepers have five leaves. Avoid the small shrub with the broad leaves like the oak. This is the poison oak. Give a wide berth to the sumac which grows in swampy places.

You can do better baking

Lily White has been improved. It is now milled by an absolutely new process. It revolutionizes the making of flour. It means better baking. This we guarantee. It means whiter bread, better looking, better flavored bread. It means your bread will stay moist—fresher longer. It means it will bake easier and have better texture—firm and even.

Lily White

"The Flour the Best Cooks Use"

always has been a superior flour. For years we have guaranteed it to be the best flour you could buy. It was only natural that when an improved system for making flour was evolved Lily White should be improved.

By this new method the efficiency of the protein content of the flour is increased 30%. This means free action of the yeast on 100% of the flour instead of only 70% in making delicious breads.

Result of 25 years' effort

For a quarter of a century this process has been developing. Now it is perfected. All we ask is that you try the new Lily White.

Your Grocer Has It

VALLEY CITY MILLING COMPANY

Millers for Sixty Years

GRAND RAPIDS, MICHIGAN

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.

PREFERRED STOCK.

Preferred stock was originally created to take the place of a bank loan and furnish temporary working capital for an institution that had not been in existence long enough to establish a bank credit. Pending the attainment of such a credit, preferred stock stepped in and gave the company the temporary use of funds with which to establish and develop its business.

Originally the payment of dividends on preferred stock was regarded with as much sacredness as the payment of interest on bank loans; as binding on a company as the payment of interest on its bonds, if it put out a bond issue. Unfortunately, this attitude has been shifted of late years and many companies have come to regard the payment of its pledged obligations to its preferred stockholders with indifference and unconcern. As a result of this changed attitude, preferred stock has suffered severely in the estimation of investors, to the detriment and loss of many institution which deal fairly with its preferred stockholders.

Whenever there is a default in the payment of bond interest, the bond holder can move at once to start foreclosure; but there is no remedy whatever for the holder of preferred stock when he finds he has been betrayed. Honorable institutions remedy the default, so far as possible, by issuing scrip dividends, bearing the same rate of interest as the preferred stock; but carelessly conducted corporations ignore the men who have furnished the wherewithal to establish the business and treat their investors with contumely.

What is the remedy?

It lies with the investor himself. When he is asked to subscribe for preferred stock he should ask to see the certificate and scan it carefully. It is not enough to note that the dividends are cumulative. That is good, so far as it goes, but it does not give him the interest he is entitled to on his deferred dividends. He should refuse to invest a penny in the preferred stock of any company unless the certificate contains a printed statement over the signatures of the officers that any dividends not paid in cash are to be paid on the day they are due by scrip dividends bearing the same rate of interest as the stock pays. This is drastic treatment, but it is fully justified by existing circumstances. It is the acid test which determines, once for all, whether the promoters of the company are actuated by good faith or otherwise.

THE ARMOUR TRAGEDY.

Those familiar with the Armour family two or three decades ago are not at all surprised over the financial collapse of J. Ogden Armour, due to his flamboyant methods, his lack of vision and his utter inability to attract and retain in his employ men of large business capacity.

It was a matter of common knowledge twenty-five years ago that P. D. Armour, Jr., was the apple of his father's eye. All the hopes of the father centered in his namesake. When the latter was murdered in

1900, P. D. called on his family physician, Dr. Hosmer, and put this direct question to his medical friend: "Is J. Ogden all fool or can we make something out of him?"

The reply is not a matter of public record, but those familiar with the Armour family realize that the death of the founder, a year after his favorite son was removed from the line of succession, was due in no small degree to his anxiety over the fate of the \$250,000,000 fortune he had built up from the time he moved his meat business to Chicago in 1870 and founded the Armour industrial dynasty. At the time of Mr. Armour's death the turnover was about \$100,000,000. In 1918 it was \$861,000,000. In 1919 it reached the staggering total of \$1,038,000,000. Increased business, however, did not mean increased profits and J. Ogden Armour—now 60 years of age—finds himself entirely eliminated from the management of the house founded and successfully conducted by his father, while his personal possessions are rapidly being transferred to other owners to meet his personal obligations. J. Ogden may be many miles ahead of the sheriff, but as a financial factor he is no longer of any account, because he could not inherit—and failed to acquire—the shrewdness and far sightedness which made his father a dominant factor in the world of trade and finance.

In speaking of J. Ogden's reckless methods in 1916, a Chicago banker remarked:

"P. D. was not so optimistic, not so recklessly speculative, not so ready to dare as his son. The son has gone beyond what his father would have approved in branching out." But the branching out had hardly begun. Looked at in the light of recent events the words of the Chicago banker appear prophetic. **Those who aspire to be Napoleons should study the ultimate fate of Napoleon.**

PERPETUAL TROUBLE MAKER

When Judge Gary promised President Harding he would put the twelve hour employees of the U. S. Steel Corporation on an eight hour basis as soon as the necessary details could be arranged, people generally took him at his word, because they knew his word was good.

Only one detestable person had the effrontery to assert that Judge Gary did not mean what he said. That person was the miserable creature who goes by the name of Sam Gompers and who is the most useless person in the world, aside from the kaiser. He is untruthful, unreliable and obnoxious to every decent person in the United States. He has done more to unsettle safe conditions and bring about a state of chaos among union slackers and slovens than any other creature in the union dynasty.

Judge Gary has already placed the crown of Ananias on Gompers' filthy brow by starting the eight hour system in the Gary plant in Indiana.

In the matter of friendship you cannot reap what you have not sown. Be friendly to others if you would have them friendly to you.

OBSTACLES TO PROSPERITY.

Whatever the cause, there are unmistakable evidences of a more cheerful sentiment in business now than at any time during the past sixty days. The sudden let-up in trade activity, after the speed of the first months of the year, had a rather depressing effect by reason of its contrast with the preceding period. As we get further away from the spring boom, however, and begin to draw comparisons with last summer rather than with the recent peak of industrial activity, it appears that the situation is not so bad after all, and that if there had not been the unexpected expansion in the first quarter of the year, which many business men at the time deemed temporary, we should now be better satisfied with the present rate of activity. The recent check to the decline in prices of farm products and the increasing evidence that the securities markets have also been thoroughly liquidated have been factors in imparting a better tone to the sentiment of the business community.

It is not to be inferred from the foregoing that there are no obstacles on the road to prosperity. Business observers point to at least four, and nothing is to be gained by seeking to ignore their existence, as two or three well-known captains of industry have been urging us to do. These obstacles are: (1) the lack of balance between the prosperity of industrial and agricultural communities; (2) increasing production costs for manufacturers while prices are receding; (3) the unsatisfactory condition of our export trade; and (4) the prospect of political attacks on business during the next Congress.

It will be noted on examination that these various factors are closely interrelated. The possibility of a Congress hostile to the business interests of the country is due to the fact that the agricultural districts have not fully participated in the prosperity of the past year. One reason why they have not had their share of prosperity is because of the poor export demand for farm crops, as compared with the years immediately preceding. The tendency for production costs to increase while prices lag behind is a retarding influence on business development, but it is a situation that is necessarily temporary. Either costs must be brought down or prices must be forced up. In the latter event we shall be able to sell less manufactured goods abroad, and there will be a tendency for our imports of manufactures to increase. This in turn will improve the buying power of foreign countries and will possibly increase their demand for our cotton and grain. On the other hand, if production costs can be brought down, the prices of manufactured goods and of farm products can be bought into line and present agricultural discontent can be eliminated.

WOOLS AND WOOLEN GOODS.

Thus far, the opening of woolen lines for Spring has produced no marked effect in the wool market. Any tendency there may have been

toward higher prices for the raw material appears to have been checked and, especially so far as the coarser grades of wool are concerned, the disposition is toward lower levels. Not a great deal of buying is reported, however, and not much is looked for in the immediate future. But a great run on Spring fabrics, should this occur, would be apt to change the situation. At present there is no indication of this. The Department of Agriculture recently made an estimate of the country's wool clip, placing it at 228,031,000 pounds, or about 8,000,000 pounds in excess of its last year's estimate. Not much dependence is placed on these figures because of previous errors in the same direction. The goods market is not devoid of features. The American Woolen Company is engaged in allotting its output of dress fabrics for Spring, but is still supplying fabrics for Fall. Responses to the offerings of men's wear fabrics still lag, although a fair business is expected a few weeks hence when the clothiers are better informed as to what their customers will take. Independent manufacturers of woollens have, in a number of instances, opened their Spring lines, following the lead of the big company in the main as to prices and also as to stressing dress goods. The women's wear trade is showing up to much advantage.

RETURN TO LONG SLEEVES.

Women are reported to be contemplating a return to long sleeves. There is the suggestion of a threat in hints that these sleeves may be cut according to the style once popularly known as "the leg of mutton." Such a prospect is disquieting, especially coming so soon after the ultra-short skirt was abandoned. Once people viewed with alarm each new fashion in feminine attire and rather enjoyed doing so. After an unbroken succession of these pleasing alarms they had become a convenient commonplace of conversation. They ranked with humidity as a subject for leisurely discourse on the golf course or in the club. If the polite conversationalist had just remarked that the humidity is worse than the heat, he could show versatility by informing the next person that fashions in women's attire are awful.

These observations have become hallmarks of sturdy, conservative respectability indicating integrity and orthodoxy; they are fixed social conventions with the unmistakable meaning that once attached to mutton chop whiskers. But mutton chop whiskers are no more: and if leg mutton sleeves come into style again, how is a man to indicate those sterling elements of character which mark him for a place on the board of directors, or vice-president of a bank? With no mutton chop whiskers, and confronted with leg of mutton sleeves, he is reduced to a lost sheep.

How long has it been since you have added any new equipment to your store? Does the place, perhaps, begin to look a little old fashioned compared with other stores?

Del Monte Bulletin

CALIFORNIA PACKING CORPORATION
SAN FRANCISCO, CALIFORNIA.

What Brand Shall It Be?

Right now you are probably giving serious thought to your season's purchase of Canned Fruits.

What brand shall you handle? What brand shall you feature?

Is it better to carry an unknown line—or one that is intensively advertised? Which is the easiest to sell—and which, in the long run, is most profitable?

These are pertinent questions, for on their correct answer depends the very life of a grocer's business.

After all, when you are ordering Canned Fruits *into* your store, the most important thing to ask yourself is—

—how fast can I sell them *out* again?

That is the acid test of all successful merchandising.

It is the waiting market—the steady every-day sales and quick repeats on a long line of well-advertised, well-known products like DEL MONTE that really make them so profitable to the dealer.

Think this over when you are buying your Canned Fruits!



Sins in Clearance Sales in Shoe Stores.

Sins in clearance sale selling are numerous. Some merchants go wild over clearance sales. They extend these over too long a period and some hold sales so often as to impair the reputation of the store. There is nothing that will lower the general morale, or which will tend to reduce the respect of the community for the store in the same way that too frequent sales do. It is so easy to make a "cheap John" store out of a store which has always been respected as a high grade institution. Windows plastered with stickers and streamers, gaudy sales banners on the inside of the store, too many times in the year, certainly injures a store's dignity.

At certain times of the year the merchant must clean house. It is necessary to brush up the stock of shoes in the same way that it is necessary for the housekeeper to do her seasonal renovating. But there is more than one way to accomplish the ultimate end, in the matter of house cleaning.

We have in mind some stores which begin clearance sales along about July 15, and end these up about September 1. The same performance takes place beginning the last week of the year and running almost to March. Such a procedure brings about a situation whereby clearance sales are in operation five months in the year.

How can any store with operating costs at the point where they are now, make money when sales are going on five months, and there are only seven months in the year for normal profit taking?

Circumstances make it absolutely necessary for the shoe merchant today to get longer profits. Taxation, rents and general operating costs are mounting higher and higher. The only way to keep pace with these is for the merchant to keep his profits up equal to the increase in the cost of doing business.

When putting on a sale, it is necessary in these days to be sensational, or not expect much in the way of results. The mere announcement that "Seasonal Reductions" are on, doesn't attract the crowd. The most successful merchandisers are those who put on a sensational selling stunt at the proper time of the year. The idea is to attract the crowds, figuring that out of every eight or ten people coming into the store, one or more sales will be made.

During recent weeks in Chicago, there have been several very successful clearance sales, but these

were only accomplished by selling in an extraordinary way. The retail stores or the department stores putting on the sales, picked out the undesirables in the stock, cutting the prices of these to the bone, thus creating values so glaringly apparent, that the average person, even though possessing meager education of shoe values, would recognize these as a "good buy." Such stores liquidated undesirables very quickly. Clearance sale time was reduced many weeks. In one Chicago store all of the clean-up was accomplished in three weeks of selling. At the end of these three weeks, the new styles for the season ahead were put on display and the active selling of these began immediately.

Other stores have found it profitable to "sweeten up" lines intended especially for clearance selling. In other words, the merchants went out in the market and secured merchandise which represented value, offering this along with the short or discontinued lines intended for the clearance sales.

The store salesman is a very important factor in the disposing of clearance sale goods. Many successful merchants to-day believe that it is good policy to allow the store salesman an opportunity for making extra money during clearance sale time as well as during other months of the year. The size of the p m's is generally raised in the case of strictly undesirables, so much so that many merchants feel that it is perfectly right to pay as much as a dollar a pair in order to clean house of certain numbers on the floor.

As one merchant put it, "Why isn't it good business for me to give \$50 or \$100 to my men on the floor in order to get rid of a hundred pairs of shoes which I don't care to carry over. It is just as logical I think to give the salesman these dollars as it is to give them to the customer. I have found in my business that it pays to operate in this way."

In the case of stores carrying better grades of merchandise, selling to middle or better class people, it becomes more and more a certainty that women especially, are not so much impressed by price as they are by style and the fulfillment of certain desires in style, comfort, appearance, etc. This fact has been forcibly brought out during a recent canvas made among the better stores of Chicago, where statements were volunteered to the effect that a very large part of the trade passed up the clearance sales offerings and the bargain counters when it was found that the style of the shoes in such cases was not exactly what was wanted.

There is a particular Rouge Rex Shoe

For the Man Who Works

That is individual in its
adaptability to every
kind of work

More Mileage Shoes

For the Man Who Cares

They are a line that have made a good
name for themselves. Get stocked
on them and build your business.

When our salesman calls get acquainted with our
entire lines and buy to protect the demands of your
business.



HIRTH-KRAUSE CO.

From Hide to you.

Shoe Mfgs. and Tanners Grand Rapids, Mich.

Herold-Bertsch Shoes

Michigan  Made



Year after year—
Michigan farmers demand them

H-B Hard Pans DO wear like iron. Thousands of Michigan Farmers and outdoor men know this. The soles are made from the best part of the hide. Uppers are specially re-tanned to resist water. Chocolate uppers tanned to resist destructive barnyard acids. Advertise H-B Hard Pans with cuts we furnish to hook up with our Michigan farm paper advertising.

HEROLD-BERTSCH SHOE CO., Grand Rapids

In the case of white shoes for instance, one downtown store had some rather good looking white canvas shoes on sale at \$2.98. These were slightly soiled but of good last and pattern. Side by side with these were white kid slippers at \$6.98. The latter also were slightly soiled, but the white kid slippers sold out in about three hours' time, while it required three weeks to get rid of the white canvas at \$2.98.

Clearance sale time for many stores means a period of semi-rest when everybody puts down the bars, shoves hands in their pockets and begins to mourn and worry about conditions, expecting poor business and generally getting it. The attitude of many merchants during clearance sale time is probably brought about by sub-conscious thought that it is "not much use to try when nobody wants to buy." This sub-conscious message gets across to the patron and considerably outside the walls of the store itself. It hits the morale of the salesman and the general atmosphere of the store. During clearance sale time you will often find merchants of a town or community chasing around among competitive stores checking up as to the exact number of customers on the floors. There seems to be too much worry about what the other fellow is doing, and not enough worry about what the merchant himself is doing, or the plans that he has made for stimulating business during times when business is generally slow.

It is necessary to keep up appearances at all costs, to keep a stiff upper lip and to keep fighting for business. The right kind of merchandise, the right kind of prices and the right kind of going after business will generally bring home the bacon. When business is hard to secure it takes a real merchant to get it. And merchandising is not price cutting by a long shot.—Shoe Retailer.

Styles in Fall Footwear.

Suedes for women's footwear, in the log-cabin shades and black especially, will be in great demand this Fall, according to one manufacturer. Other colors, too, will be popular, though grays are not expected to be much used. The solid-color shoes in high colors are a drug on the market, he says, and there is no chance of their maintaining their present vogue. The models for Fall show a trend toward the French design, with shorter vamp, rounder toe and higher heel than heretofore. For younger girls the heavier, brogue effect will be popular, with broad, flat heel, but these styles will not be favored by older women. There is little change in men's models, brogue and square-toe effects continuing in favor. Light tans as well as black will be in demand, the darker shades of tans and browns being less popular. The effort to revive the narrow toe has not been successful, this manufacturer says.

Asking people to buy is what makes them buy in many cases. Keep up your asking by advertising and by salesmanship.

Trade in Linoleum.

The trade in linoleum is keeping abreast with the business reported in other lines of floor coverings, according to a leading manufacturer. The mills are running to full capacity, he says, and yet he is having difficulty in making prompt shipments. The American public, he declares, is being gradually educated to the idea that linoleum is in reality a flooring and not a floor-covering. This is the prevailing idea in Europe, where linoleum has for a long time been regarded as a foundation for rugs, and is used throughout the house. Eventually, it is declared, linoleum will be used in this way in homes of the best type here. It is already extensively used in offices and in hospitals. Spring designs will be shown about October 1, when a number of novelties are promised.

Goods for Household Use.

The older crochet and Marseilles bed-spreads are being largely supplanted by the light dimities and other easily-washed, thin materials, according to a leading jobber. These are popular in colors especially, and come in a wide variety of designs. The novelties in Jacquard weaves with shirred or crinkle effects, are selling well, he says, as well as the cretonne effects, which may also be utilized for window and other draperies. Colors are in great demand in luncheon sets, bath mats, towels and, in fact, in almost every kind of material for household use. While there is always a demand for staple articles, at the moment it is said to be the latest novelty that is selling best.

No Smoker
Can Be
Satisfied
Before
He Has
Smoked
A

Charles
the
Eighth
10c
Cigar

A Cigar
Of Real
Merit

All Live
Dealers
Sell Them

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Cigar
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Vanden Berge Cigar Co.
GRAND RAPIDS, MICH.

To Make Your Service Better

What are your telephone problems?

Is your service what you think it should be?
Is your telephone equipment laid out satisfactorily?

In the Telephone organization are people whose business it is to solve your service difficulties.

The Manager of your Telephone exchange will gladly arrange to have them call upon you.

They desire to make your telephone service as efficient as possible.



MICHIGAN STATE
TELEPHONE CO.



Tyrannical Survival of Ages Old Traditions.

It must come as a shock to the patriotic American citizen to learn that such a moth-eaten old principle as "The King can do no wrong" is firmly established in our law. But it is there, and it continues to cause annoyance, loss, and injustice. Sir Paul Vinogradoff, professor of law in the University of Oxford, performed a useful service when he called attention to this fact in his recent address before the Institute of Politics at Williamstown, Mass. Criticism of government so seldom takes a constructive course that it is refreshing to find some one pointing out a simple defect that can be remedied with benefit to all concerned.

If the Government makes a contract for supplies and becomes so tangled in its own red tape that it fails to live up to the contract the aggrieved person must go as a petitioner begging the permission of the Government to take his case before a court. That is because, under a theory that comes down to us from the days of tyrants, the state can do no wrong. The King who generously gave some of his valuable mornings to deciding disputes between his subjects always had the right to take property involved for his own use and benefit. He could do no wrong. And so our modern state, which maintains courts, does not itself bow before the majesty of that law which applies to all others. Even when one has obtained a decision in his favor in the Court of Claims at Washington he must wait until Congress is good and ready to vote him the money to which he has been declared to be entitled.

The ordinary business transactions of citizens are to-day conducted in accord with much higher standards of honesty than prevailed in the days when a king might have settled the dispute about ownership of a horse by sending it to his own stable. Even the once despised retail merchant now guarantees his goods to be as represented. A business firm which

receives two checks for an account will return one of them. A workman who is injured is quite likely to find that he is protected by a compensation act. Payment of damages is accepted as a civil matter to be determined by the courts and is no longer regarded as punitive.

In such a state of society it is amusing to find Governments—ours are not the only ones—hanging on to excess payments of taxes, placing obstacles in the way of collection of bills for services rendered, goods delivered, or damages inflicted. It is an absurd fact that when the Government makes a mistake it is likely to be found not quite so ready to rectify it as the general run of citizens. This condition is not due to the express desire of any one. It just happens to be so. Therefore an aroused public opinion can and ought to bring about a change.

Need of More Trade Data.

The speed with which the country revises its ideas of a possible surplus or shortage of basic commodities is surprising. Early in 1920 there were alarmist stories in circulation of the shortage of practically all the necessities of life. It was even predicted that Government bread cards, such as were issued in European countries during the war, would soon make their appearance. Before the summer was over, however, there was a complete reversal of opinion. Supplies of wheat, corn, meats, cotton, wool, rubber, and copper were found to be so large that the holders were embarrassed and were confronted with heavy inventory losses. In course of time these surpluses were gradually worked off, and early this spring there was renewed talk of threatened shortage, especially in the case of cotton, wool, rubber, and sugar. Nothing is now heard of this talk of shortage. On the contrary, the prices of these commodities have been receding to such an extent as to indicate that either the supply was greater or the demand less than was supposed last spring.

This rapid shifting of opinion con-

If you are contemplating a bond issue it will be of great value when selling the bonds to have this oldest Trust Company in Michigan act as Trustee under the Mortgage and Registrar of the bonds. The expense is small.

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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.



Conservative
Investments

ACCEPTABLE DENOMINATIONS

WHETHER you have a hundred dollars or five thousand dollars, we have a high grade bond which you may purchase for investment either in full or on part payment plan.

Systematic savings are the foundation
for success

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GRAND RAPIDS, MICHIGAN

cerning the supply of basic commodities is not at all uncommon. Whenever prices are rapidly rising the business community begins to have delusions of a general shortage. When a reaction occurs supplies prove unexpectedly large. Speculative hoarding in a period of advancing prices is responsible in part for the spread of the impression that there is "not enough to go around." At times this idea is carefully spread by means of skillful propaganda, with the aim of precipitating a buyers panic and forcing prices to higher levels. All this tends, of course, to accentuate the fluctuations in prices and thus to increase the periodic swings of business from prosperity to depression. The obvious remedy is to be secured through the compilation of accurate data concerning stocks of goods on hand, production and consumption. Needless to say, this information should be compiled and published by impartial and responsible agencies. The Department of Commerce, co-operating with various trade associations, has made commendable progress in this direction, and the work needs to be carried still further. William O. Scroggs.

Corporations Wound Up.

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

Bentley-Scott Co., Detroit.
Hanson Milling Co., Ashland, Wis., Ironwood.
Max Hagelstine, Inc., Detroit.
Birnev Hotel Co., Adrian.
Adrian Hotel Co., Adrian.
Michigan Hide Co., Grand Rapids.
Manufacturers' Appraisal Co., Cleveland, Detroit.
Swiss-American Knitting Mills, Grand Rapids.
Industrial Investment Co., Detroit.
Boulevard Sales, Inc., Detroit.
Gillespie Contracting Co., New York, Detroit.
J. T. Mason Co., Niagara, Wis., Quinsec.
Corodium Steam Pressed Brick Co., Pontiac.
Detroit Co-operative Cigar Co., Detroit.
National Forging Co., Detroit.
Pontiac Land & Home Bldg. Co., Pontiac.
L. A. Thompson Scenic Railway Co., New York.
Otsego Chair Co., Otsego.
Ecorse Realty Co., Ecorse.
Perfection Super-Tire Corp., Ionia.
Jones Sheet Metal Co., Battle Creek.
Kalamazoo Broom Co., Kalamazoo.
American Motor Body Co., New York, Detroit.
Warnshuis & Portmann, Grand Rapids.
Detroit National Stamping Co., Detroit.
Celerytone Co., Grand Rapids.
Lowell Threshing Association, Lowell.
Atsix Realty Co., Detroit.
Royal Oak Farms Co., Detroit.
J. R. Wartman Co., Detroit.
Grundy Manufacturing Corp., Detroit.
Robert Douglas Coulter, Inc., Grand Rapids.
Leo. A. Thaldorf & Co., Detroit.
Port Huron Salt Co., Port Huron.
Manhattan Machine & Tool Works, Grand Rapids.
Peter Smith Motor Parts Co., Detroit.
N. K. Fairbank Co., New York.
Hammond Typewriter Co., New York.
North American Fruit Exchange, New York.
C. Merkle Eis & Co., Detroit.

Bredin Realty Co., Detroit.
Bertha Coal Co., Pittsburgh, Pa., Detroit.
Hart Cedar & Lumber Co., Hart.
Morris Auto Co., Gladwin.
Stutz-Detroit Motor Co., Detroit.
J. S. J. Die & Tool Co., Detroit.
Muskegon Athletic Association, Muskegon.
Toy Corp. of America, Wilmington, Del., Gaylord.
Saginaw Ladder Co., Ltd., Saginaw.
Wallace Struble Manufacturing Co., Ecorse.
Art Products Co., Zeeland.
Ann Arbor Wire Fabric Co., Ann Arbor.
American Ctton Oil Co., New York City.

Has Been Aggressive in Fighting Crooks.

The Michigan Tradesman was born in the brain of that veteran editor, E. A. Stowe. It was nursed by him through infancy, childhood and youngmanhood. Since attaining its majority Mr. Stowe has guided his child through the destinies of journalism until now it is forty years of age and looks the part. To celebrate the anniversary of its birth Mr. Stowe brought the care and pride of his life out in a fine 132 page edition. Mr. Stowe, through the Tradesman, has been aggressive in his fight against cheats and frauds, has ever advocated honest merchandising and taken a deep interest in the affairs of the retail merchant. Here is hoping that the Tradesman may live long and that Mr. Stowe will enjoy many years more of active life and the pleasures his forty years of business associations entitle him to.—Coral News.

Someone has discovered that it takes 140 nuts to hold a ford together and only one to hold it in the road.

The more mistakes a man makes the easier it is for him to invent excuses.

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

Citizens 64-101

Bell Main 2101

VanAken-Johnson Company INVESTMENT BONDS

303-305 Powers Theatre Bldg.

Grand Rapids, Mich.

A RELIABLE FIRM TO EXECUTE YOUR ORDERS IN
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Howe, Snow & Bertles

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Fourth Floor Grand Rapids Savings Bldg.
GRAND RAPIDS, MICHIGAN

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THE BANK WHERE YOU FEEL AT HOME

Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

Capital \$300,000

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

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Wm. H. Anderson, President;
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HIGHWAYS AND RAILROADS.

According to a statement by the Bureau of Public Roads at Washington, there were under construction on May 1 of this year 14,014 miles of highways for which the Federal Government was paying part of the cost. Fifty millions of dollars were apportioned for Federal aid in 1923, while \$65,000,000 became available July 1 for the fiscal year 1924. Approximately two dollars of state or county road funds will be added to each dollar from the Federal Treasury.

In spite of the assistance these Federal grants have given in meeting the actual cost of highway projects, their greatest value lies in the restrictions and conditions prescribed. To be specific, Government engineers must approve a project before money can be obtained. They consider the traffic requirements, climatic conditions, and other factors, and dictate the measure of stability essential if the road is to endure and justify itself. This work has now been going on long enough for the statement to be made with assurance that the vast majority of public officials no longer care to invite political flarebacks by constructing flimsy roads. Federal standards are accepted as authoritative after the test of experience.

It is difficult to visualize the dramatic change in American highway conditions during even the last ten years. Railway construction has lagged behind during that period, but, considered as a whole, the vast and intricate net of good roads has broadened the territory served by trunk lines. One does not go back many years to reach a period when it was considered a safe estimate to say that a railway drew tonnage from a strip of territory extending eight to ten miles on each side of the road. Some estimates were as low as six miles.

Good roads are now lifting a tremendous burden of short-haul business from the overburdened railroads and at the same time delivering to them by automobile truck consider-

able tonnage from distances of thirty to forty miles. In other words, good roads and automobile trucks have radically affected the railway problem in this country. What has thus been accomplished is a mere promise of what is to come. Construction of what may be termed practically permanent highways will remain for many years one of the big businesses of this country, absorbing annually from a third to a half billion of dollars, employing its tens of thousands of laborers, and keeping many mills busy.

THE END OF THE JOURNEY.

Ohio gave President Harding to the Nation. Last week she received him back again. For we have no national mausoleum. A man is summoned from Quincy or Monticello or Oyster Bay to exercise a sovereign's power at Washington, but when his race is run he does not rest amid the solemn splendors of a Westminster Abbey. His dust mingles with the dust of humble neighbors who have paid him the finest of tributes by never altering their familiar form of address. Even Washington and Lincoln sleep, the one at Mount Vernon and the other at Springfield, although a grateful country raised impressive memorials to them in the capital which one of them made possible and the other saved. For better or worse, we are at bottom a small-town country. Some of our manifestations of this condition we shall outgrow, but there is nothing to be ashamed of in the pride with which we greet the elevation of a fellow townsman to the highest position in the land or the tenacity with which we continue to claim him as in a special way our own. This feeling is distinctly wholesome in a far-flung nation like ours, for it helps to keep the tiniest and most distant hamlet from thinking of Washington as impossibly remote.

The mystic chords of memory of which Lincoln spoke in his first inaugural address as making for a united country number among their tenderest strands those reaching from the patriot graves of our Presidents.

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

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Other merchants equally welcome.

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Grand Rapids, Mich.

Lightning Rods Worth Their Cost.

There has grown up of late years an impression, almost generally held, that lightning rods were of little or no efficacy. As a result, not one building in a hundred—probably not one in a thousand, taking the country over—has this form of protection, and fires started by lightning are numerous. A sudden and somewhat belated realization of this fact has moved the Board of Fire Underwriters to begin preaching sound doctrine as to lightning rods, to tell why they have fallen into disrepute, and to explain when one of them serves a good and when, instead of a faithful guardian, it becomes a standing invitation to the bolts it pretends to ward off.

The truth is that a lightning rod, to be useful, must be put up by somebody who not only is honest—and lightning rod agents, whether justly or not, managed to create a widespread belief that they were not honest—but also has enough knowledge of the manners and habits of electric discharges to arrange for their safe passage between the clouds and the ground. That knowledge has been lacking in the agents at least as often as the honesty, and probably much oftener.

And after a lightning rod has been put up properly, with as few sharp turns as possible, that is, and has been well insulated and grounded deep enough to reach moist earth, it has to receive intelligent care to see that these conditions persist, as they will not do unless the intelligent care is given year after year. The rules are simple and easily can be learned by any householder, and, if they are learned and observed, the lightning rod will serve its designed purpose to a degree that justifies ranking it among the several really great achievements of its distinguished inventor, Benjamin Franklin. It is not needed on steel frame buildings, and it is so nearly needless on houses in city blocks that for them it hardly is worth its cost, but isolated houses in the suburbs and out in the country are subjected to a considerable and entirely unnecessary risk when left unprotected by this too neglected device.

Preventive Medicine.

Toledo, August 14.—The later-day attitude of more newspapers gladly giving space so that the public may have the benefit of our best and comprehensive scientific knowledge is to be commended. With this broad interest of health benefits, why does not the public secure a commensurate benefit? Is it because the average layman does not distinguish as to whether he is buying from the psychological practitioner, the easy-way practitioner, the social center practitioner or is the layman more inclined in the traditional practice and habits of a fading science—

materia medica? A recent editorial in The Nation's Health stated that "therapeutics attained maturity first, but the future belongs to prophylaxis." Prophylaxis is not new to some, but its requirements and technique are such that there will always be large numbers of health sinners looking for free medical attention because they feel their individual machine will stand more abuse than the automobile of which they take great care.

Until the public is educated to the great social and economic value of a thorough and intelligent body examination, there will always be too much ignorance, personal suffering and ill-health due to false traditions and a public indifference.

Origin of President Harding's Middle Name.

Detroit, August 14.—The name "Gamaliel" seems to be very fitting to Warren Gamaliel Harding, according to the Century Dictionary. The Hebrew meaning: "My reward is God." There are several Gamaliels mentioned in the Talmud as descendants of Hillel, who held the dignity of President of the Sanhedrin of Patriarchs (nasi) of the Jewish community in Palestine after the fall of Jerusalem. Gamaliel, "the elder," was the grandson of Hillel. The laws emanating from him breathe a mild and liberal spirit. He dissuaded the Jews from taking strict measures against the Apostles (Acts v. 34.) and is described as "a doctor of the law, held in honor of all the people." He was a teacher of the Apostle Paul. B. C. Saunders.

Park Your Grouch Outside.

When Thompson called the other day,
My heart began to sink;
I hoped he'd not sit down to stay—
He guessed as much, I think.
My greeting, purposely, was cold,
But, pulling up a chair,
He smiled serenely as he told
Me things were "looking fair."

From glancing often at the door—
A hint that I employed—
I soon forgot he was a bore,
And ceased to be annoyed.
He used to come with clouded face,
Complaining and sad eyed,
But now a change has taken place—
He'd parked his grouch outside.

His manner and his speech were bright,
He radiated cheer;
I missed with genuine delight,
His customary sneer;
The favor that he asked was small
And how could I do less
Than show my gameness after all?
I had to answer yes.

You may have reason to believe
That everything is wrong,
But don't let other men perceive
Your visage when it's long;
Learn all the cheering news you can,
And wear a smile that's wide,
For Luck slips in to aid the man
Who parks his grouch outside.

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IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

The Tradesman has received a number of complaints regarding the business methods of the Succulenta Co., 9 Campbell street, Newark, N. J. The company purports to sell a poultry food, named Succulenta, which causes hens to drink much water and thus become prolific layers. In soliciting orders the representatives collect \$5 in advance. The orders have not been filled and the company fails to reply to letters of enquiry. The Tradesman succeeded in getting one reply, in which the writer, who signed himself E. J. Fuchs, agreed to fill the unfilled orders at once. The promise was not made good and every indication leads to the belief that the concern is fraudulent. Certainly it does not conduct itself in a businesslike manner. The Tradesman has appealed to the Chief of Police of Newark, the Postoffice Department at Washington and the several advertising and investigating bureaus for assistance in determining the exact character of the concern.

The Grand Rapids Progress, official organ of the Grand Rapids Association of Commerce, publishes the following warning against all labor union publications and one publication in particular:

If as a member of the Grand Rapids Association of Commerce you wish to contribute to any of the large number of fake organizations of railwaymen, don't sign your name to the subscription papers, because these names are passed on to other grafters and used over again.

About two months ago two men visited Grand Rapids, representing the Brotherhood of Railway Employees, and they had a list of names of Grand Rapids manufacturers and wholesalers that had been secured in this city about four years ago, and they were using this list of names to collect on a second time. They procured this list of names from some other member of the "gang." Both of the representatives of this organization (?) admitted that the game was a graft and a holdup. They stated they had no members in Grand Rapids, no members in Michigan, but did have a few members on a little railroad running out of Boston. They were to get 50 per cent. of all the funds they collected, but it is generally conceded that they get 100 per cent.

Through quick work on the part of Chief of Police Carroll and the co-operation of Prosecuting Attorney Hoffius, working upon a tip furnished by the Association of Commerce, these men were apprehended and the above confessions secured from them. It was ascertained that the extreme penalty under the law would be \$100 each and, as they had collected much more money than this, it was agreed that the money would be returned and the solicitors would leave town and one of them, an ex-overseas captain, agreed to quite the business entirely. The veteran of the pair had been in the game over 20 years, had collected large sums of money in Grand Rapids and regardless of the fact that he admits it is wrong, it is so profitable he expects to continue in it.

There are a large number (more than 60) organizations formed for the sole purpose of soliciting funds from the business men. These organizations usually take on the name of some railroad group, like

the Brotherhood of Railway Station Employees or the Railway Yardmasters of America, because they realize that business men "fall" easier for railroad organizations than any other.

There is only one way to play safe, and that is to refuse all of them unless they carry an endorsement card from the Grand Rapids Association of Commerce. If they have no endorsement card it is either because they have not been investigated or don't care to be investigated. The Secretary of the Association of Commerce had the great pleasure of calling upon those who had contributed to the Brotherhood of Railway Station Employees and returning to them their money.

Will Make Small Hole in Public Pool.

Grandville, August 7.—Those senators who carry the idea to the farmers that Congress can manipulate prices for the especial benefit of the agricultural population are really the worst enemies the farmers have in this country. These ready promisers know, if they possess ordinary intelligence, that Congress can do nothing of the kind.

Of course, ignorant men like Magnus Johnson may actually believe that the National legislature has the power to emit class legislation of the rankest kind. Such men are unfit advisers and will come to grief sooner or later.

One senator has stated that he intends to ask Congress to fix the price of a bushel of wheat at \$1.75. Of course, if Congress can do this it can fix the price of sugar at 3c the pound, more or less, as the case may be. Also that august body may put the wage scale at any figure.

It is ridiculous to suppose Congress can do any such thing and keep within the bounds of the United States Constitution.

Constitutional liberty would be at an end if these wild ideas of the semi-socialists could be carried into effect.

As for the cry that farmers are liable to be ruined because wheat has fallen below the dollar mark, what have we to say of those days when farmers sold wheat for less than 40 cents per bushel, eggs and butter at 7 and 8 cents, potatoes at 15 cents per bushel and so on?

Such prices once ruled in this country and not so very long ago either. Farmers survived that time and will in nowise succumb under present prices. Butter, eggs and milk are 100 per cent. higher to-day than before the Kaiser's war. That is certainly something to help out.

This great cry that farm loans are necessary and that some easy way should be made for the farmer to borrow money is mostly a fake cry and has no foundation in common sense. Farmers with collateral can borrow from any bank as it is. They stand on the same ground as other citizens. Why should they be made the subject for especial favors?

The production of an enormous surplus has degraded wheat prices. Nobody to blame but the farmer. He can remedy that by diversifying his products until the supply and demand regulates the price.

When you attempt legislation to boost prices you are treading on unconstitutional and dangerous ground.

During the war the American people cut down their consumption of wheat breads that their friends across the water might have more wheat. In adopting substitutes a new appetite was created which has, in a measure, cut into the consumption of wheat products.

A set of political mountebanks has got the farmers all stirred up, leading them to expect from Congress help which is not their due. One class of citizens has the same right under the Constitution as another.

The farm bloc agitators have made a lot of trouble for a good many

people, leading many to think they have been wronged by government. Such agitation is wicked and uncalled for and only serves to make bad matters worse.

A fair amount of common sense would come in handy just now. Little of that has been used in this wild and senseless fanfare about the wrongs of farmers. The rush to the cities is still on. Many farmers have taken advantage of high wages to enlist under the banner of labor and give the farm work the go-by.

Abandoned farms we are told are in evidence all over the Northwest. This may be in a measure true. If it is this very fact will tend to regulate farm prices and put everybody in a happy mood once again.

The farmers must learn that their dependence is on themselves and not on any special legislation that Congress may enact. We have had enough doubtful legislation in this country and it is high time we got to understand the limitations of congressional powers.

There is a great discrepancy between the price of bread stuffs and wheat and flour. Why do our bakers hold to old war time prices when the cost of raw materials has fallen off 100 per cent.

Bread at 12 cents a loaf is more than double the price before the war. Flour is down to pre-war prices and still the baker holds fast to war prices for his output. There is certainly something out of whang to this, and the consumer has just cause for complaint, and yet he has no thought of appealing to Congress for relief.

There is only one way in which the public can bring the profiteering baker to terms and that is through the housewife's oven. In ye olden time home made bread and pies were the rule and not, as now, the exception.

When we get back to old fashioned housewifely duties there'll be better conditions all around and respectable economy and not extravagant waste throughout the community.

The consumer is always the goat for every iniquity.

He is the one who has the most right to complain, and yet, of course, he may himself be in part to blame as indicated in the falling off of housewifely duties in the baking line.

Congress will soon be in session again when all the quacks in spoilation legislation will be at the front determined to force certain hair-brained contraptions into the statute books.

Very seldom do these creatures succeed, and it is not probable they will make a very big hole in the public pool on the present occasion.

Old Timer.

North Branch Profits by a Trade Event.

North Branch, August 6.—When a town of 650 people in a purely agricultural community can derive the wonderful benefits just accomplished through a co-operative booster campaign, it proves beyond doubt that the best way, cheapest and most far reaching, is for the merchants to get together in one common cause. The merchants of this place, sixteen to be exact, agreed to begin granting coupons, printed in duplicate, the last week in April. Each coupon represented one dollar in cash trade. The amount pledged to put this event over was \$975. Barrels, neatly and attractively painted and lettered, adorned the sidewalks of the business district all through the thirteen weeks of the event. In these were deposited the stub half of coupons by the buyers. The idea took immediate hold of the buying public and the prizes displayed in store windows served to keep up interest. The prizes were changed often to give all merchants one or more win-

dows throughout the life of the contest. There were eighty-two prizes given away, ranging from a (ford) car, kitchen cabinet, 100 piece dinner set, four burner oil stove down to box stationery, kodak, auto tires, tubes, spot lights, etc. The contest closed August 1 with every fair means of declaring the winners. Everyone was satisfied that no means was spared to carry the campaign to the fairest of ends. Some facts of accomplishment through this combined merchants effort were as follows: The total sales were \$640,000. This represents an increased trade of \$54,000 over the same thirteen weeks of last year, according to very reliable sales figures of the different concerns. The furniture concern sold during the last week two sales amounting to \$1,800, delivered into a near-by town supporting two good stocks. This same concern made two sales which were delivered to a point within thirty miles of Detroit, North Branch located seventy miles North of that city by the way. One hardware concern, soon after the beginning of the campaign sold one man \$900 worth of its wares. This customer is several miles nearer our biggest competing town than this point. One party, a through and through mail order buyer, walked into a local store, three weeks before the campaign closed and selected \$225 worth of house furnishings, saying: "I will not have use for these until December, in our new home, yet I want the tickets and you may store the goods until I call for them." Many other wonderful direct proofs of the good it produced were in evidence. On the week of July 7, the merchants announced as a surprise issue they would then grant the coupons throughout the closing month, dollar for dollar on all accounts paid. This actually brought in payments on notes and accounts that in some cases had stood as long as two and a half years. The real amount however, paid through this channel is not procurable, but is estimated very lowly at \$4,000. One dealer who never carries in excess of \$700 on his books succeeded in collecting \$300 and he only used this form the last week. The event, it is generally conceded kept \$1,000 a week from going to our nearest metropolis, the one trading center that in ordinary times takes more business from our merchants than any other three buying centers. On the closing day, the visitors, estimated at 2,600, came from every direction to witness the prize drawing. When one considers the busy time for the farmers this was evidence of the "hold" the attraction had on our customers. The selling cost throughout this event was 59½ cents for every \$100 in sales. For the past five years three merchants had given cash register tickets, redeemable at two and a half per cent. One store has given dish sets, one each week and then, after depleting the stock of these, replaced the sets with a \$10 gold piece. Five stores had used a well known stamp. One of these paid the stamp concern \$610 in six and a half months, two-thirds the total expense of the whole booster event just closed. These merchants are once and for always convinced of the good to come, the low individual cost and the liking of the people for such get-together events.

E. B. Davis.

Keep your eyes open for new and better methods of displaying your goods. It is good display that makes a line sell itself.



Very Special

Something extraordinary is going on in the soap business. Are you awake to

Chipso
(Condensed Suds)

We have been in business for over 75 years and in all that time we have NEVER seen a product "go" from the start quite like Chipso.

It isn't alone the form of this soap product (a flake) and it isn't alone the quality (very remarkable); it is an especially happy combination of the two.

Don't overlook the retail sales business (with consistent repeats) that you can get with

Chipso
(Condensed Suds)

PROCTER & GAMBLE

THE REVOLT OF THE FARMER

Animosity of Agriculturist and Urbanite Through the Ages.

Nothing but the patriarchal age antedates the animosity between the farmer and the city dweller. In the most ancient of Egyptian writings we find the scribes setting down scurrilous comments upon the despised herdsman and field hand. In time this sentiment appears to have become atavistic, an inherited antipathy, and while less marked than in former times, it is still potent in every land, illogical and unreasonable as it seems. The endeavor to account for this curious anomaly has produced various ingenious explanations.

The fact that, until quite recently, historically speaking, all agriculturists were slaves, captives of war, has been thought to have originated this mutual dislike and it is conceivable that, as there was very little need of extensive agriculture before the great city came into being with its insatiate demand for subsistence and luxury, there were few slaves. When there was neither concentrated consumption nor commerce agriculture was limited and largely a family affair, and until slavery was instituted to meet the city's urgent needs, there was no friction. The relation of the workers with the "Great House" of the landed proprietor or the patriarchal ruler, were amicable, reciprocal, with only two castes, the owner and the toiler; slavery, of course, would alter these conditions.

But slavery itself was the fruit of warfare as well as of a need for cheap labor and we may well believe that both evils are born of the same mother.

Now, the cause of the fall of rich and famous ancient cities is as much a mystery as is this long-lived hostility between farmer and urban dweller. Fabulously wealthy, these cities ruled the regions around them, and distant provinces as well, for centuries and then, for no apparent reason, vanished. Some of them were, we know, destroyed by invaders or fire, but curiously enough, these were usually rebuilt. I think it is possible to connect the unexplained downfall of these dead cities and the seeming unreasoning antipathy between the urban man and the farmer, of the "bourgeois" and the "proletariat."

If we study the growth of an Egyptian farm of any dynasty, as portrayed in the hieroglyphic writing, we have the same story as told by a single exhibit in the Metropolitan Museum, that of the objects from the tomb of Mehenkwtet. It shows the gradual evolution of the farm into the village, then the fortified market town and lastly, the proud metropolis, or capital, of a province or a kingdom. In the history of Sparta a similar evolution is recorded and also in that of Rome, which, however, fortunately survived invasions, insurrections and agricultural strikes.

It was in the creation of specialized industries on the great farms that the bourgeois class, the burghers, originated, and upon this class depended the fortunes of the city, although its

daily sustenance always depended on the despised agriculturist. When the merchant class attained full control of the city, as it has always done within historic times, it not only drew sustenance from the farm but by taxation compelled the farmer to support the city. No doubt the "octroi" or entrance tax, was imposed at the gates of the first walled town.

The most ancient of Egyptian records reveal to us the condition of the agriculturist long before cities existed. Many centuries before Christ the nobles were extensive farmers wielding the power of chiefs or kings in the various "nomes" or districts of the Nile land, their workers attached, perhaps, to the land for life like the Russian serf of the late century. In the tombs of these great farmers is depicted every feature of the lives of the proprietors and their numerous dependents. It may be mentioned, incidentally, that in these earliest pictures neither welfare nor religion finds a place—agriculture and the future life were the only subjects that worried these people.

Here we find already in existence the germs of the city. On these great estates the necessity for specialization had produced a number of different industries requiring appropriate buildings, implements, methods, hours of labor and expertness; all these were creating a class apart from the farm laborer or herdsman, a class of artisans and deft craftsmen who naturally felt, and exploited, their superiority, the progenitors of the burghers of the future.

We learn from the twenty-two little models found in the tomb of Mehenkwtet now in the Metropolitan Museum that this chancellor of the Royal Palace was a great farmer upon whose extensive possessions the division of labor was reduced to a fine art. There were slaughter houses, tanneries, fattening pens, dairies, breweries, wine presses, bottlers, wool spinners, weavers, dyers, carpenters, joiners, boatbuilders, millers, bakeries where the very fanciest loaves were made, painters, carvers of wood and stone, builders, accountants, embalmers, hunters and fishers, ropemakers, toolmakers and potters. These expert workers, it is shown, occupied separate buildings and the collection of workshops must have been, in fact, a considerable village in itself, not merely of mud huts of slaves but of substantial wooden structures adapted to their several purposes. These models also reveal that quite ornate, though small residences, resembling, perhaps, those of lesser nobles, were occupied by certain of these exceptional craftsmen on Mehenkwtet's estate.

Here then we have the beginning of the burgher class with its segregation, its emulation of the nobles and its monopoly of industries clearly shown; the genesis of its power and pride is revealed in the lifelike models placed in the tomb to accompany the soul of the proprietor in his journey to the other world and to serve in every capacity as in his prosperous lifetime.

That there were merchants, traders and shipowners among the upper and

middle classes, with a commerce that extended to South Africa and India, workers of immense quarries, numberless priestly scribes devoted solely to the hieroglyphic records, skillful artists and sculptors and all the other adjuncts of wealthy cities is apparent, while remains of public works, docks, walls, aqueducts, baths, sewers, palaces and temples, never equaled since, as plainly demonstrate the presence of large populations deftly controlled by superior powers and yielding immense revenues to these controllers.

Then, as now, the octroi was exacted, and when the simple farmer had sold his produce he was cajoled, victimized, derided and reviled, as in every age since. Doubtless the bucolic mind was as sensitive to the glories, the flashing lights, the uneasy crowds, the brilliant costumes and sparkling gems of the metropolis as it is to-day. The ancient cities, as described by dazzled and bewildered and perhaps bucolic writers seem to have been quite as impressive as any existing at present.

Towering seven-terraced edifices, vari-colored, golden tiled, silver plated, glittering with precious stones, rare marbles and lapis lazuli, colossal statues of men and animals in gold, ivory, bronze and granite; solemn temples, splendid palaces overpowering in their majestic display of wealth, impregnable walls and massive gates are mentioned with awe by astounded scribes who visited many cities the remains of which are now mere rubbish heaps. As to how each dynasty was established or overthrown we have no knowledge; we know that the agricultural periods and the vast collections, city-like, of farmers' tombs were always succeeded by metropolitan centres, royal capitals or fortified towns.

Some of these cities, the very names of which are lost, are now buried under the desert sands; how they fell, when or why we may never know, but that they did fall invariably, never to be rebuilt, is palpable enough. The catastrophe happened again and again, the same causes bringing the same results through millenniums, mankind seemingly learning little through experience. The fate of their populations may be explained by the ancient traditions of Egyptian settlements in Italy, Greece and the Mediterranean islands and the well-known influence of the Nile culture all over the earth.

Thebes, Xoïs, Memphis, San, Elephantine, Abydos, Thinis, Sais and Heliopolis are mere names to us now, but their ruins inform us as to their greatness, while Mycenae, Sardis, Erech, Ur, Tyre, Sidon, Babylon, Ninevah, Coridus, Shurpurla, Baalbeck, Hissarlik, Tiryns, Persepolis, Cnossus, Palenque, Chichen Itza and a thousand nameless unknown mounds of brick and sculptured stones in every part of the world attest the ultimate fate of similar proud and stately capitals that once ruled all the land about them and then for some mysterious reason fell into decay.

The exodus of their poorer inhabitants when famine came must have begun very soon, while the

wealthy nobles might postpone the evil hour for a while, probably leaving behind them their bulkiest treasures. This would account for the finding in the ruins of these cities many precious objects actually in situ as if never disturbed during the succeeding ages of solitude by robbers or quarrymen seeking stone.

In all the old mythologies disaster, either personal or civic, meant the displeasure of the gods and few were daring enough to invite a curse by going counter to such direct manifestations; so under the frown of Horus, Baal, Moloch or whoever the tutelary deity was, the desolate city fell brick by brick, stone by stone until it became a shapeless pile of ruins.

Traditional and historic migrations, such as Abraham's from Ur of the Chaldees, the exodus of the Jews from Egypt, and the wholesale transferrings of populations to new sites, so often recorded by classical historians, are explicable by this theory of agricultural revolt.

The agricultural conditions which brought several Russian cities to the verge of starvation in 1921 were analogous to the ancient crises. The peasantry had practically ceased to supply food. The proletariat seized it. Had the farm toilers been able to emigrate the Bolshevik Government would have perished, but the Red Army overcame resistance and finally the peasantry was placated by permission to own land in person, a violation of a prime Bolshevik principle and a significant victory for the agriculturists.

In Germany a curiously similar condition exists to which little attention has been paid by outsiders. The farmer there has the advantage, has had it all along and is now exploiting it diligently. He is sitting tight; he makes his own prices and is growing wealthier, while the middle classes, deprived of income by the flight of the mark, are nearing ruin. Already food riots, the looting of markets and stores and proposals to invade the farms have been reported.

It is possible that we also may see the outbreak of the hatred between farm and city, the most ancient of all grudges, but no emigrations will ensue, for nowadays there are no open spaces, no uninhabited fertile lands that merely need scratching with the hoe to bring forth crops.

Walt MacDougall.

Rest In Peace.

Here lie the remains of Percival Sapp.
He drove his car with a girl in his lap.
Lies slumbering here, one William Black.
He heard the bell but had no brake.
Beneath this stone lies William Raines.
Ice on the hill, he had no chains.
Here lies the body of William Jay;
He died maintaining his right of way.
John Smith lies here without his shoes.
He drove his car while filled with booze.
Here's Mary Jane—but not alive—
She made her ford do thirty-five.

To Mary Bush
Each Summer Brings
A Roof of
Grasses Green
She Always Used For
Cleaning Things
A Quart of Gasoline.

Jane Mickens
Lies Here
Freed from Pain
Her
Mourners Shed a Tear
She Stepped From Off a
Moving Train
While Facing Toward the Rear

Sell Semdac Mops in Warm Weather

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

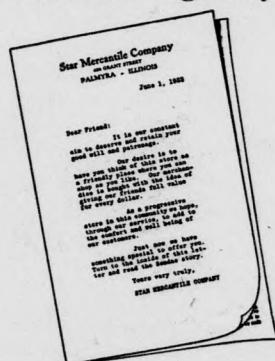
That is why the Semdac Floor Mop and Semdac Liquid Gloss appeals to her. It provides the easiest way for her to get rid of dust and dirt.

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

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

A Special Offer from the Standard Oil Company (Indiana)

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



Free Advertising Over Your Name

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

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

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

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



Michigan Branches at Detroit, Saginaw, Grand Rapids

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

STANDARD OIL COMPANY
(Indiana)

910 South Michigan Avenue

Chicago, Illinois.

AFRAID OF COMPETITION?

Well, You Needn't Be!



ONE sale to every 1,000 people—that was the exact proportion of sales to population in Durant, Oklahoma, when Kelly Service opened its latest campaign for the Durant Mercantile Company. On this page are pictured the six stores in Durant which opened competing sales against the Durant Mercantile Company's Kelly campaign. But, the Durant Mercantile Company closed its day's business with receipts of more than \$4,000—one of the biggest days in its history. Kelly selling plans are **competition-proof**.



FOR evident reasons the names of the stores pictured on this page have been withheld, but complete details of the Durant Mercantile Company campaign will be furnished on request.

THE T.K. KELLY SALES SYSTEM

MINNEAPOLIS

AFRAID OF CONDITIONS?

Well, You Needn't Be!

Government Thermometer
Readings in Durant, Okla.,
during Durant Merc. Co's
Kelly Drive.

July 14.....102

July 13.....101

July 12..... 97

July 11.....100

July 10..... 98

July 9..... 90

July 7..... 93

July 6..... 94



Weather Like Competition
Fails to Halt a Kelly Drive.



THE Durant Mercantile Co. Store, Durant, Okla., where Kelly Service has three times demonstrated the super power of its selling methods. In its third campaign just concluded over \$20,000 was sold in spite of intensive competition, bad business conditions, and almost unbearable heat.

WESTERN UNION TELEGRAM

RECEIVED AT
3M W 40 3 EXTRA BLUE
COLUMBIA PENN 944AM August 2 1923

T K KELLY
MINNEAPOLIS MINN

YESTERDAY OPENING DAY FAR BEYOND EXPECTATIONS CASH SALES THREE THOUSAND TWO HUNDRED FIFTY SEVEN DOLLARS THIRTY FOUR CENTS THINK THIS IS PRETTY GOOD, COLUMBIA SMALL TOWN LOCATED JUST HALF WAY BETWEEN TWO CITIES TWELVE MILES AWAY

J H OSTERTAG
IDAHO FALLS IDAHO 30

THE T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

THE FIRST TIME ANY IDAHO FALLS MERCHANT HAS BEEN COMPELLED TO LOCK HIS DOORS ON ACCOUNT OF TOO MANY CUSTOMERS. OUR SMALL ROOM HAS BEEN PACKED SINCE THE OPENING OF OUR SALE TUESDAY A LARGER ROOM WOULD HAVE GIVEN US FIFTY PER CENT MORE BUSINESS SALES FOR FIRST FIVE DAYS SIXTY FIVE HUNDRED AND TWENTY THREE DOLLARS WHICH WE THINK IS WONDERFUL FROM A THIRTY THOUSAND STOCK

THE THREE RULES STORE
2923 AUG 7 PM 8 53

MIAMI FLO 7
THE T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

MUCH LARGER THAN ANTICIPATED YOUR SYSTEM AND CONDUCTOR WONDERFUL OPENED WITH TWO THOUSAND FIVE HUNDRED THIRTY TWO EIGHTY TWO MIAMI HARDWARE PAINT & GLASS CO

RECEIVED AT
2M W 22 4 EXTRA
CADILLAC MICH 746AM AUGUST 9 1923

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

OPENED AUGUST THE FOURTH WITH A LITTLE OVER EIGHTEEN HUNDRED WHICH WE CONSIDER EXCEPTIONALLY GOOD FOR AUGUST

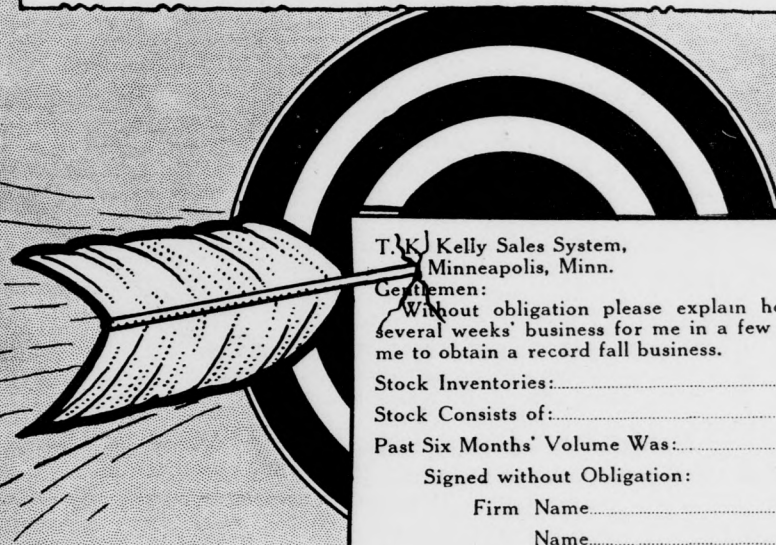
JOHN W JOHNSON CLO CO
PER JNO W JOHNSON

2923 AUG 5 AM 6 02
POUGHKEEPSIE NY 4

T K KELLY SALES SYSTEM
MINNEAPOLIS MINNESOTA

CLOSED SALE TONIGHT AFTER NINE DAYS SELLING TOTAL RECEIPTS EIGHT THOUSAND ONE HUNDRED AND SIX DOLLARS ON A THIRTEEN THOUSAND DOLLAR STOCK POOR LOCATION CONSIDER THIS PHENOMENAL COUNT ME AS A KELLY BOOSTER

FASHION SHOE SHOP.



T K Kelly Sales System,
Minneapolis, Minn.

Gentlemen:
Without obligation please explain how you can secure several weeks' business for me in a few days' time and help me to obtain a record fall business.

Stock Inventories:.....

Stock Consists of:.....

Past Six Months' Volume Was:.....

Signed without Obligation:

Firm Name.....

Name.....

Position.....

Address..... City..... State.....

OVER 19,000 times Kelly methods have scored a bullseye. The wires show merely five of the recent ones. Kelly plans will hit the mark with you too.

¶ The coupon above brings a full explanation—no obligation. You'll never use your shears and a moment's time better than to—clip it.

THE T.K. KELLY SALES SYSTEM

MINNEAPOLIS



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

Repeat Customers in the Paint Business.

Written for The Tradesman.

One of the greatest assets for ensuring success in the paint department is repeat customers. It is an admitted fact that repeat customers can be secured only where reliable paints are handled; that if a poor quality of paint results in an early repeat job, the order is pretty sure to go to some other dealer.

Even where good paint is sold, however, it is possible to lose repeat orders under certain conditions.

Good paint will not prove successful when used under certain weather conditions. At least, it will not produce the best results—and the best results should be the aim of every dealer. For it is such results that prove the best drawing card for repeat customers.

Suppose one of your customers paints his house the day after a heavy shower, when the wood is damp; or suppose he paints on a surface cracked and peely, which should first have been carefully scraped. A poor job is the result. Nine times out of ten he will say to himself: "Well, next time I'll know where not to get my paint."

The average dealer may not be aware of all the customers lost in this way, and where he has no chance to explain why results are unsatisfactory.

All of the reputable manufacturers and dealers have received complaints on such scores as these. But even where such complaints are investigated and the fault is clearly proven to rest with the conditions under which the work was done, it is not sufficient for the dealer to say: "You can't blame me. It's not the fault of the paint, but your own fault."

The real remedy is to tell people when they buy or before they buy.

The leading manufacturers as a rule now issue pamphlets which call attention to these facts. They supply these to their dealers, and the latter distribute them with every sale.

But even a precautionary booklet of this sort is hardly sufficient to meet the need. In the first place, it is apt to be looked upon as a piece of advertising and flung carelessly aside. Even when the directions are put on the label of the can, they are often disregarded. Most people believe they know when and

how to paint, and as result pay little attention to printed warnings.

It is good policy for every dealer to take the time to call the attention of paint buyers personally to the fundamental hows and whys of painting. Instruct your salespeople with every sale they make to hand the instruction pamphlet separately to the customer, at the same time telling him, "Here is a book of instructions. Be sure to read it carefully before you start to paint. And if you meet with any difficulties, don't hesitate to consult us."

With a system like this, the number of justly dissatisfied customers—and, indeed, of dissatisfied customers of any kind—will be reduced to a minimum. Your paint will be proving to its greatest capacity better than it ever did before.

Here are some general directions the gist of which should be imparted to paint buyers:

1. The best way to get a can of paint in condition for painting is to pour the paint back and forth from one can to another.

2. Oil and water will not mix. Do not paint in damp, foggy or frosty weather. The pores of the wood are then full of moisture and the oil cannot get into the wood to make an anchorage. Under these conditions paint will peel.

3. On new woodwork, the knots, pitchy and sappy places should first be treated with a coat of orange shellac to prevent them later showing through.

4. On two-coat interior or exterior work the first coat should be thinned. For the first coat the gallon of paint should be thinned with one gallon of raw linseed oil. This is so a firm anchorage can be obtained. The second coat should be straight paint, just as it comes.

5. For good looking results, seams and nails should be first puttied.

6. Don't use turpentine alone as a thinner. Use raw linseed oil.

7. The first coat should dry thoroughly, if necessary for two or three days, before the second is applied.

8. In applying, brush the paint out well. Brushed out coats last longer.

9. Much attention must be given to the repainting of a house that has not been treated for a number of years, or any house where the paint is cracked and peeling. Your paint will not act successfully here, no matter what brand you use. All linseed oil paints shrink in drying and when they dry in these cases, they peel off the loosely attached paints and show the cracks. If it is a cracked and peeled surface you have to work on, you should first

Foster, Stevens & Co. Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

United Motor Trucks
 A SIZE AND STYLE **To Fit Your Business**
 SALES SERVICE
ECKBERG AUTO COMPANY
 310 IONIA AVE., NW.

**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

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

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

use a scraper or a wire brush to remove the paint that is loose.

Having thus safeguarded your repeat orders in advance, it is good policy to plan your follow up campaign from the time the sale is made. In addition to his prospect list of new customers, the dealer should keep a card index list of paint customers who, in the course of time, will be in line for repeat orders.

In fact, the original prospect list can be so card-indexed that after the sale is made the card, transferred to another file, automatically becomes not merely a record of sales but a repeat prospect list.

One dealer uses a card with blanks for the following information: owner, address, location of property; contractor; when painting started; when to be completed; total outside surface, amount of body and trim (with colors used) and total inside surface, with similar details.

After the job is completed, this card is transferred to another file; and when the owner of the property is due to paint again, it automatically supplies valuable and helpful information.

Another more elaborate card I have seen in use contains blanks for the following: Name, address, credit rating, occupation; with details of buildings, when painted, cost, when they should be painted again, contemplated improvements inside and outside, and general remarks.

With information of this sort on file, it is a great deal easier to canvass for repeat orders.

Information of all sorts is helpful. One dealer who has made a good success of his paint department makes it a practice to visit the building being painted while the job is in progress, or afterward, in order to make sure that the work is being done satisfactorily.

Some dealers secure photographs of all buildings painted with their brand of paint. If the dealer or one of his salespeople can handle a camera, the cost is merely nominal; and a row of such photographs is an impressive and convincing argument when dealing with a new prospect. Such photographs can be filed away with the index cards. In canvassing for repeat orders they are helpful in visualizing the house and a guide in suggesting suitable color combinations.

The shrewd dealer is always on the lookout for complaints. "If you are pleased, tell your friends; if dissatisfied, tell us" is a good motto. The great percentage of unsatisfactory jobs are due neither to the dealer's fault nor to that of the paint he handles; but it is a peculiar fact that with most customers both the dealer and the paint are guilty unless they prove themselves innocent. So the dealer is well advised to urge all customers who are dissatisfied to bring their troubles direct to him. Victor Lauriston.

If you notice all a clerk's little faults and nag him about them, you get him into such a frame of mind that you cannot successfully correct any of his larger faults.

Analysis of Certain Trade Grievances.

Dr. Klingman of the University of Ohio recently made a survey for the National Retail Dry Goods Association of the main reasons of complaint as advanced against each other by manufacturers, jobbers, and retailers. They are summarized below:

Jobber and Manufacturer.

Unjust return of merchandise.
Unreasonable cancellation.
Retail trade not anticipating far enough in advance.
Failure to confirm orders.
Unnecessary deferring of seeing salesman.
Refusal to look at new lines.
Taking discount not earned.
Unreasonable demand for concessions.
Unnecessary price cutting.

Remedies Suggested.

A high code of ethics and a better understanding of the problems of both buyer and seller.
Better co-operation between merchandise managers and buyers to avoid cancellation and returns.
Keeping appointments with salesmen.
Merchandise managers should have a personal acquaintance with firms with which they deal.
Better informed buyers.
Educate the retailer.
Broader latitude to buyers.
Give more time to buying.
Too many buyers in market at same time.
Extra discount to early buyer.

Retailer's View.

Selling competitor when line is supposed to be exclusive.
Misrepresentation by salesman.
Salesman's making promises house cannot fulfill.
Salesman urging retailer to overbuy.
Manufacturer accepting orders he cannot deliver.
Salesman's lack of knowledge of goods and house's ability to fill order.
Selling direct to consumer.
Advertising resale price too low.

Deliveries.

Failure to deliver at appointed time.
Disregard of shipping instructions.
Delivering in three or four shipments.
Delivering inferior merchandise.
Delivering more than buyer ordered of cheap goods.
Delivering short or yardage.
Delivering imperfect or soiled goods.
Delivering goods ahead of invoice.
Substitutions as to: Sizes, Colors, Numbers and Patterns.
Difficulty in securing reorders.

Remedies Suggested.

A committee or an organization to see that both sides get together.
Educate the retailer to better merchandising.
Make the seller live up to a confirmed order.
Use the golden rule.
Better business practices standardized.
Uniform order blanks.
Uniform invoice.

The salesman who cannot stick to facts in his selling might better be working for somebody else. He is a detriment to the merchant who employs him.



Know the advantages of Brecht Refrigeration

Place your refrigeration problems before Brecht Engineers. Get the benefit of their extensive experience and research. Let us study your needs and submit a detailed recommendation covering your particular requirements. *Know the advantages of Brecht Mechanical Refrigeration.*

Simple to operate—always under absolute control—and famous for its *uniformly* low, dry temperature—Brecht Mechanical Refrigeration is the most efficient and economical system that money can buy. The result of seventy years of successful manufacturing.

Regardless of the capacity desired Brecht Engineers can serve you to your advantage.

Plans for Refrigerators, Refrigerator Display Cases, Coolers, Storage Rooms, Water Cooling Systems, and in fact for any refrigeration requirement, will be submitted without obligation.



1231 Cass Ave. St. Louis, U. S. A.

NEW YORK, N. Y.
174-176 Pearl Street

CHICAGO, ILLINOIS
Monadnock Building

SAN FRANCISCO, CALIFORNIA
67 Second Street

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



Why Not Begin Household Fiscal Year Every Monday?

Written for the Tradesman.

"I don't know where it goes, I'm sure. We are not extravagant. We go without lots of things that much poorer people seem to have; but somehow we just barely keep up with the expenses. Sometimes we run behind. My husband gave me an awful talking to last week just about butter."

"What was the matter with the butter?" I asked of the woman who introduced the subject—a troublesome subject to deal with in the midst of the summer vacation on the veranda of the hotel where you paid for your living all in one lump and couldn't imagine why it had to cost so much.

"Nothing was the matter with the butter, except that after looking over the bills my husband ran down the fact that our cook was ordering the most expensive kind, not only for the table, but for all cooking purposes. He found that it had been going on for weeks and was almost the whole cause of a big increase in the cost of food, I had been thinking that it was just the 'high cost of living' that the newspapers talk about."

"Do you keep account of the household expenses?"

"Oh, no. I don't know anything about housekeeping. Lately my husband has been keeping some sort of memoranda, but I don't understand it. I have no head for figures."

She was a nice little person, and you would call her intelligent. She was reading a book about European politics, and she had opinions about the League of Nations. To be sure, she got those ready-made, as she got canned goods.

She had no realization of the fact that she was a business manager. It had never dawned upon her that it was she who spent the greater part of the family income and that the solvency of the establishment depended more upon her than upon anybody else. She sat helplessly in the presence of her job and confessed her incapacity with something of the tone in which one might regret having a certain undesired color of hair.

"I know nothing about business," she said. "In my own home when I was a girl we never had any money. My mother and sisters and I just ordered and charged things, and father paid the bills. When I went to the 'finishing school'—it was considered a very fine school—nobody thought of such a thing as teaching girls anything about the handling of money. Now my daughter at college is actually taking a course—it is required at that college—in 'cost-keeping and accounting'!"

"But you know that there are just 100 cents in a dollar, don't you? And you know that when you spend seventy-five cents for one thing and twenty-five cents for another, you haven't anything left for something else?"

"Of course I do! But that is just common-sense; that isn't business, or bookkeeping."

"Oh, yes it is. It's both. Your family income, which I suppose your husband earns, is your dollar, of 100

cents, and your family expenses are the 75 cents and the 25 cents. Your part of the enterprise is the exercise of judgment as to what the expenditures shall be; to keep track of needs and prices and see that the distribution shall be reasonable and in due proportion to the income."

"Yes, I know that, theoretically; but it is so terribly bewildering! There are so many kinds of expenses in running a house—a thousand little things, and they all have to be paid. You can't really control them; you have to have them, to keep living at all. Only a dictionary could be a list of them."

Before we parted, I think she was a little less bewildered, for we worked out a scheme for a budget, and she professed the intention of putting it into execution as soon as she got home.

"I'm not really so silly and feeble-minded as probably you think," she said.

That's the sad part of it; women with perfectly good minds, capable of understanding world problems, acting and feeling as if the plain business of managing household expenditure was somehow beyond their brains. No wonder men have claimed to believe that women could not be fit to vote.

It was really a surprise to her to discover that all the expenses of her family could be brought into view and apportioned under a few heads:

Food—Including ice and meals outside.

Shelter—Including heat, furniture and equipment, and fire and burglar insurance. Repairs.

Clothing—Including laundry.

Operating expenses—Including fuel, telephone, car fares, servant hire, doctors, dentists, and medicine. Expense of automobile, if any.

Education and Recreation—Including school and college expenses, books, periodicals, music, and theater; luxuries in general; vacations, travel.

Contributions—Church and charity; gifts.

Thrift—Savings, life and health insurance.

"Others might differently classify one or another of these items," I said, "but I can't recall any expense that doesn't reasonably go under one of them. I know one woman who has a heading 'Follies,' under which she puts expenses that she can't defend—including wastes that she discovers; like the cook buying gilded butter for ordinary cooking. She is always trying to keep that column empty, and she told me that their automobile was purchased from the savings she accomplished by watching that column."

Summer vacation is a good time for thinking over all this. There is nothing sacred about the first of January. Why not make the first of October the beginning of your "fiscal year?" Or next Monday? Or tomorrow? Prudence Bradish.

Copyrighted, 1923.

If you employ a clerk who likes to loaf out front of the store give him a job sweeping down the cellar steps or cleaning the stock-room to occupy his leisure moments.



A coffee is known
by the customers
it keeps

That is why

Seal Brand

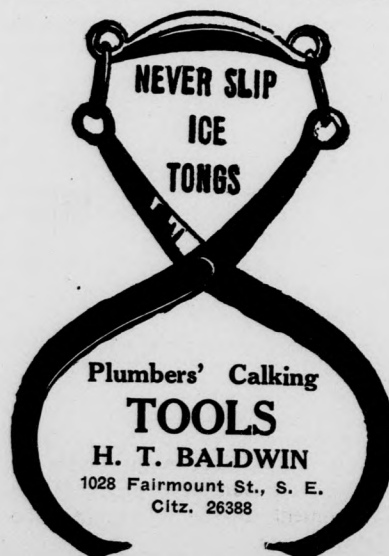
is the best-known coffee
in the country

Chase & Sanborn
CHICAGO

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



R. & F. Brooms

THE
DANDY
LINE

Also
B. O. E. LINE

Prices

Special	-----	\$ 8.00
No. 24 Good Value	-----	8.75
No. 25, Velvet	-----	10.00
No. 25, Special	-----	9.50
No. 27, Quality	-----	11.00
No. 22 Miss Dandy	-----	11.00
No. B-2 B. O. E.	-----	10.50
Warehouse, 36 lb.	-----	11.00
B.O.E. W'house,	-----	32 lb. 10.50

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France
607-9 W. 12th Place
CHICAGO, ILLINOIS

Coolidge Likely to Measure up to High Standard.

Grandville, August 14. — Calvin Coolidge is the fifth Vice-President to come into the Presidency through the death of the regularly elected chief magistrate.

He is, doubtless, the least known of the five. John Tyler followed William H. Harrison and disappointed his friends of the Whig party by going over to the Democrats. "Tylerizing" was an opprobrious epithet ever after, and Andrew Johnson made good along the same line.

Arthur, succeeding Garfield, was a fairly successful President. He was a man of considerable note in New York. Roosevelt had won his spurs as a Governor and rough rider in the Spanish war.

Now we have Calvin Coolidge, a comparatively unknown quantity. His prompt suppression of the police strike in Boston while he was Governor of Massachusetts undoubtedly secured him the nomination for Vice-President at Chicago in 1920.

It may be concluded that Coolidge is the least known of the five accidental Presidents of the United States. He has his spurs yet to win, and yet a general feeling of confidence prevails throughout the Nation. As a modest son of New England, he has won our confidence, and if he makes good in Harding's place a nomination next year awaits him.

It is a man's job, however, that the Green Mountain boy has tackled: and it will be a wonder if he does not make some mistakes. Harding made them, yet in the main he will average up with our very best presidents.

It will be recalled by older citizens that Andrew Johnson went into office with the expectations of the country aroused to the heights pitch. He had been Governor of Tennessee, had made a strong Union record, and was thought well of by the dominating Union element of the country. With all these elements in his favor, the once Vice-President fell down.

He had, of course, to fill Lincoln's shoes, which was no small task in itself. Had he tried in the least to carry out the martyr's policies he would be revered to-day as one of our great Presidents. Instead, he chose to turn a complete political somersault, landing squarely in the camp of the disloyal forces of the Nation.

The record President Johnson made is not an enviable one and no other candidate for public favor is likely to follow in his footsteps.

Roosevelt was the most successful of our accidental Presidents. He undoubtedly carried out the policies started by McKinley, so that at the end of three years he was nominated by the Republicans and elected President for a full term.

Johnson was often alluded to as "His Accidenty," an epithet not applied to any of the others who became president through the death of the man elected to the office by the people.

Calvin Coolidge is a typical New Englander, with the good old fashioned Yankee conscience, which stands for much just at this time of socialistic bamboozling nonsense so prevalent in some parts of our country.

Calvin Coolidge is a typical New Englander, with the good old fashioned Yankee conscience, which stands for much just at this time of socialistic bamboozling nonsense so prevalent in some parts of our country.

The part he played as Governor of Massachusetts in that Boston police strike indicates the mettle of the man. From it we readily conceive that he will be President whatever else may be said of him. There are many so-called problems coming up to perplex and make a weak man afraid.

There is that league of nations for one thing—a dead and gone issue we may concede—and yet there are political shysters who still cling to the skeleton hand of that ghost and profess to believe that it will be in evidence during the next National campaign.

A court of nations has had new impetus from the fact that Secretary Hughes has in a way sponsored it for America. Since, however, this is but miserable spawn of the league of nations, it is not likely to become a strong factor in public affairs which come up for consideration.

What is known of Calvin Coolidge goes to show him a clean, honest, fair-minded man, who will do the best that is in him for the best interests of his country.

The next year and a half will prove the making or the breaking of the man from the Green Mountain state.

In his hands lies his political destiny if not the destiny of his country. That he will carry out the plans of his predecessor is said by some to be his desire. Well and good, and yet this should not be done if the new man at the helm of state has ideas in advance of the others, and which might be better for the good of the country.

Nobody is above making mistakes. That Harding, while in the main doing splendid service for his country, was not always right, may be conceded. If our new President has a policy he honestly thinks will benefit and perhaps solve some of our National problems, we trust that he will not hesitate about putting it into action.

General Grant, while President, announced that he had no policy to enforce against the will of the people. In a republic like ours the will of the people is supposed to be paramount and we believe Calvin Coolidge will not disappoint the aspirations of the greatest people on the face of the earth. If he does, his reign will end with the close of this administration. Otherwise he may succeed himself as President of the United States. Old Timer.

Ne Plus Ultra of Trade Journals.

The Michigan Tradesman, that sterling mercantile journal published at Grand Rapids by E. A. Stowe, celebrated its fortieth birthday last week by issuing a special anniversary number consisting of 128 pages and cover.

The Michigan Tradesman carries at its masthead a line in parenthesis "(Unlike any other paper)", and that is very true of the Tradesman. Its editor is the most absolutely fearless publisher we have the pleasure of knowing. He is eminently fair and would find it hard to forgive himself if he did any man a wrong: but when any man needs his hide hung on a fence, Editor Stowe can do the job about as completely and thoroughly as any man of our acquaintance. His periodical is to our notion the acme of what a live, up-to-date trade journal ought to be plus the unmistakable personality of its editor.

This special anniversary number is a peach, filled with most interesting editorials, current comment and valuable contributions. We haven't been able to read all of them yet, but we will even if we have to skip a week of our vacation.

Our best wish for the Tradesman is that E. A. Stowe may continue in full health and vigor to guide its destinies for many another year.—Nashville News.

Larabee's Best Flour

Makes friends and holds them

—it is always dependable,

—it will help you to build your business.

Distributors of LARABEE'S BEST FLOUR

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





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

Fall Clothing Business.

There is every indication of good Fall business in men's and boy's clothing, according to one of the large manufacturers. Overcoats, especially, are going exceptionally well, as dealers were sold out in the Spring, due to the severe Winter. Moreover, there was conservative manufacturing of overcoats early in the year. Suits, this manufacturer says, are not selling quite so well at present, although sales bid fair to be better than at any time this year. There is a marked preference for the better grades, especially in fabrics of outstanding individuality. Overplaids in overcoats are popular. In the latter the favored model seems to be the loose box effect in rough materials, without belt. In suits, the straight model with short vent is preferred, in unfinished worsteds in conservative colorings. The trousers are wider, while the vests are cut straighter across the front, without long points.

Fall Demand for Collars.

Orders placed thus far for men's collars for Fall are described as light. There is a small but fairly steady stream of business coming in, but to get more than this requires considerable forcing. Wholesalers look for the situation to show some change about Labor Day with the outlook being for frequent repeat orders from retailers as the Fall selling season advances. Meanwhile, production of manufacturers continues on a conservative basis. The price aspect is being watched carefully by both wholesalers and retailers, although no intimation has been given of lower levels to prevail on finished merchandise. The current soft collar demand has been steady, and better than this in some sections owing to the prevailing tendency toward negligible effects in men's wear.

Against Overcautious Buying.

One of the leading manufacturers of coats and suits deplors the tendency of many buyers to postpone until the last possible moment their purchases for the Fall trade. There is not at present, he says, any economic reason for any slackness in business, as there is no unemployment and people have plenty of money to spend. The merchant can buy with little fear of any business depression. But the hand-to-mouth method is bad, both for the retailer and the manufacturer, inasmuch as the latter

is not disposed to make up large stocks in the face of ultra-cautious buying, and will require four or five weeks to fill hurry orders later on. This manufacturer predicts a rush of buying after August 15, when retailers will begin to realize that they must get their stocks. There is no indication, he says, of any revision of present prices.

Furs to be in Favor.

One of the large dealers in raw furs predicts that mink, seal and caracul will be the most popular of the better grade furs this Winter. Mink, especially, will be in great demand, and the supply available will hardly meet the call for skins of the best quality. It is probable, he says, that the price of choice pieces will be somewhat advanced, although the supply is not below normal. Seal is rapidly regaining its old popularity and is comparatively cheap. Caracul will undoubtedly be in great demand. Foxes, too, in all shades will continue in favor. It is interesting to note, said the informant, that pure black fox is not so much desired today as the silver skins. Breeders have for some years past endeavored to breed out the silver strain, as the black brought the highest prices. Now, the pendulum has swung the other way. Prices generally, it is said, will show little change.

New Styles of Bags.

Large flat leather bags resembling miniature briefcases are selling in large quantities by the novelty houses. They are carried under the arm, and are made of pin seal, calf and morocco, retailing at from \$5 to \$15. They are silk-lined and contain various compartments for mirror, purse, etc. Some are flexible, while others have metal frames. Another novelty which one house is selling for the holiday trade is a child's handbag, fitted with purse and mirror, with filigree metal frames set with colored stones. It is of real leather in brilliant colors, and is packed in a gayly lithographed Mother Goose box. It retails at from \$1 to \$1.50. The new pouch bags are popular with this concern and with other novelty houses. A "Boardwalk Bag" of celluloid and imitation shell is particularly strong. It is a combination purse and vanity case, in pouch form, and retails at from \$1 to \$5.

Shirts Still a Puzzle.

While some headway is being made by shirt manufacturers in disposing of the large stocks they have been carrying, they declare the margin between profit and loss is very small. One wholesaler remarked recently that the situation promised to con-

tinue about the way it is now until the latter part of September, when the retailer would begin to find room for Fall stocks and holiday merchandise. Meanwhile, the buying of piece goods on the part of the manufacturers continues light. There is said to be no indication that the solid color vogue will not carry through the Fall, the whites, tans and grays apparently being solidly entrenched in favor. Only a few blues are being called for. Collar attached models are expected to continue in vogue, particularly those with the plain, pointed collar.

Sales of Hair Nets.

Indicating the change which has taken place in sales of hair nets, a leading importer of this merchandise recently stated that three years ago approximately 90 per cent. of the demand was for the single mesh type, whereas now 75 per cent. is for the double mesh. Paradoxically, he asserted, this has served to reduce the actual volume of sales, although the number of wearers has increased. The double mesh net gives added wear, although it is not as slightly as the single. Because of the change, the market in China has become somewhat unsettled although conditions are now improving, and this seller looks for higher prices as the result of stocks being liquidated. Of the nets being sold about 75 per cent. are of the dark and medium brown shades, 12 per cent. light brown, 4 per cent. auburn, 4 per cent. blonde and 5 per cent. black.

High-Grade Dresses Sought.

One manufacturer of high-grade dresses reports brisk buying, with a decided preference for the most expensive lines. The quality of merchandise is the all-important consideration, he says, price being of secondary importance. Satins are in great demand, not more than 10 per cent. of the bookings to date being for cloth models. Fur is much used for trimming and is, in fact, the only form of decoration used to any extent. This manufacturer will have a second showing of formal afternoon and evening gowns on August 25. For these materials of extraordinary richness and beauty are employed, notably new effects in a very light and fine velvet with brilliant floral designs on an ivory

ground, known as velvet Salome imprime. Other novelties are an iridescent brocaded velvet and a cordovan velvet stripe on crepe Romaine. These materials are displayed in the popular shades, rosewood, squirrel and Tampa, as well as in many black and white combinations.

More Than a Mere Hat Box.

The latest novelty in leather goods featured by a prominent house is a woman's hat box, in full leather of genuine cowhide, sebra grain, eighteen inches in diameter. It is completely fitted with toilet articles with shell mountings, eleven pieces in all. It is lined with purple silk, and closes on a velvet flange. Besides the toilet articles, which as in the usual case are placed in pockets in the padded top, the hat box has a large shirred pocket along the inside of the case. The box is large enough for the average hat and also a number of small articles of clothing, and is thus an ideal overnight bag, with the additional advantage of carrying the hat with no danger of crushing. It retails at about \$35.

Handbags for Fall.

From present indications the pouch style will lead in women's handbags for the Fall. It was estimated recently that about two-thirds of the current production is concentrated on this type and the remainder in those of flat design, including the so-called "envelope" and "swagger" bags. It is the opinion of some of the trade that vanity boxes are coming back to favor and that more of these will be sold than heretofore. Those of vachette, patent leather, beaver, calf and cowhide are the ones already receiving some attention. There seems an oversupply of beaded bags in the market and prices of these have been undergoing some revision.

We are manufacturers of
Trimmed & Untrimmed HATS
 for Ladies, Misses and Children,
 especially adapted to the general
 store trade. Trial order solicited.

CORL-KNOTT COMPANY,
 Corner Commerce Ave. and
 Island St.
 Grand Rapids, Mich.

Boys and Girls Hosiery

Schools will start soon. Stock up on Hosiery.

BEARSKIN HOSE—Best on Market.

Price \$1.90 on size 5 rise 7½c. Sizes 5 to 11½

Write for sample dozen if not in your stock.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service



Checks All the Rage

The old expression that there is nothing new under the sun hardly applies to knitted outerwear. Take for instance, the sweater illustrated above. While one may truthfully declare that checks are not new, one has but to consider the arrangement of the checks and their effective color contrast to be convinced that there is something really new in checks. This particular sweater, with its immediate suggestion of summer, is fashioned of white worsted and fibre silk, interknitted. Black is employed to suggest the checks and at the waistline forms an effective wide band. A sweater of this sort—distinctive, smart—would be welcomed in any wardrobe, and is ideally suited for golf or any one of the numberless outdoor sports that summer claims as its own.

This is only one of innumerable sweaters featuring checked handlings. In some instances the checks appear both at the back and front, and again merely at the front sections. There is no more successful method of introducing color than in checks, and the sweater slogan for summer is "Be Gay, Be Colorful!" The term "check" is an elastic one, for checks are not necessarily square, in fact very often they are oblong in shape, or affect diamond shape contours. They do not even have to be arranged in checker-board fashion, for diversity is their keynote, and often they appear in odd shaped groups or in lines and borders. Women who are accepting the checked golf sweater with eagerness, are acting with good reason. It reflects that different something or other that is dear to every woman.

Of the two, it is more important that you get rid of shopworn methods than that you move off the shopworn goods, but both ought to go.

If You Handle Cotton Goods Read Carefully

So many pessimistic forecasts of business for Fall and Spring have been issued that we feel it is time that certain salient facts concerning the Cotton Goods business should be brought to your attention.

Manufacturers and Mills are confronted with cotton at 25 cents and labor very high. The new reduced prices made recently to stimulate orders have brought some business which the mills say mean a loss to make. They claim prices are based in many cases on 17-cent cotton which now seems to be an impossibility before Fall 1924.

Many mills are closing rather than run at a loss, and production is less than 50 per cent of normal.

Wholesalers have bought enough to cover initial Fall orders, but the refusal of some retailers to buy anything in advance for Fall has prevented Wholesalers from placing duplicate orders. The result is that the stocks at the mills and in the hands of Wholesalers and Retailers are small.

During the past week cotton advanced 3 cents a pound, due to the excessive hot and dry weather in Texas and Oklahoma. Now it is generally agreed that the outlook for cotton is even worse than the Government report. The Government report showed the condition at 67.2, estimated crop about 11,500,000 bales, carry-over about 2,500,000 bales, consumption for year ending June 30, 1923 over 14,000,000 bales. If the hot and dry weather continues in August cotton will be scarce and even higher.

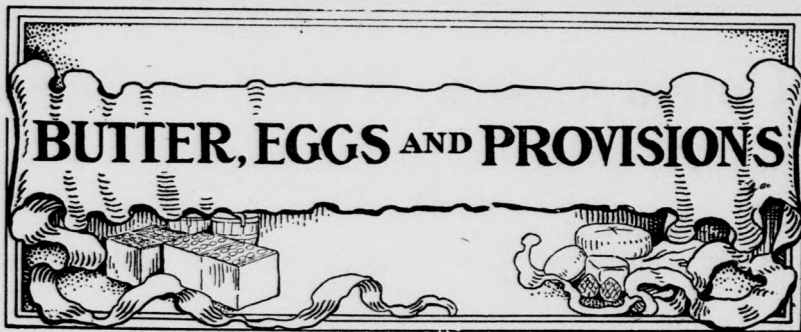
We realize that merchants generally would like to see a lower range of cotton goods prices, but at present this hope is not founded on facts. Government statistics show that retailers' sales increased an average of 14 per cent during the first six months of 1923. Mail Order sales in the same period increased from 20 to 25 per cent. With the consumption of merchandise continuing accordingly—for which there seems to be every reason—and the buying curtailed, it looks like an advance rather than a decline in prices.

The telegram following is an example of how the situation really is:

CLASS OF SERVICE DESIRED Telegram ☐ Day Letter ☐ Night Message ☐ Night Letter ☐ Patrons should mark an X opposite the class of service desired: OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM		WESTERN UNION  TELEGRAM		Form 1206A Receiver's No. _____ Check _____ Time Filed _____
NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT				
Send the following message, subject to the terms on back hereof, which are hereby agreed to				
CB860 40 NL BALTIMORE MD 7		1923 AUG 7 PM 11 16		
LOWELL MFG CO GRAND RAPIDS MICH				
WE STRONGLY RECOMMEND THAT YOU COVER YOUR REQUIREMENTS FOR NEXT NINETY DAYS ON STIFELS INDIGOS WE BELIEVE PRICES HAVE REACHED BOTTOM WE ARE RECEIVING HEAVY BUSINESS ALL SECTIONS AND MILL MAY BE COMPELLED TO WITHDRAW AUGUST FIRST PRICES WIRE US FRANKLIN MANUFACTURING CO.				

Why not allow us to cover you on your nearby needs and avoid taking chances?

GRAND RAPIDS DRY GOODS CO.
 YOUR NEIGHBOR AND MERCHANDISE RELIANCE.



Canners More Scared Than Hurt on Spoilage Allowance.

Whoever was responsible for inventing the system of "making a mountain out of a molehill," he has nothing on the National Canners' Association. It has achieved real greatness in taking a veritable molehill of canned foods "swells" allowance and making it into a mountain that now involves the entire food law administration of the country, as well as agitates the whole grocery trade.

Just why this should have been allowed to inflate so greatly is a surprise to most observers, for in the end it amounts to very little. It is true that canned goods will develop a certain amount of spoilage, in spite of all care, but just how much varies so widely that no one appears to agree just what the basis for judgment can be, though all admit it is trivial.

The jobbers, with an eye to finding the most practical way out of a tangled problem, have agreed to take all the risks if the canner will allow them an agreed discount on the invoice, and for purposes of uniformity one-half of 1 per cent has been suggested, though in practice it is agreed that it is a question for every jobber and packer to decide for himself as to what is safe for each commodity. But the canners instantly rise up and, with a blast of trumpets and a volcanic eruption of indignation, accuse the jobbers of using the allowance to swindle them; a new kind of scheme for getting inside prices.

As against it, they would burn down the barn to catch the mouse. They have invented—or some say the Bureau of Chemistry has invented it for them—a scheme whereby there will be set up thirty or more trade zones of the country, with central warehouses in each, operated by the National Canners' Association, into which all swelled canned goods would be dumped from thousands of jobbers' warehouses for inspection and for determination of claims for spoilage refund. How much this would cost is not stated, though everyone but the canners suspects it would develop more economic leakage than the cans do and prove a failure. Still since the whole problem of making good his spoiled canned goods is up to the packer, the jobber is not disposed to quibble as to how it shall be done. If the canners want to try the experiment the jobbers do not feel like objecting, unless it involves upsetting the whole operation of the food administration with a new piece of technical machinery, which might expand later on.

The spoilage allowance is indicative of the canners being more scared

than hurt. Since the allowance would go into the "overhead" of canning and would be reflected in the price charged by the seller, grocers ask what difference it can make whether it is one-half of 1 per cent or one-quarter of 1 per cent., or whatever may be decided upon by buyer or seller. It simply shifts the gamble of spoilage on someone willing to assume it for an infinitesimal charge and would seem to be the easiest way out.

But the canner charges that jobbers use it for nefarious purposes. Even if that be so, just how serious is it? Take a dozen of some canned product worth say \$2. The allowance would be 1c on a dozen cans—enough to amount to a great deal in the aggregate pack perhaps, but less complicated, expensive or annoying than the warehouse will be.

Here are the cans to be brought in to thousands of jobbers from more thousands of retailers, checked back, clerical work in adjusting the claims, mail expense and annoyance, the pay of rent for a warehouse (thirty of them), inspectors and their staffs and no end of complications with cartage, interstate shipments (which are prohibited by law), conflict as to which jobber sold them and what packer packed them, etc.

A canner who would set up all this rather than allow 1c a dozen may be defending a principle, but he is not an economic genius, as most jobbers see it. And when one begins splitting one-half of 1 per cent, and adjusting it to the varying opinions of canners as to what is fair the fractions become too infinitesimal to be considered.

No one blames the canners for feeling sore at "being done" occasionally, but just why should it lead to such radical changes in system? It probably is true that occasional crooked jobbers and retailers will make unjust claims—possibly may go around gathering up labels as the basis for claims and buying swells for purposes of selling them back to the packer. But these are evils so palpably crooked as to be susceptible to treatment on merit and prosecuted.

It is hardly fair to subject the whole jobbing trade to penalty because of the misdeeds of a few, any more than it is necessary to set up a great system of warehouses to be supported by high grade canners because of a few careless and dishonest ones. A uniform system of warehouses is not more fair than a uniform percentage allowance, to be exacted of canners whose products do not spoil along with those whose goods do.

Specialize
on
MOZART
and Build
a Canned
Foods
Volume



Full
Line
Canned
Vegetables

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

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

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

MILLER MICHIGAN POTATO CO.
Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

We are making a special offer on
Agricultural Hydrated Lime
in less than car lots.

A. B. KNOWLSON CO.
Grand Rapids Michigan

Moseley Brothers
GRAND RAPIDS, MICH

Jobbers of Farm Produce.

IT'S TRUE
Swift Cigars

Nothing Fancy But the Tobacco

Distributed by

LEWELLYN & CO.
WHOLESALE GROCERS

GRAND RAPIDS

DETROIT

California Prune Grows in Esteem.

The largest staple article in dried fruits cured on the Pacific Coast is the prune. This article is peculiar and singular in that it is used almost exclusively in the dried state. Preserved prunes or canned prunes in syrup do not seem to appeal to the taste of the public, as consumers seem to desire to stew their own prunes.

The production of prunes on the Pacific Coast has grown from a humble and small beginning until the prune industry supplies an enormous demand and employs a large system of distribution.

Thirty years ago no great quantity of prunes were grown in America, but large amounts were imported from France, Bosnia, Servia and Turkey.

The French prunes were of fine quality, almost as good as our California prunes, and were brought into this country in boxes, generally of 25 kilos, or 55 pounds, each. The other foreign grown prunes were inferior to the French variety and were usually imported in large casks or hogsheads containing a net weight of 1,200 pounds.

They were not so sweet as the French prunes and not so meaty. Sometimes the prunes of Bosnia were imported in 2 kilo boxes, and those so packed were generally of a larger size and better quality than the prunes which were packed ungraded in the large casks.

Scarcely any prunes are imported now and California has built up an important export business in England and other European countries. The methods of curing and handling California prunes are so sanitary and the fruit has such natural sweetness and flavor, that they are superseding nearly all other dried fruits, and imported prunes, in the public taste and esteem.

The prune tree yields prolifically and the crop seldom fails. The methods of preparation are inexpensive, as the sun and a little artificial heat do the work and make the prunes, therefore the price is usually low and consumers find them an economical article of diet, and they are wholesome and are considered of fine digestibility by physicians who frequently prescribe them.

John A. Lee.

Some Industries Would be Adversely Affected.

While it is generally taken for granted that a settlement of the Ruhr crisis would aid business in this country the point is sometimes overlooked that the immediate results would not in every case be favorable. There would be some lines of business in this country which for the

time being have been aided by the shutting off of German competition. The withdrawal of the French troops from the Ruhr and the resumption of full production by this important industrial center would affect these industries unfavorably. This statement applies to our chemical and dye industries, our bituminous coal mines, and possibly to our iron and steel industry. Coal exports during the spring received a great stimulus when the interruption to production in the Ruhr caused the countries of Europe to buy more coal from the United States. At the same time this caused Great Britain to sell more coal to Europe and less to South America, with the result that the export of American coal to Latin American countries was also stimulated.

While some industries would thus be affected unfavorably for the time being by the settlement of the Ruhr problem the effects as a whole would necessarily be beneficial in the long run. Great Britain, like the United States, found its trade in some lines greatly stimulated by the Ruhr occupation and the passive resistance on the part of the Germans which followed, but the British have found that the ultimate effects on their trade are proving highly injurious. America has not as yet felt these adverse long-run effects to the same extent as Great Britain, but the very fact that they have appeared in such a degree in that country means eventually that the United States must likewise feel the pinch. Great Britain is our best customer, and the trade depression there which has been intensified by the impasse in the Franco-German negotiations has been followed by a reduction of British buying power in our markets. The longer the deadlock remains the more must these ultimate effects appear in our trade. Even in the case of those industries which temporarily have profited the situation is regarded as unstable and as affording no guide to future planning for trade under more normal conditions.

President Coolidge.

Every citizen of truth, with the help of the Almighty, calmly and solemnly stands by you, to ask for your guidance of this great Nation. May you be given every sense of righteousness, clear thought and affectionate care for the greatest Nation in the whole world, and, with our steady co-operation, may every nation know us by our deeds of absolute faithfulness.

Rodman Wanamaker.

If you deliver goods, see how well you can deliver them, how efficiently, how promptly. Don't allow any slapdash, slam-bang delivery methods in your business.

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.

A Word to Our Distributors

Of course you can't tell your customers all about Shredded Wheat—that's the reason we do the talking for you through extensive national advertising. If a housekeeper should ask you about bran foods, however, you can tell her that all the bran of the whole wheat grain is in

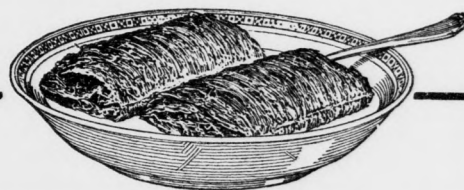
Shredded Wheat

We have been putting the bran in Shredded Wheat for twenty-five years. Shredded Wheat contains all the "roughage" and all the real food anyone needs for a nourishing, wholesome meal. Cereal foods may come and go, but Shredded Wheat goes on forever—the one staple, universal whole wheat food that has survived all the cereal fads and fancies and is eaten in all climes and all seasons.

Having spent millions of dollars to create a consumer-demand for this product, we solicit the co-operation of our distributors.

MADE ONLY BY

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



WATERMELONS AND CANTALOUPE

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

VINKEMULDER COMPANY
GRAND RAPIDS, - - MICHIGAN

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed Distributors.

You Make

Satisfied Customers

when you sell

"SUNSHINE" FLOUR

Blended For Family Use

The Quality is Standard and the Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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

Makes Samples an Asset Instead of Waste.

The F. Johnson store, of Holdrege, Nebraska does not carelessly clip a corner from a bolt of goods for sampling purposes, but as goods come into the store, a sufficient number of pieces, $2\frac{1}{2} \times 4$ inches, are cut to supply sampling needs, and then the pieces are stapled in a binder which is $3 \times 7\frac{1}{2}$ inches in size.

The first step after cutting the pieces is to assemble them according to material width and price. The material divisions are: Canton crepes, georgettes, taffetas, fine satins, crepe de chine, wool dress goods, new plaids, gingham, tissues, voiles and organdies.

On the cover of the binder in which the samples are bound is a printed form with three blank lines giving space for the description of the goods. On the bottom of the binder under the samples after they have been stapled in is the following notice: "Please do not cut samples but affix a slip of paper to those selected and return all samples with order. It is also advisable to make a second selection in order to avoid dissatisfaction."

As the sample folders are bound they are filed in a drawer of the table holding the particular materials from which they are clipped. These drawers are of special construction which permits the binders to lie flat in a series of smaller compartments. Each compartment or division contains the entire supply of samples for one group. When samples are mailed a stamped and addressed envelope is enclosed and the letter accompanying the samples requests that the customer return them in the self addressed and stamped envelope. When returned, the samples are filed by the stock keeper. Each stock keeper takes care of the samples for her own counter or table. The store officials have found that returns from special mailings of samples do not justify the expense so now they are sent out only on request.

Truth and a "Silk" Shirt.

A man bought a silk shirt and wore it five years. Then, his laundry let it soak in a tub all night, and in the morning there was no shirt left. It had melted away in the night. It was too bad, the man said, for it was the only white silk shirt he ever had that washing did not turn yellow. The explanation of these mysteries is that the shirt was not silk, but fiber, which is washable (if washed correctly), cool, non-wrinkling, lustrous, and durable; but needs to be washed and dried quickly, and not left soaking or handled roughly when wet, as water temporarily weakens the fiber, which is perfectly strong again as soon as it is dry.

The difference in properties is one reason why it is worth while being exact in the use of the terms "silk" and "fiber." But the best reason is that fiber is not silk. Unfortunately, when new materials come into general use, there is a tendency to name them lazily, according to some familiar material they resemble. Thus,

when muskrat was first sheared and dyed, it was first called "Hudson seal"; just as a remarkable white metal was called "German silver," although the first was not seal nor the second silver. Fiber, sometimes called "artificial silk," has certain advantages over silk, but silk it is not; and all these misleading names leave a loophole for the unscrupulous to call any cheap and inferior article, however slight the resemblance "silk," "seal," or whatnot.

Better Business Commissions exist to take measures for correcting mistakes of this and other kinds, in order to justify complete public confidence in advertising. There are Better Business Commissions in 40 large cities. These commissions are all affiliated with the National Vigilance Committee of the Associated Advertising Clubs of the World.

Novelties Selling in Jewelry.

Novelty jewelry promises to go well during the holiday season, and retailers now in the market are described as placing very satisfactory orders for this class of merchandise. Earrings that can be retailed for a dollar or fifty cents, the former packed in an attractive velvet box and the latter in a gift container, are said to be particularly good sellers. One of the leading importers of these goods is now placing on the market a set containing a "choker" necklace, a bracelet and drop earrings, the outfit coming in a choice of twelve pastel shades. The wholesale price is \$9 per dozen, each set being boxed individually. Glass bracelets, which have been so popular, are now offered in a size for children, in pastel shades, at \$4.50 per gross wholesale. A new type of bracelet will shortly be put on the market which is inspired by the extremely wide kind worn by the native Africans. Much popularity is predicted for this novelty, which will be two and one-half inches wide.

Cheap Electric Novelties.

Several electrical novelties at a popular price are having marked success, according to the manufacturer. One of these is an electric curling iron, which was put on the market about two months ago. It can be sold at retail for \$1, and one large department store in Pennsylvania sold 2,000 in two weeks at this price. Heretofore, it is said, irons of a similar type have retailed at not less than \$2.95. The same concern has recently put on sale a small electric stove, consisting of a plate eight inches in diameter with a heating apparatus of nichrome wire. It retails at about \$1.75. Another double model, on which it is possible to prepare a simple meal, retails at about \$4.50. Both styles are fitted with two-piece attachment plugs and six feet of asbestos-covered cord.



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

SNOW BOY

Washing Powder

For a limited time, and subject to withdrawal without advance notice, we offer the old reliable "SNOW BOY" Washing Powder in this money-making plan for your quick profit:

SNOW BOY Washing Powder

Family Size (in Boxes of 24 Pkgs. each)
through the Jobber—to Retail Grocers

With Your Orders of:	You Receive in Addition:
25 Boxes at \$5.45	5 Boxes Free—Net \$4.54
10 Boxes at 5.50	2 Boxes Free—Net 4.58
5 Boxes at 5.60	1 Box Free—Net 4.66
$2\frac{1}{2}$ Boxes at 5.70	$\frac{1}{2}$ Box Free—Net 4.75

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.

All orders at above prices must be for immediate delivery and are not valid unless and until accepted at home office of Paos Products Company.

The inducement is for NEW ORDERS ONLY—subject to withdrawal without notice. Order NOW.

PAOS PRODUCTS COMPANY

696 Ellicott Square

Buffalo, N. Y.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

The Old Reliable

Over 25,000 Patients in West Michigan

New System Dentists

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

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

Multigraphing, Addressing, Form Letters, Mailing Lists

WATKINS LETTER SHOP

Citz. 64989

112 Pearl St., N. W.

Bell M. 1433

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

Michigan Merchants

WELCOME THE TOURISTS

Their pleasure means our prosperity

Sherwood Hall Co., Ltd.

SIXTY YEARS SERVICE

GRAND RAPIDS,

:::

MICHIGAN



Toys Are Moving Briskly.

Orders for toys have taken a decided jump in the past three weeks, according to one large jobber, who reports a slump in the usual trade during the late Spring and early Summer. Repeat orders are now coming in daily, the Mama dolls continuing their phenomenal sale. A close second in popularity is the "Barney Google Spark Plug," a grotesque stuffed horse which comes in several sizes. The third season of the toy telephones shows no diminution in the sales of this popular novelty. The staple mechanical toys, automobiles, electric trains, etc., are well up to normal and, in fact, show a substantial increase over last year's business. In connection with the tendency of some buyers to postpone purchases until the last moment, this jobber displayed a letter from a manufacturer in reply to one of theirs requesting prompter shipments: "You may be sure we are not withholding shipments one day longer than is necessary. It looks from this time on like strictly first come first served, and those who have had their orders in early will be more fortunate in getting their goods than some who have put off their buying until this late date."

Designs in Chinaware.

Chinaware designs are more elaborate than heretofore, according to a leading importer, and decoration is much more lavish. For the last ten years or more, he says, the ware itself has been perfectly plain, with border decorations only. The present tendency is to go back to the ornate, embossed effects of ten years ago, but in more artistic forms. Center decoration, too, as well as on the borders, will be used freely. American factories are running to full capacity, he says, and there is drawing on Europe for great quantities despite the high tariff. Labor conditions abroad are such that imports are less than normal, although increased prices conceal the discrepancy between present and pre-war imports. There is a constant cry for novelties, and there is a perpetual struggle on the part of the manufacturers to produce something new that, at the same time, will be artistic. The open stock patterns continue to be the basis of the business, complete sets being popular largely as "leaders," with small profit to the retailer.

For Draperies and Upholstery.

The most expensive fabrics are mainly in demand for draperies and upholsteries, according to one of the large importers and jobbers. The public is rapidly becoming educated to the use of artistic combinations of fabrics in the decoration of a room, he says, rather than using one design as in the past. Each piece of furniture, he says, should be an individual unit, although contributing to a harmonious whole. It is, therefore, possible to employ in certain places fabrics which would be out of use throughout the room. Linen velours are among the most popular fabrics for hangings and upholstery. They have a high lustrous sheen and come in a wide variety of colors and

designs, Persian, Spanish, Romanesque, etc. Multi-colored effects in Imberlein stripes are also in demand. In cretonnes there are some beautiful designs in semi-futuristic effects, with both floral and animal motifs. Beautiful, too, are the distinctly French toiles de Jouy, in quaint, historical and mythological designs. Embroidered fabrics are very popular among the highest-priced materials.

Vogue for Embroideries.

There is a great vogue in Paris for gowns in all-over embroideries, the eyelet effects being particularly popular. The embroideries are used in a great variety of ways, sometimes forming the foundation of the frock and sometimes used as trimming. There is a trend toward the use of multicolored embroideries, which come in all widths and materials, some of them being of wool and linen or cotton combinations. While there is as yet little increase in the use of white embroideries for underwear, the demand for fine batiste embroidery for this purpose has taken a decided jump. Conservatively dressed women have gone back largely to cotton underwear for Summer, as it is cooler than silk, and this accounts for the recent vogue of fine embroidery for trimming.

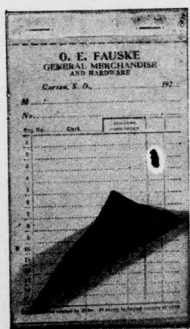
Stick Pins and Other Jewelry.

Stick Pins are slightly more in demand than for some time past, according to a leading city jeweler. Pearls, as always, are most called for, but colored stones are little used. Diamonds, too, are used largely in novelty effects, like animal heads, game cocks, etc. For Summer wear with sport clothes imported novelties in crystal, with sporting designs hand-carved and painted on the back, the whole against a mother-of-pearl background, are extremely popular. They are not cheap, retailing at from \$50 to \$200. Cufflinks in the same treatment are also popular. There is little change in the style of staple articles, says this dealer, black and platinum effects for dinner clothes being still the only type of accessories in favor.

Accuracy in all sorts of store transactions is made more certain by the use of every available mechanical device. Machines make less mistakes than people.

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.

BATTLE CREEK
SALES BOOK CO
R-4 Moon Journal B1
Battle Creek, Mich.

Medicine Men Into Discard

Gradually but surely the medicine men with potions to solve the problems of the wheat business are being discarded. It is well that the medicine men are meeting this fate. They should never have received attention or consideration. They contributed nothing to the upbuilding of the wheat business and know almost nothing about it.

Millers, grain dealers, flour buyers and wheat growers who developed the breadstuffs industry of the United States can solve their own problems, and will solve them. The medicine men have been willing to exaggerate their own importance. In the hands of the interests that built it, the wheat business will return to a state of prosperity.

JUDSON GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

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

Mary J. Field Company

Grand Rapids Representative

Auto Owners Insurance Company

Bell Main 1155

514-515 Widdicomb Bldg.

Citz. 65440



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.

NUCOA

"NOT AN IMITATION
JUST A WONDERFUL
CREATION"

TO SPREAD ON BREAD

One Trial Convinces

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids

Muskegon

CHINNICK'S RESTAURANT

41 IONIA AVE.

Just North of the Tradesman Office



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.



Gabby Gleanings From Grand Rapids.

Grand Rapids, August 14.—The public should not suffer because the railroads made a bad bargain with the Pullman company, and the Interstate Commerce Commission is chiefly interested in what benefits, if any, accrue to the public from the Pullman charge other than those outlined in the contract.

The third and final hearing of the petition for the repeal of the surcharge on Pullmans was held in Portland, last week before the Interstate Commerce Commission. The two previous hearings took place in San Francisco and Chicago.

The traveling men of the country were well represented, and it was the opinion, following the close of the hearing, that there was better than an even chance of the I. C. C. ruling against the railroads.

Two witnesses were heard at Monday morning's session of the hearing, William C. Wishart and C. M. Burt, the latter chairman of the Trunk Line Association Passenger Department, and both representing Eastern carriers.

Sitting with Johnston B. Campbell of the Interstate Commerce Commission was Examiner Keeler. The United States District Court, where the hearing was held, was well filled with representatives of the traveling men's organizations and railroad executives and their attorneys. Among those present at the Monday session were:

Mr. Bickle, the general counsel for the Pennsylvania line; Dr. J. H. Parmelee, statistician for the bureau of Railway Economics in Washington; W. W. Meyer, commerce counsel for the New Haven; Henry Thurtell, representing some of the Southern railroads; W. A. Cole, attorney for the Boston & Maine; Charles H. Blatchford, counsel for the Maine Central; B. Newhouse of Minneapolis, auditor of revenue for the Minneapolis, St. Paul and Sault Ste. Marie; David K. Klink, representing the International Federation of Commercial Travelers' Organizations; Ira F. Libby of Boston, representing commercial travelers; T. A. Delaney of the National Shoe Travelers' Association; Charles F. Morrill of the Boston Shoe Association; Edgar E. Clark of Washington, former chairman of the Interstate Commerce Commission; Luther M. Walter of Chicago, attorney for the Pullman Company; Clyde Brown, general solicitor for the New York Central; E. L. Beyington of Chicago, chairman of the Trans-Continental Passenger Association.

Twice during the hearing Commissioner Campbell gave evidence that he was not in accord with the arguments set forth by the railroad officials.

On Monday, during the cross-examination of Mr. Burt, he took occasion to reiterate his views in reference to the railroad's arguments that the carrying of an extra heavy car was one reason for the necessity of retaining the Pullman surcharge. He said:

"As I indicated in Chicago, my mind keeps running in this direction—in this question of the carrying of an extra heavy car, why should it not be a matter of contract with the Pullman company? If they are un-

able to pay the railroads the extra compensation, why should it not then be a matter between the public and the Pullman company, so that the Pullman company can have enough money to pay the railroads?"

Commissioner Campbell wished to know if there was any possibility of existing contracts being revised and it was brought out that the Pullman company is attempting such a step with a view to obtaining a larger fee from the roads. Mr. Wishart said he thought it would be impossible ever to get a standard contract.

Pullman travel was touched upon and it was brought out by the roads that travel between two points should not be judged by the trip in one direction, for a heavy train, with many Pullmans and few passengers on the outward trip, may be entirely filled on the return.

This movement of cars is what the Commission is interested in and the road representatives promised to submit figures in twenty days. At this point it was made plain that there would be no ruling from the I. C. C. until Autumn.

The second indication that the I. C. C. was not wholly in sympathy with the arguments of the railroad men came on Tuesday when, during cross examination of A. H. Plant, representing the Southern railroad lines, he interrupted and remarked:

"I suppose at the Chicago hearing that your testimony was based on the extra expenses outside the contracts, and I would like to know what the purpose of this man's testimony is."

"If the railroads made a bad bargain with the Pullman company, that had nothing to do with the public."

St. Paul, August 14.—A torrent of worthless checks, proffered by travelers who in many instances pose as commercial salesmen, is descending on hotel clerks and managers, it was revealed to-day by a check of St. Paul's leading hotels.

Certified checks, bank cashiers' checks and even drafts are proving worthless bits of paper, being returned after a few days from the banks on which they had been drawn, in most cases marked "no funds." They are rank forgeries, hotel clerks declare.

Despite the many precautions taken by hotel men they are being victimized almost daily when they affix their initials in a corner and the check is cashed, they assert. The paper is invariably drawn for a much larger amount than the hotel bill calls for and the change obtained is "velvet" for the forger.

A man, accompanied by an imposing array of sample cases, stayed at one hotel for two days last week. He tendered a bank cashier's check for \$150 in payment. When the check was returned to the hotel as worthless a detective agency was notified and it was ascertained a few days ago that the forger had gone directly to Green Bay, Wis., repeating his check transaction there for the same amount. All leading hotels have now been notified to be on guard for the traveler and several of his many aliases are given.

"It may work a hardship on perfectly honest travelers who are out of cash, but I won't O. K. another check unless I personally know the

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.
Muskegon Mich.

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.

The Center of Social and Business Activities THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

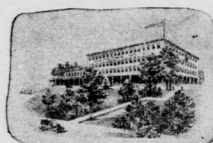
HOTEL BROWNING

GRAND RAPIDS

150 Fireproof
Rooms

Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away

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



Hotel Whitcomb

AND

Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN

Open the Year Around
Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.

J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

Lansing's New Fire Proof HOTEL ROOSEVELT

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

GOODRICH STEAMSHIP LINES

To Chicago

Daily 8:05 P. M. Grand Rapids Time

From Chicago

Daily 7:45 P. M. Chicago Time

FARE \$3.95

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

1 Block East of Hotel Pantlind

Route Your Freight Shipments

THE GOODRICH WAY

"Operating Steamships Every Day in
the Year," and

Grand Haven, Muskegon Electric Ry.

OVER NIGHT SERVICE

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

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

Electric Railway Station
One Block East of Hotel Pantlind

L. A. GOODRICH,
Traffic Mgr.

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Livingston Hotel GRAND RAPIDS

European

Rates \$1.25 to \$2.50 per day



NEW MERTENS FIRE PROOF

One half block East
of the Union Station
GRAND RAPIDS MICH

tender," said one hotel clerk this morning.

When Fred Hanifin (National Biscuit Co.) reported at Mayo Bros. wonderful institution, he was given a thorough overhauling, resulting in the conclusion that he was not in the market for an operation. He is undergoing treatment for high blood pressure and stomach trouble and is gaining every day. He expects to return home in about four weeks. In the meantime he is stopping at the Howe Hotel.

H. C. Ude, manager of the hosiery and underwear department of the Grand Rapids Dry Goods Co., spent last week at the Farley cottage on Heavenly Rest Bayou, near Grand Haven. While there he caught a five pound white bass, the largest fish of the kind which has been taken out of the Bayou this season.

Guy W. Rouse, President of the Worden Grocer Company, is some traveler these days. Four days last week he was in New York. Monday he was in Detroit. To-day he is in Chicago.

J. Harry Dawley and wife left the city Tuesday for California, where they will take up their residence in Point Loma, a suburb of San Diego, about seven miles from the center of the city. Mr. Dawley has been a resident of Grand Rapids forty years. The first year he worked in the confectionery establishment of Putnam & Brooks. The other thirty-nine years were spent on the road selling confectionery to the retail trade. During this time he has traveled for Putnam & Brooks, A. E. Brooks & Co., Geo. Hanselman, Snyder & Thayer, A. E. Morse & Co., Bunte Candy Co. and Johnson Candy Co. The past two years he has traveled on his own account. Mr. Dawley leaves many friends in Michigan who will hope to learn that his lines have been cast in pleasant places in his new location.

A. E. Brooks, is on his usual pilgrimage to his New England birthplace, North Orange, Mass. He attended the annual reunion which was held in the Universalist church in that place August 9. He made the principal address on the occasion, stating that he had been present at twenty-two of the twenty-four annual events held under the auspices of the Old Home Day Association. His address was replete with reminiscences of the men and women prominent in war time days, particular attention being paid the Morton family on account of its prominence in the social and religious life of the town a half century ago.

The Hotel Charlevoix, the oldest in Northern Michigan, has been sold to Dr. C. J. Winder, of Eaton Rapids, who will take over the management August 15. Dr. John A. Auld, the present owner, receives in the transfer a 52-acre fruit farm in Eaton county, known as "Hill Crest Orchard."

William Judson has discovered a new automobile route from Grand Rapids to Battle Creek, which he recommends to his friends who have a little extra time at their disposal. It is 20 miles longer than via Freeport-Hastings route, being 85 miles from the head of Monroe avenue to the Post Tavern at Battle Creek. The route is out Cascade road to Whitneyville, thence straight East 18 miles, South to Lake Odessa, Southeast to Woodbury, East on M 39 to the State road, South through Vermontville, Kalamo and Bellevue, thence Southwest (14 miles) into Maple street, Battle Creek. Aside from a slight temporary detour near Woodbury, the road is perfect every foot of the way. Another pleasant route is the same as the above to Lake Odessa, thence directly South to Woodland, East two miles to main road, straight South to Battle Creek through Maple Grove and Assyria.

Change in Management of the J. C. Toeller Co.

Lansing, August 14.—President J. C. Toeller, has sold a substantial interest in his business to Coch Melancon, of Hamilton, Ohio. Mr. Melancon will move his family to Battle Creek and assume the active management of the business and Mr. Toeller will devote more of his time to the building of houses in Battle Creek. We welcome Mr. Melancon to the ranks of Michigan merchants and wish him the best of success.

Mr. Toeller writes as follows:

"I am going into the home building business from a sense of duty, as a citizen of Battle Creek and as one who senses the great and growing need of more homes for wage earners and their families. I believe that ownership in a home is the best antidote for red or radical propaganda and that the sooner people realize that there are no pockets in shrouds, the sooner will humanity in general be benefitted. Every little while we are confronted with the fact that some man with means has been called away from the field where he has been afforded an opportunity to help his fellow men."

Those who know Mr. Toeller's loyalty to his community will appreciate his value to the city in which he resides. Mr. Toeller, as President of the Michigan Retail Dry Goods Association, will be able to have more freedom and time to devote to group meetings and other activities pertaining to the Association. We also have Mr. Toeller's personal assurance that, by reason of the change in his personal affairs, he will have plenty of time for the series of group meetings which have already been arranged for the autumn months of this year. He is now enjoying a vacation in his former home in LaCrosse, Wisconsin, but will be back in time for the Traverse City district meeting.

The series of group meetings for September, October, November and December have already been announced. Plans are well under way for the program at the Traverse City meeting. This meeting will be held at the Park Place Hotel beginning at 1:30 p. m. Friday, August 30. Our director, J. T. Milliken, is in charge of the local arrangement. Mr. Toeller will be present and will preside. Our former President J. W. Knapp, will give an address in the afternoon on the subject, "Closer Co-operation among Business Men." Several of our directors and other active merchants have promised to be in attendance. A definite announcement will be made soon. Please make a note of the date, also that the meeting will continue for a supper and round table discussions in the evening. The automobile roads leading to Traverse City are first class and all of our members within a radius of 100 miles should come.

Jason Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

Public Tribute to Late President.

Boyne City, August 14.—Boyne City honored itself last Friday afternoon in honoring our departed President. Mayor Conkle and Secretary Thompson, in response to the Governors proclamation and carrying out the sentiment of our people, organized a simple but impressive memorial service which was held in our beautiful city park.

Mayor Conkle presided and introduced the speakers, Judge J. M. Harris, who spoke on "Our Humane President," and Rev. R. W. Merrill, who spoke on "The Consciousness of God, the Safety of our Nation" the latter based upon one of the last talks of our dead President. Mr. Harris traced the work of Mr. Harding's administration from its beginning under the stress of the adverse condition prevailing, not only in our own country, but in the whole world, as a result of the Kaiser's

war. He brought out the high achievements of the Harding administration and emphasized the humane element of all that has been done.

Mr. Merrill's address was an exposition of the distinctly religious attitude of every president who has been called upon to face the critical crises of American history and dwelt especially on the attitude of the one who was so suddenly cut off from life.

Both the speakers were especially happy in the handling of their themes. Theirs were not bombastic eulogies of President Harding, but sincere tributes to the worth of a great character. Mr. Merrill rather excelled himself.

The music was the singing of the Presidents' favorite hymns by the assembled citizens. Altogether it was just a sincere tribute to the man whose virtues we were just beginning to realize, both as a man and as the head of our nation. Just an average American citizen. Maxy.

Union Grocery Clerks on a Rampage.

The Chicago grocery clerks union has served notice on the employing grocers of Chicago that they will insist on the following demands on and after September 1:

1. Wages to be advanced from \$30 to \$40 per week.
2. Nine hours to be a day's work.
3. No Sunday work and time and a half for overtime.
4. No apprentice to be tolerated unless two union clerks are employed in the store.
5. No clerk to be asked to handle goods not produced under strictly union conditions.
6. Only union clerks to be employed.
7. No horses used by employees in delivering goods to be kept in non-union stables.
8. All employers to agree to buy their clothing, shoes, hats, caps and haberdashery in strictly union stores and wear only articles bearing the union label.
9. Employers to agree to employ only union nurses in case of sickness and union undertakers in the event of a death in the family.
10. Employers to agree to patronize no entertainment houses which do not employ union ushers, stage hands and musicians.

It will be noted that the demands by the union clerks are very moderate in many respects. They overlook several demands which they ought to add to their list, as follows:

1. No employer to drink non-union water or breath non-union air.
2. No employer to read the Bible until proof is forthcoming that the authors of the several books were in good standing with the union.
3. No employer to be permitted to kiss his wife until he detects the impress of the union label on her lips.
4. No employer to permit himself to be shaved by a non-union razor.
5. No employer to install any furniture in his home unless it bears the union label.
6. No employer to install any tombstone or marker over the grave of a relative unless it bears the impress of the union label.
7. No employer to accept a robe or harp from the hands of St. Peter unless they bear the union label in a conspicuous place.

The Psychology of Wheat Prices.

Attempts have been made to belittle the effects of a farm price of about 80 cents for wheat by showing that, after all, the value of the wheat crop is less than a tenth of that of all crops and live stock raised on American farms. It is claimed that for this reason there is little occasion for the excitement that has been raised in the Middle West and the Northwest over the decline in wheat prices, and there is a disposition to lay much of the blame for the existing discontent on the politicians. Without doubt political agitators have done much to contribute to the prevalent unrest in the wheat belt, but farmers are a phlegmatic folk, and they could not have been aroused unless there was something behind the clamor of the wind-jammers. While the estimated value of the wheat crop is only a small proportion of that of the whole agricultural output, the fact should not be overlooked that wheat, like cotton, is a cash crop. This is not true in the same degree of corn, oats or hay. A very large proportion of these products is consumed on the farm, and a drop in the price is not such a disturbing factor. If corn becomes very cheap the farmers will raise more hogs, as they did two years ago. But practically every bushel of wheat is sold for cash, and that makes a difference.

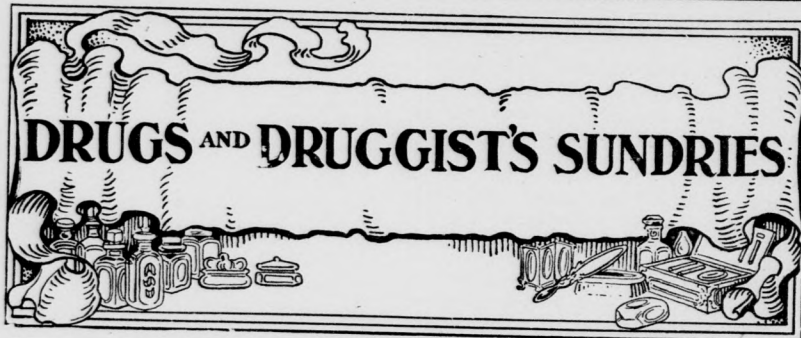
Fred Hanifin Gaining Health and Strength.

Rochester, Minn., Aug. 12—I am in receipt of several copies of the Tradesman, which I enjoy very much, same as I have for the past twenty-five years. Had I known I was to have to stay here so long I would have had changed my address to this place, but I expect to be going home in about three weeks, if I continue to improve as at present. I am on a strict diet and have to stay in bed all the time, only excepting at meal hours, and am not supposed to write or do anything, but just rest and keep quiet. A little later I may write you some of my experiences and impressions up here. There are many serious cases here and some very, very funny ones. I shall be very glad to get back to Grand Rapids again and when I do will find my July and August copies of the Tradesman waiting for me and they will be read from cover to cover, as I have always done for twenty-five years; and in those years I am sure nothing has helped me more in my work or contributed more to my success as a salesman than the Tradesman. Every copy is worth what you ask for a year's subscription. Fred J. Hanifin.

Colfax Gibbs in Shabby Attire.

A Grand Rapids gentleman recently met Colfax Gibbs in Arkansas, where he is undertaking to foist one of his shady transactions on the investing public. He was very shabbily dressed, but was full of hope that his new project would "put him on his feet," as he explained it. Gibbs remarked to the Grand Rapids man:

"Stowe put me out of business in Michigan and drove me out of Illinois and Missouri, but I stole a march on him here in Arkansas and will soon be on the sunny side of Easy street. If it had not been for Stowe and his yellow journal, I would have had a million dollars to my credit by this time."



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

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

Men Now Rival Women as Consumers of Candy.

Men like candy. This taste has revolutionized the business in the last dozen years. Time was when a "real" man would not be seen eating candy, unless there was some woman around to lay the blame on. Candy was all right, he thought, for women and children. Father was willing to go into a candy store to buy sweets for his family. That was part of his role of bread-winner and provider. Young men were willing to purchase bonbons for their best girls. If they did not, some rival would. Also there was the Saturday candy for mother. But for a man to confess openly a fondness for chocolates or bonbons and buy them for himself, that was unthought of.

These observations are made by Mrs. Ora H. Snyder, of Chicago, who was in New York the other day on her way to a National confectioners' convention. Mrs. Snyder invested a nickel in an egg and a cup of sugar thirteen years ago and started in the candy business. She found that men were not holding up their end of the candy eating and investigated.

"When men went into a shop to buy candy for some one else they would get a dime bag for some cheap candy that they could stick away down in their pockets for themselves," said Mrs. Snyder. "For a man even to pass a box of candy around marked him as effeminate. A man's idea was to get a box of candy into some woman's hands as soon as possible. She could do the passing."

But such no longer is the case. Men shun candy no more. Men, brave men, who have fought battles and driven ambulances, and been shot down in airplanes, will go without shame into a candy shop and carry away with them boxes of their own special confection, so Mrs. Snyder says. They will eat the contents openly, even offer some to other men. Many men have standing orders for candy to be sent them

weekly to their clubs or offices. Men are said to be giving each other their own special candy mixtures for Christmas presents, frequently in the place of ties or cigars, a procedure which would have been looked down upon as unworthy a few years ago.

The late Frank Bacon, the actor, was committed to nut fritters, a confection which looks like an oatmeal cookie with pecans taking the place of the oatmeal, and to caramels. He had to have his box of candy every day. Before the death of the creator of Lightnin' Bill Jones the company playing in "Thank U" decided to give a special matinee just for the benefit of Mr. Bacon, who had not been able to see the play because of the conflict of matinee days. In order to get to the theatre in time for the curtain Mr. Bacon had to lose out on his regular daily candy ration. At the end of the first act, however, he hustled a good half mile across the Chicago loop to a shop where he could get his favorite candy, then back again before the curtain went up on the second act.

Thomas Edison is reported to find candy a pleasant diversion. Judge Landis is uncommonly fond of cinnamon balls, and so is his son. Ring Lardner also is given to cinnamon balls. Captain Harry Caldwell, who commanded the first American submarine, the Holland, is addicted to wintergreen drops. And some of our cartoonists and creators of funny strips, John McCutcheon, Penny Ross, Sidney Smith, Briggs and others, are partial to candy.

What is happening to our men? Is this discovery of a masculine sweet tooth the sign of a decaying civilization? Not at all. "Men like buttery, salty, chewy candy," said Mrs. Snyder. "They like caramels, butterscotch, taffy. They want strong flavors—cinnamon, wintergreen, licorice, cloves. And they like lots of nuts. They do not care for the sweet, soft, rich and creamy confections that women delight in. Their sweet tooth is not so sickly sweet as that of women, just as it is less sweet in their taste for bakery goods. Women like cakes with thick fluffy, marshmallow frostings, while men like cookies."

"The reason that men formerly did not care much for candy was that no one was making candy for them—the sort of candy they could like. Of course there was some buttery, salty and chewy candy made. Men had not been gone after with modern business methods, personally interested, given service and those things that all human beings, and especially

men, like so well. The great bulk of candy was made for women. Man as a potential consumer had not been taken seriously into consideration."

Mrs. Snyder was one of the first to pioneer in the making of candy especially for men. She says that nine-tenths of the sales in her shops are to men, and observation leads her to believe that men are the great candy buyers of the nation.

Now that men have discovered they like candy, they buy more of it for themselves than women do, she says. Men, so Mrs. Snyder has found, are especially given to eating hard candies during business hours. They like to sink their physical teeth into something firm at the same time they set their mental teeth into a knotty problem. Women also like hard candies for card parties—though they usually remain true to their rich, marshmallowy, fluffy confections. Elderly men are particularly fond of peppermint drops. Some of them are addicted to peppermints just before retiring at night. —N. Y. Times.

More Perfumes Called For.

The popular demand for perfumes is increasing daily, according to the buyer of a large city department store. For the choice foreign products there is much call, the high price being apparently no drawback, and the sale of the domestic articles is likewise forging ahead. The amount of perfume sold to-day is at least triple that sold in 1914, according to this buyer. Lipsticks, bath salts, toilet waters, expensive scented soaps—all these are having a sale greater than ever before. A novelty for which there is great demand is the double compact, a combination box of rouge and powder, retailing at around \$1.50. Most of the manufacturers are now putting out flaconettes of their popular odors at \$1, for which there is a great demand.

If you make it easy, by dilatory collection methods, for the debtor to remain in your debt, you are not in a position to complain over his slow pay habits.

When a clerk is positive that he is a second Solomon his days of usefulness to his employer are usually in their sere and yellow leaf.

Items From the Cloverland of Michigan.

Sault Ste. Marie, August 14.—After one year of activity, the doors of the Schimkat Cutlery Co., at Manistique, have been closed by creditors and it is doubtful if they will ever open again. When the company first came to Manistique there seemed to be the best indications that Manistique had landed an industry which did not utilize wood in the manufacture of its goods. Although the factory was small, it seemed to have a good chance to grow. Enough money was raised at the time and the banks also promised to help the industry along, but in spite of all that could be done, the enterprise ended in failure.

Hugh Gaston, formerly book-keeper for the Cornwell Co., who left for the West last year, has returned this week after spending some time visiting Portland, Seattle, San Francisco and other places. The Soo still looks good to him and he may remain here.

A success is a man who can take a vacation during August.

There seems to be no place like the Soo to attract the tourist traffic. It is expected that the number will reach close to 100,000 in the Upper Peninsula this season. The Development Bureau is getting many enquiries and the camp grounds here is one of the liveliest places at present in the city. Cars from all parts of the United States can be seen pouring into our city daily and, from what they say, this is the most interesting place on the map. The visitors make good boosters for the Soo.

Getting away from the boss cures insomnia in August.

When H. E. Fletcher, cashier of the Sault Savings Bank, purchased his new summer home and forty acres of valuable land surrounding it, he no idea that he was the possessor of one of the finest blueberry patches in the country. Not only are the blueberries the largest, but they grow in large clusters and it would be a conservative estimate that he could supply the local market during the season.

Discovery week, which was celebrated in the Canadian Soo last week, was a howling success. The big war was fought all over again at the grounds and was about as realistic as could be produced. It was the record breaking crowd of the week, with hardly standing room for the big crowd that attended. The Hiawatha play also made a big hit. It was staged on the beautiful banks of the Saint Mary's river. It is reported that the financial end was also a success. To say the least, a good time was had by all.

Some marry for better or worse. Some to start an argument.

It costs just \$50 to hit the soldiers' monument at Manistique while under the influence of moonshine. At least

THE RESORTERS ARE HERE

Remember Everybody Likes
CANDY

ESPECIALLY

Putnam's

AND

LOWNEY'S

KEEP PLenty ON HAND

NATIONAL CANDY CO. IS

PUTNAM FACTORY

GRAND RAPIDS, MICH.



that was the experience of Mike Fatati, who was hitting her up at the rate of forty miles an hour last week. It was somewhat lucky at that, as he could have included the undertaker's fee as well.

Anthony Goetz, who for many years has been conducting a general store at Gatesville, has turned the business over to his son, Minor, who will conduct the business, while Anthony Goetz will move with his family to Gouldy Bay, Ontario, where he expects to lumber for the next few years.

One sad thing about summer is it is too hot to keep your hands in your pockets.

Helmer Squoquist, accountant from Manistique, was a business visitor here last week. This was his first visit to the Soo and he was greatly surprised to see what the Soo had to offer as a sight seeing place for tourists. It had far exceeded his expectations, and he is thinking seriously of locating here.

All men are born helpless, but some help less than others.

William G. Tapert.

Why not take the waste measure of your clerks as a salary gauge—the least waste, the more salary?

Castor Oil.

Castor oil is finding increasing uses in the industrial world. It figures in the manufacture of artificial leather used in upholstery; it furnishes a coloring for butter, and from it is produced the so-called "Turkey-red" oil used in the dyeing of cotton textiles. It is an essential component in some artificial rubbers, in various descriptions of celluloid, and in the making of certain waterproof preparations, and one of the largest uses is the manufacture of transparent soaps. It also furnishes sebacic acid, which is employed in the manufacture of candles, and caprylic acid, which enters into the composition of varnishes, especially suitable for the polishing of high-class furniture and carriage bodies.

Every man needs to study the theory and practice of his business in books and periodicals devoted to business methods. Life is too short for anyone to learn it all by mere experience.

SCHOOL SUPPLIES

Ink Tablets, Penholders, Composition Books, Pencil Tablets, Pastes, Glues, Inks, School Records, Penholders, Pens, Slates, School Blanks, Slate Pencils, Rubber Bands, Pencil Pockets, Crayons, Compasses, Chalk, Pencil Sharpeners, Chamois Skins, Inks, Pencil Assortments, Fountain Pens, Blackboard Erasers, Colored Pencils, Blotting Paper, Exercise Books, Water Colors, Pencil Pockets, Cardboard, Thumb Tacks, Paste, Pencil Clips, Water Colors, Dictionaries, Ink Erasers, Bristol Board, Library Paste, Blank Books, Rulers, Dusters, Mucilages, Sponges, Crayolas, Pencils, Lunch Kits, Banner Loose Leaf Note Books, Pencil Boxes, Legal and Foolscap Paper, Dictionaries, Pat's Pick, Michigan History, U. S. Civil Government, Pattengill's Orthographies, Civil Government Primary, Michigan, Welchs School Registers.

REMEMBER THAT SCHOLL WILL SOON OPEN
SEND US YOUR ORDER TODAY

HAZELTINE & PERKINS DRUG CO.

Manistee

Michigan

Grand Rapids

Citizens Long Distance Service



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

22,400 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	15 @ 25	Amber, crude	1 75 @ 2 00	Aconite	1 80
Boric (Xtal)	15 @ 25	Amber, rectified	2 00 @ 2 25	Aloes	1 45
Carbolic	64 @ 70	Anise	1 00 @ 1 25	Arnica	1 19
Citric	62 @ 70	Bergamont	5 00 @ 5 25	Asafoetida	2 40
Muriatic	3 1/2 @ 3	Cajeput	1 50 @ 1 75	Belladonna	2 10
Nitric	9 @ 15	Cassia	4 50 @ 4 75	Benzoin	2 10
Oxalic	20 1/2 @ 30	Castor	1 55 @ 1 75	Benzoin Comp'd	2 65
Sulphuric	3 1/2 @ 3	Cedar Leaf	1 75 @ 2 00	Buchu	2 55
Tartaric	45 @ 60	Citronella	1 10 @ 1 40	Cantharadics	2 85
Ammonia		Cloves	3 25 @ 3 50	Capsicum	2 20
Water, 26 deg.	10 @ 13	Cocoonut	2 50 @ 2 75	Catechu	1 75
Water, 18 deg.	3 1/2 @ 13	Cod Liver	1 30 @ 1 40	Cinchona	2 10
Water, 14 deg.	6 1/2 @ 12	Croton	2 00 @ 2 25	Colchicum	1 80
Carbonate	20 @ 25	Cotton Seed	1 35 @ 1 50	Cubeb	2 30
Chloride (Gran.)	10 @ 20	Cubebs	8 50 @ 8 75	Digitalis	2 10
Balsams		Elcagon	3 00 @ 3 25	Gentian	2 15
Copalba	60 @ 1 00	Eucalyptus	3 00 @ 3 25	Ginger, D. S.	1 80
Fir (Canada)	2 50 @ 2 75	Hemlock, pure	2 00 @ 2 25	Guaiac	2 20
Fir (Oregon)	80 @ 1 00	Juniper Berries	2 00 @ 2 25	Guaiac, Ammon.	2 20
Peru	3 00 @ 3 25	Juniper Wood	1 50 @ 1 75	Iodine	2 95
Tolu	2 00 @ 2 25	Lard, extra	1 35 @ 1 45	Iodine, Colorless	2 10
Barks		Lard, No. 1	1 25 @ 1 35	Iron, clo.	2 10
Cassia (ordinary)	25 @ 30	Lavender Flow	4 50 @ 4 75	Kino	2 50
Cassia (Saigon)	50 @ 60	Lavender Gar'n	1 75 @ 2 00	Nux Vomica	2 15
Sassafras (pw. 40c)	40 @ 40	Lemon	1 50 @ 1 75	Opium	2 50
Soap Cut (powd.)	15 @ 20	Linseed Boiled bbl.	12 @ 12	Opium, Camp.	2 85
Berries		Linseed bld. less	1 19 @ 1 32	Opium, Deodor'd	2 50
Cubeb	1 50 @ 1 75	Linseed, raw, bbl.	10 @ 10	Rhubarb	2 10
Fish	25 @ 30	Linseed, less	1 17 @ 1 30	Paints.	
Juniper	7 @ 15	Mustard, artifl. os.	50 @ 50	Lead, red dry	14 @ 14 1/2
Pricky Ash	@ 30	Neatsfoot	1 35 @ 1 50	Lead, white dry	14 @ 14 1/2
Extracts		Olive, pure	2 75 @ 3 00	Lead, white oil	14 @ 14 1/2
Licorice	60 @ 65	Olive, Malaga,	2 75 @ 3 00	Ochre, yellow bbl.	@ 2
Licorice powd.	70 @ 80	green	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 2 1/2
Flowers		Orange, Sweet	4 50 @ 4 75	Putty	5 @ 8
Arnica	25 @ 30	Origanum, pure	1 00 @ 1 20	Red Venet'n Am.	3 1/2 @ 7
Chamomile (Ger.)	35 @ 40	Origanum, com'l	1 00 @ 1 20	Red Venet'n Eng.	4 @ 8
Chamomile Rom	2 50	Pennyroyal	2 75 @ 3 00	Whiting, bbl.	@ 4 1/2
Gums		Peppermint	4 25 @ 4 60	Whiting, 5 1/2 @ 10	
Acacia, 1st	50 @ 55	Rose, pure	9 00 @ 10 00	L. H. P. Prep.	2 80 @ 3 00
Acacia, 2nd	45 @ 50	Rosemary Flows	1 25 @ 1 50	Rogers Prep.	2 80 @ 3 00
Acacia, Sorts	22 @ 30	Sandalwood, E.	11 00 @ 11 25	Miscellaneous	
Acacia, powdered	35 @ 40	I	11 00 @ 11 25	Acetanalid	47 1/2 @ 53
Aloes (Barb Pow)	25 @ 35	Sassafras, true	1 50 @ 1 80	Alum	08 @ 12
Aloes (Cape Pow)	25 @ 35	Sassafras, arti'l	1 00 @ 1 25	Alum. powd. and	
Aloes (Soc. Pow.)	65 @ 70	Spearment	4 00 @ 4 25	ground	09 @ 15
Asafoetida	65 @ 75	Sperm	1 80 @ 2 05	Bismuth, Subni-	
Pow.	1 00 @ 1 25	Tansy	10 00 @ 10 25	trate	3 85 @ 4 00
Camphor	1 20 @ 1 30	Tar, USP	50 @ 65	Borax xtal or	
Guaiaac	@ 70	Turpentine, bbl.	@ 1 09	powdered	07 @ 13
Guaiaac, pow'd	@ 85	Turpentine, less	1 16 @ 1 29	Cantharades, po.	2 00 @ 5 00
Kino	@ 85	Wintergreen,	6 00 @ 6 25	Calomel	1 75 @ 1 98
Kino, powdered	@ 90	leaf	6 00 @ 6 25	Capsicum, pow'd	48 @ 55
Myrrh	@ 85	Wintergreen, sweet	3 50 @ 3 75	Carmine	6 00 @ 6 64
Myrrh, powdered	@ 85	birch	3 50 @ 3 75	Cassia Buds	25 @ 30
Opium, powd.	13-70 @ 13 92	Wintergreen, art.	80 @ 1 20	Cloves	47 @ 50
Opium, gran.	13 70 @ 13 92	Wormseed	10 00 @ 10 25	Chalk Prepared	14 @ 14
Shellac	90 @ 1 00	Wormwood	9 00 @ 9 25	Chloroform	57 @ 61
Shellac Bleached	1 00 @ 1 10	Potassium		Chloral Hydrate	1 35 @ 1 81
Tragacanth, pw.	2 25 @ 2 50	Bicarbonate	35 @ 40	Cocaine	11 60 @ 12 25
Tragacanth	2 50 @ 3 00	Bichromate	15 @ 25	Cocao Butter	55 @ 75
Turpentine	25 @ 30	Bromide	45 @ 50	Corks, list, less	40 @ 50 1/2
Insecticides		Carbonate	30 @ 35	Copperas	2 1/2 @ 10
Arsenic	17 @ 30	Chlorate, gran'r	23 @ 30	Copperas, Powd.	4 @ 10
Blue Vitriol, bbl.	7 @ 7 1/2	Chlorate, powd.	16 @ 25	Corrosive Sublim	1 43 @ 1 63
Blue Vitriol, less 8 1/2 @ 15		or xtal	16 @ 25	Cream Tartar	35 @ 45
Bordeaux Mix Dry	14 @ 29	Cyanide	32 @ 50	Cuttle bone	40 @ 50
Hellebore, White	20 @ 30	Iodine	4 61 @ 4 84	Dextrine	5 @ 10
Insect Powder	70 @ 90	iodide	4 61 @ 4 84	Dover's Powder	5 @ 10 1/2
Lead Arsenate Po.	23 @ 41	Permanganate	30 @ 40	Emery, All Nos.	10 @ 15
Lime and Sulphur		Prussiate, yellow	65 @ 75	Emery, Powdered	8 @ 10
Dry	10 @ 25	Prussiate, red	1 45 @ 1 50	Epsom Salts, bbls.	@ 3
Paris Green	33 @ 52	Sulphate	35 @ 40	Epsom Salts, less 3 1/2 @ 10	
Leaves		Roots		Ergot, powdered	@ 1 50
Buchu	1 50 @ 1 60	Alkanet	25 @ 30	Flake, White	15 @ 20
Buchu, powdered	@ 1 75	Blood, powdered	30 @ 40	Formaldehyde, lb.	19 @ 30
Sage, Bulk	25 @ 30	Calamus	35 @ 40	Gelatin	1 25 @ 1 50
Sage, 1/4 loose	@ 45	Elecampane, powd	25 @ 30	Glassware, less 55 %.	
Sage, powdered	@ 25	Gentian, powd.	20 @ 30	Glassware, full case 60 %.	
Senna, Alex.	75 @ 80	Ginger, African,	25 @ 30	Glauber Salts, bbl.	@ 03 1/2
Senna, Tinn.	30 @ 35	powdered	25 @ 30	Glauber Salts less	04 @ 10
Senna, Tinn. pow.	25 @ 35	Ginger, Jamaica	60 @ 65	Glue, Brown	21 @ 30
Uva Ursi	20 @ 25	powdered	42 @ 50	Glue, Brown Grd	15 @ 20
Oils		Golden Seal, pow.	5 50 @ 6 00	Glue, White	27 1/2 @ 35
Almonds, Bitter,		Ipecac, powd.	3 00 @ 3 25	Glue, White Grd.	25 @ 35
true	7 50 @ 7 75	Licorice	35 @ 40	Glycerine	21 1/2 @ 40
Almonds, Bitter,		Licorice, powd.	20 @ 30	Hops	65 @ 75
artificial	4 00 @ 4 25	Orris, powdered	30 @ 40	Iodine	6 30 @ 6 75
Almonds, Sweet,		Poke, powdered	30 @ 35	Iodoform	7 60 @ 7 85
true	80 @ 1 30	Rhubarb, powd.	85 @ 1 00	Lead Acetate	18 @ 25
Seeds		Rosinwood, powd.	30 @ 35	Lycopodium	60 @ 75
Anise	35 @ 40	Sarsaparilla, Hond.	@ 1 00	Mace	75 @ 80
Anise, powdered	38 @ 45	Sarsaparilla Mexican,	@ 60	Mace, powdered	95 @ 1 00
Bird, Is	13 @ 15	ground	@ 60	Menthol	13 50 @ 13 80
Canary	10 @ 15	Squills	35 @ 40	Morphine	10 70 @ 11 60
Caraway, Po.	50 @ 55	Squills, powdered	60 @ 70	Nux Vomica	@ 20
Cardamon	2 00 @ 2 25	Tumeric, powd.	17 @ 25	Nux Vomica, pow.	17 @ 25
Celery, powd.	45 @ 50	Valeran, powd.	40 @ 50	Pepper black pow.	32 @ 35
Coriander pow.	35 @ 40	Seeds		Pepper, White	40 @ 45
Dill	10 @ 20	Anise	35 @ 40	Pitch, Burgundry	10 @ 15
Fennell	25 @ 40	Anise, powdered	38 @ 45	Quassia	12 @ 15
Flax	08 1/2 @ 13	Bird, Is	13 @ 15	Quinine	72 @ 1 33
Flax, ground	08 1/2 @ 13	Canary	10 @ 15	Rochelle Salts	28 @ 35
Foenugreek pow.	15 @ 25	Caraway, Po.	50 @ 55	Saccharine	@ 30
Hemp	8 @ 15	Celery, powd.	45 @ 50	Salt Peter	11 @ 22
Lobelia, powd.	@ 1 25	Coriander pow.	35 @ 40	Selditz Mixture	30 @ 40
Mustard, yellow	13 @ 20	Dill	10 @ 20	Soap, green	15 @ 20
Mustard, black	15 @ 20	Fennell	25 @ 40	Soap mott cast.	22 1/2 @ 25
Poppy	22 @ 25	Flax	08 1/2 @ 13	Soap, white castle	
Quince	2 00 @ 2 25	Flax, ground	08 1/2 @ 13	case	@ 11 50
Rape	15 @ 20	Foenugreek pow.	15 @ 25	Soap, white castle	
Sabadilla	23 @ 30	Hemp	8 @ 15	less, per bar	@ 1 25
Sunflower	11 1/2 @ 15	Lobelia, powd.	@ 1 25	Soda Ash	3 1/2 @ 10
Worm, American	30 @ 40	Mustard, yellow	13 @ 20	Soda Bicarbonate	3 1/2 @ 10
Worm Levant	@ 5 00	Mustard, black	15 @ 20	Soda, Sal	03 @ 08
Tinctures		Poppy	22 @ 25	Spirits Camphor	@ 1 35
Aconite	1 80	Quince	2 00 @ 2 25	Sulphur, roll	3 1/2 @ 10
Aloes	1 45	Rape	15 @ 20	Sulphur, Subl.	04 @ 10
Arnica	1 19	Sabadilla	23 @ 30	Tamarinds	20 @ 25
Asafoetida	2 40	Sunflower	11 1/2 @ 15	Tartar Emetic	70 @ 75
Belladonna	2 10	Worm, American	30 @ 40	Turpentine, Ven.	50 @ 2 25
Benzoin	2 10	Worm Levant	@ 5 00	Vanilla Ex. pure	1 75 @ 2 25
Benzoin Comp'd	2 65	Seeds		Witch Hazel	1 47 @ 1 90
Buchu	2 55	Anise	35 @ 40	Zinc Sulphate	06 @ 15
Cantharadics	2 85	Anise, powdered	38 @ 45		
Capsicum	2 20	Bird, Is	13 @ 15		
Catechu	1 75	Canary	10 @ 15		
Cinchona	2 10	Caraway, Po.	50 @ 55		
Colchicum	1 80	Celery, powd.	45 @ 50		
Cubeb	2 30	Coriander pow.	35 @ 40		
Digitalis	2 10	Dill	10 @ 20		
Gentian	2 15	Fennell	25 @ 40		
Ginger, D. S.	1 80	Flax	08 1/2 @ 13		
Guaiac	2 20	Flax, ground	08 1/2 @ 13		
Guaiac, Ammon.	2 20	Foenugreek pow.	15 @ 25		
Iodine	2 95	Hemp	8 @ 15		
Iodine, Colorless	2 10	Lobelia, powd.	@ 1 25		
Iron, clo.	2 10	Mustard, yellow	13 @ 20		
Kino	2 50	Mustard, black	15 @ 20		
Nux Vomica	2 15	Poppy	22 @ 25		
Opium	2 50	Quince	2 00 @ 2 25		
Opium, Camp.	2 85	Rape	15 @ 20		
Opium, Deodor'd	2 50	Sabadilla	23 @ 30		
Rhubarb	2 10	Sunflower	11 1/2 @ 15		

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Whole Cloves	Ralston Food
	Prunes
	Spices
	Coffee Roasted
	Peas
	Beans

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 45
Saxon Wheat Food ----- 3 75

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

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

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

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

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

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

CANNED FRUIT.
Apples, 3 lb. Standard 1 75
Apples, No. 10 ----- 4 50 @ 4 75
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 1 90 @ 2 00
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 3 00 @ 3 90
Apricots, No. 10 ----- 8 75
Blackberries, No. 10 ----- 9 00
Blueberries, No. 2, 1-75 @ 2 50
Blueberries, No. 10 ----- 10 50
Cherries, No. 2 ----- 3 00 @ 3 50
Cherries, No. 2 1/2 4 00 @ 4 95
Cherry's, No. 10 10 50 @ 11 50
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 85
Peaches, No. 1 Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2, Mich 3 25
Peaches, 2 1/2 Cal. 3 00 @ 3 25
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 @ 12 00
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 25
Plums, No. 2 ----- 2 25
Plums, No. 2 1/2 ----- 3 00
Raspberries No. 2, blk. 3 25
Raspb's, Red, No. 10 9 75
Raspb's, Black No. 10 11 00
Rhubarb, No. 10 ----- 5 25

CANNED FISH.
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00 @ 3 40
Clams, Steamed, No. 1 1 75
Clams, Minced, No. 1 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 s 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, Cal. ----- 1 75 @ 2 10
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Nekco ----- 1 65
Tuna, 1/2, Regent ----- 2 25

CHEESE
Roquefort ----- 52
Kraft Small tins ----- 1 70
Kraft American ----- 1 70
Chili, small tins ----- 1 70
Pimento, small tins ----- 1 70
Roquefort, small tins 2 50
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

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

Beef, No. 1, Qua. sli. 3 35
Beef, No. 1, B'nut, sli. 5 10
Beefsteak & Onions, s 2 60
Chili Con Ca., 1s 1 35 @ 1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 40
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 80
Potted Ham, Gen. 1/4 1 55
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium ----- 2 30

Baked Beans
Beechnut, 16 oz. ----- 1 40
Campbells ----- 1 15
Climatic Gem, 18 oz. 1 00
Freemont, No. 2 ----- 1 25
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 35
Van Camp, Small ----- 92 1/2
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.
Asparagus
No. 1, Green tips ----- 4 00
No. 2 1/2, Lge. Gr. 3 75 @ 4 50
Wax Beans, 2s 1 35 @ 2 75
Wax Beans, No. 10 ----- 7 00
Green Beans, 2s 1 60 @ 4 75
Green Beans, No. 10 ----- 3 25
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked 95
Red Kid., No. 2 1 30 @ 1 55
Beets, No. 2, wh. 1 60 @ 2 40
Beets, No. 2, cut 1 25 @ 1 75
Beets, No. 3, cut 1 40 @ 2 10
Corn, No. 2, St. 1 00 @ 1 10
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60 @ 2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 25
Hominy, No. 3 1 15 @ 1 35
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 90
Dehydrated Veg Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels ----- 40
Mushrooms, Choice ----- 43
Mushrooms, Sur Extra. 70
Peas, No. 2, E.J. 1 25 @ 1 80
Peas, No. 2, Sift. ----- 1 60 @ 2 10
Peas, No. 2, Ex. Sift. ----- 1 90 @ 2 10
Peas, Ex. Fine, French 23
Pumpkin, No. 3 1 45 @ 1 75
Pumpkin, No. 10 ----- 4 00
Pimentos, 1/4, each 15 @ 18
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 1 35
Sauerkraut, No. 3 1 35 @ 1 50
Succotash, No. 2 1 60 @ 2 35
Succotash, No. 2, glass 3 45
Spinach, No. 1 ----- 1 10
Spinach, No. 2 1 20 @ 1 35
Spinach, No. 3 1 85 @ 2 00
Spinach, No. 10 ----- 5 75
Tomatoes, No. 2 1 30 @ 1 60
Tomatoes, No. 3 1 90 @ 2 25
Tomatoes, No. 2 glass 2 85
Tomatoes, No. 10 ----- 7 50

CATSUP.
B-nut, Small ----- 1 80
Lilly Valley, 14 oz. ----- 2 25
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 60
Lilly Valley, 1/2 Pint 1 60
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 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
Spearmint, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

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

COCOA.
Baker's 1/4s ----- 40
Baker's 1/2s ----- 36
Bunte, 1/4s ----- 43
Bunte, 1/2 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, 1/4s ----- 33
Hersheys, 1/2s ----- 28
Huyler ----- 26
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 38
Lowney, 5 lb. cans ----- 31
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

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

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

COFFEE ROASTED
Bulk
Rio ----- 17
Santos ----- 22 1/2 @ 23
Maracaibo ----- 27
Guatemala ----- 27
Java and Mocha ----- 39
Bogota ----- 28
Peaberry ----- 25

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 dz. 5 15
Every Day, Tall ----- 5 25
Danish Pride, tall ----- 5 25
Danish Pride, 8 doz. 5 15
Every Day, Baby ----- 4 00
Goshen, Tall ----- 5 00
Goshen, Gallon ----- 4 90
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 ----- 130 00
Wolverine 50s ----- 110 00
Supreme, 50s ----- 95 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 Pais ----- 25 00
Oriole ----- 18 75
Home Run Stogie ----- 18 50

Vanden Berge Brands
Chas. the Eighth, 50s 75 00
Whale-Back ----- 50s 58 00
Blackstone ----- 50s 95 00
El Producto Boquet ----- 75 00
El Producto, Puri-tano-Finos ----- 92 00

CONFECTIONERY
Stick Candy
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

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.	9 35
Ideal Glass Top, qts.	11 10
Ideal Glass Top, 1/2	
gallon	15 60

GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Mylante, 3 doz.	4 05
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 lb. box	5 50
Red Diamond, 144 box	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.



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.	4 85

Green Brer Rabbit

No. 10, 6 cans to case	3 90
No. 5, 12 cans to case	4 15
No. 2 1/2, 24 cans to 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, 1 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, 1 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. 24-1 lb.	5 75
O. & L. 12-5 lb.	5 00
O. & L. 6-10 lb.	4 75
Dove, 24, 2 lb. Wh. L.	5 60
Dove, 24, 1 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	3 90
Dove, 24, 1 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 15

NUTS.

Whole	
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	15 1/2
Pecans, 3 star	22
Pecans, Jumbo	20
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	46

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	33.8
V. M. & P. Naphtha	25.2
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.7



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



PICKLES

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

Sweet Small

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

Dill Pickles.

600 Size, 15 gal.	9 00
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PIPES

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.	17@18
Good Steers & Heif.	15@16
Med. Steers & Heif.	13@14
Com. Steers & Heif.	10@12

Cows.

Top	13
Good	12
Medium	09
Common	08

Veal.

Top	17
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
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Lard

80 lb. tubs	advance 1/4
Pure in tierces	12 1/2
California Hams	12 @13
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound Lard	13 1/2@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	
sets	38 @39
California Hams	12 @13
Picnic Boiled	
Hams	30 @32
Boiled Hams	34 @37
Minced Hams	14 @15
Bacon	22 @24

Beef

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

Mince Meat

Condensed No. 1 car.	2 00
Condensed Bakers	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 skein	1 75@2 00

RICE

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

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 10 Fam.	1 90
Quaker, 12 Regular	1 80
Quaker, 12s Family	2 65
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 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	15
Tablets, 1 lb. Pure	19
Tablets, 1/2 lb. Pure,	
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	1 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.	3 00

SALT

Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 30
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 Naphtha, 700 box	5 50
Grdama White Na. 100s	5 00
Rub No More White	
Naphtha, 100 box	5 00
Swift Classic, 100 box	5 25
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 Lge	3 35
Fairbank Tar, 100 bx	4 00
Trilby, 100, 12c	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

Proctor & Gamble.

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



Knitted Bathing Suits Supreme.

All the world loves a knitted bathing suit, which is not at all to be marveled at when one considers knitted suits as lovely as the model pictured, fashioned of Kelley green worsted. Knitted outerwear has always been recognized as a leader of fashions in the bathing suit field, and whether the Summer Girl swims, bathes or merely decorates the beach, she will find the suit she has been longing for among the endless numbers offered this season.

The knitted suit illustrated is happy in its choice of white fibre silk stripes, which choose a vertical direction, crossing the horizontal worsted strings, thus effecting a striking plaided design. This is only one of the thousands of knitted bathing suits which worn at the smartest resorts this Summer, for wherever fashionable women congregate, the knitted suit is acknowledged the leader.

Never have the colors been so attractive and never have so many styles been presented for selection. There are models to suit the most conservative of tastes and others gaily embroidered with floss or braid guaranteed to delight those who aim to keep in step with fashion's decrees. There is as much diversity in necklines and arm hole handlings as one finds in street cloths, and from a garment considered only in the realm of things practical, the knitted bathing suit has become a thing of beauty and a joy forever.

Features of Fall Hats.

Rolling brims are outstanding features of the Fall hats. Some types, according to the current issue of The Millinery Bulletin, roll up on one side and down on the other, while others, higher on one side than the other, roll all around the shape. The back roll is sponsored for practically all sorts of brims. From present indications the cloches are going to prevail over the pokes although the medium scoop pokes with short

backs and deep, narrow front brims are holding well. The helmet cloches for the plainer and more serviceable hats are also favored.

Toques are in demand, and what turban effects there are seem to be more often toques to which are given turban draping touches. Some diadem cuffs are being seen, but these are not so flamboyant in their decorations as were the initial ones a few seasons ago when everything was Russian in its tendencies.

Irregularity is gradually creeping into the mode, but the lines retain their grace and the irregularities are more gradual than striking. Among these are the high, round plaque turn-ups on the left and down-dipping points on the right. These are

Neckwear Trade Prospects.

Conservative buying has characterized the neckwear trade, as it has practically all others, according to a manufacturer of high-grade cut silk neckwear. He feels, however, that there will be a rush for merchandise the latter part of the month and that Fall business as a whole will be satisfactory. Unusual color effects will be in demand, notably smoke grays. With this manufacturer the heavier weights of English foulards are in some demand throughout the Winter, although other varieties of silks are more generally used. Stripes are far from dead, and in fact lead all other designs. The novelty fabrics recently so popular, according to him, will be in little evidence, as

price cutting has made the line unprofitable both for the manufacturer and the retailer. One of the largest manufacturers in knitted neckwear reports excellent business in all lines, especially the higher priced. Stripes in the more conservative colorings seem to be in the lead.

His Idea of Profiteering.

Speaking of profiteering, listen to the story of the Scotch storekeeper, who, while talking to the manager of a Dublin emporium, said:

"Ye'll pardon me askin', sir, but what profits can ye make in Dublin?"

"Oh, as for that," was the reply, "on some articles 5 per cent., on others 10 per cent. and others 20 per cent."

"Twenty per cent!" came the reply. "Why, man, that's awful!"

"But don't you?" asked the Dubliner, surprised.

"No such luck," exclaimed Sandy. "I can make only one per cent. I just buy a thing for a shilling and sell it for two."

WHEN THE PENDULUM SWINGS BACK.

Some crooked routes in this old world's affairs
Will change to non-detouring thoroughfares
When the pendulum swings back.
The superstitions now hazily overhead
And all along life's pathway overspread
Will disappear with all their fear and dread
When the pendulum swings back.

While shylocks coin their wealth from needs of homes,
They'll find themselves down on their "marrow bones"
When the pendulum swings back.
The farmer as the man that "feeds them all,"
With profits so ridiculously small
May find himself the best one off of all
When the pendulum swings back.

The land, the one producing thing of earth,
Will not be taxed above its real worth
When the pendulum swings back.
Those who with nature as their handmaid true
Give her the world's production to do
Should find their own right here beneath the blue
When the pendulum swings back.

The fashions and the frills now on display
Will be replaced with less of vain array
When the pendulum swings back.
There will, sometime, two hats be made the same
For ladies' wear, and in the living game
The simpler life will every vantage gain
When the pendulum swings back.

And those who now to various creeds may fall
Will trust alone in nature's God, their all
When the pendulum swings back.
There'll be no doubts to mar life's heartfelt flow,
The trees of life will in profusion grow
And consciousness will its fruitions know
When the pendulum swings back.

And so in trust we almost seem to see
The fair beyond that will near perfect be
When the pendulum swings back.
When delusions of the past will fade away
In the light of God's own true to nature way
The laugh will be on us of yesterday
When the PENDULUM SWINGS BACK.
L. B. Mitchell.

usually blunt, sometimes just the shape of the flat brim and sometimes formed from holding the brim at the back and the front.

Trimmings are very prone to match the hats in tone and color. While contrasts are not neglected, it is the one-color development that is far in the lead. Hats that show shades of a color are likewise well thought of. Brown has gained a very strong headway and finds nothing to stop its present momentum. The season's browns are warmer and more reddish and golden throughout their range than they have been heretofore as a whole. They blend also into that old-time popular shade, terra cotta, and the softer shades of the erstwhile prevalent henna and canna and their various tones.

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

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"

Good Sales of Rubber Footwear.

A large house specializing in rubber footwear reports good sales in all styles, especially in canvas and rubber shoes and in sport shoes with rubber soles. Among the latter is a new tennis or golf shoe with a vulcanized crepe rubber sole. Heretofore soles of this kind have been of crude rubber, non-vulcanized. The vulcanized sole has a much greater wearing quality, it is said. Retailers have placed more than ordinarily liberal orders for galoshes and rubbers, and there was a serious shortage last year, due to the severe winter. Stocks everywhere were cleaned out and manufacturers were unable to supply the rush of last-minute orders. The manufacturer quoted points out that dealers are ordering too sparingly of the new wide-heeled type of rubber to fit the prevailing style of shoe. Too many of the older model, he says, are being stocked. Prices remain stable, he says, in spite of the sudden rise in price of crude rubber some months ago.

To Show Spring Lines Soon.

Manufacturers of men's sleeping garments are now working on their Spring lines, which will be shown to the trade quite generally in about three weeks. It is understood that the wholesalers made rather advantageous purchases of piece goods during the recent easing of the market and that, accordingly, the new numbers will be attractively priced. Lines for the holiday season are also being prepared and will be shown by the salesmen at the same time. There is no demand for any special type of pajama at the moment, according to a leading manufacturer, the buying covering an assortment of both styles and colors. The two-dollar suit is said to be the most popular retail seller. The normal amount of silk merchandise is expected to be sold during the holiday season, but, apart from this, the silken garments are apparently not making any strong headway, as was the case during the war period.

For Household Uses.

A household novelty recently put on the market which is having a good sale is a five-piece canister set, of metal enameled in white, with decorations and letters in blue. It has compartments for one pound of tea, two pounds of cocoa, five of sugar and seven of flour, together with a cake box for a full-size layer cake. It is packed in a corrugated carton and retails at \$1. The same house offers a large number of aluminum kitchen-ware articles to sell at \$1. They are of standard gauge and highly polished and have been successfully used as specials by department stores. A serving tray of imitation mahogany, with glass base and canton flannel facing, retails at \$1 in the 12 by 18 inch size and at around 70 cents in the 10 by 16 size.

Features of Costume Blouses.

The costume blouse is to be one of the most important items in the woman's wardrobe this season, according to M. Mosessohn, executive director of the United Women's Wear League of America. In a majority

of the finer garments, he says, the sleeve is the element that gives the blouse its distinctive character and individuality. Especially picturesque are the moyen age effects, with the wide cuff trimmed with embroidery, bandings or fur. In this way a lavish use of color is possible that would be trying if employed near the face. A now model that does not depend on the sleeve, however, is one of chartreuse crepe of a fancy weave, with sleeves of plain chiffon of the same color. At the wrist and on the front panel appear touches of brilliant green velvet ribbon, with cut steel buttons as a finishing detail.

Must Mark Foreign Clothespins.

Each clothespin imported into this country must be individually marked with the country of origin. The Treasury Department at first ruled that only the containers of these articles would have to be marked, but reconsideration was recently given the matter, and all pins or the completed parts of them must now be separately designated with the name of the country from which they came.

The clerk who steals thirty minutes of your time every day because of indolence or inertia is a millstone about the neck of your business.

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.



STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

ATTENTION, WISE RETAILERS—A retailer who is making DEAD TOWNS WAKE UP and LIVE TOWNS BUSIER. Just closed a thirteen weeks' trade campaign in a town of 650. \$54,000 more sales than in the same weeks of last year. Every \$100 in sales cost merchants less than 1 per cent. Will come to your town and tell you about it. Address No. 290, c-o Michigan Tradesman. 290

Wanted—Young man for card writing and window trimming who can also sell clothing and furnishings. Prefer someone from medium size town. Permanent position, with opportunity for advancement. State qualifications and salary expected. Globe Department Store, Traverse City, Mich. 291

For Sale—Fourteen-foot Walrus fountain, fourteen-foot Walrus back bar, and confectionery fixtures. Price \$1,000 if sold by Aug. 31. Ray Sutter, Chesaning, Mich. 292

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

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

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

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

Roth Body Co.

BUILDERS OF SPECIAL

Motor Truck BODIES

"Any style body for any make truck"

2048 DIVISION AVENUE, S.
Citizens 31072

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

Grand Rapids Mutual Building and Loan Association

Resources \$4,500,000.00

Chartered 1888

Second Floor Widdicomb Building

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 To Close An Estate—800 acres of muck land adapted for hay or pasture land, at the source of Maple river in Emmet county, Michigan, \$5,000. Liberal terms if desired. G. N. Gould, Administrator, Harbor Springs, Mich. 143

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise!

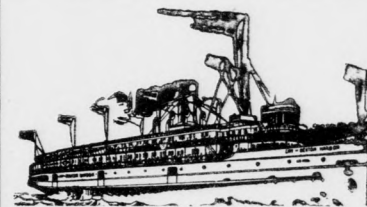
Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

For Sale—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. Gould, 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

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

**CHICAGO**

\$3.95

Graham & Morton
Freight and Passenger Line**MICHIGAN RAILROAD**

BOAT TRAIN—Daily except Saturday and Sunday 9:00 p. m.; Saturday 1:00 p. m. and 10:00 p. m.; Sunday 10:00 p. m. Grand Rapids Time.

Freight Station Front and Fulton
Telephones—Citiz. 64241 Bell M 3116

For Information
Tel. Citiz. 4322 Bell M 4470

BRICK FROM JACKSON PRISON

The Jackson State Prison is now shipping clay brick to nearly every locality in the State, being able to supply same at a price manufacturers of brick produced by free labor cannot meet. Dozens of carloads of prison brick are now being unloaded at the Fulton street plant of the Consumers Power Co. (Grand Rapids) to be used in the construction of the new building now being erected at that location. The situation was brought to the attention of the brick layers union but as the walking delegate of the union has probably been "fixed," union men will probably lay the brick without protest. Union men are supposed to be pledged to refuse to handle the products of prisons, made by convicts and criminals, but in such cases violations are condoned and rules abrogated by judicious "arrangements" with walking delegates.

A peculiar feature of the situation is that local brick manufacturers are not only large patrons of the Consumers Power Co., but are holders of stock in the corporation. They are not voluntary investors, but were forced to subscribe for the stock in order to secure service from the company.

The Tradesman sees no objection to prison products, so long as their use or consumption are confined to the other State institutions of the State. There is no reason, for instance, why Jackson should not manufacture shoes for the inmates of the other prisons; canned goods for the other prisons and asylums; clothing for all the other State institutions; but when it comes to the point of destroying free labor employed in honorable occupations outside prison walls, it is going altogether too far and should be suppressed by the strong arm of the law. If there is no law on the subject, public opinion should be invoked to abolish the misuse of power, which is contrary to all tenets of good public policy.

The action of the Consumers Power Co., in seeking an alliance with convict labor—to the annoyance and loss of its own customers and stockholders and the detriment of free workmen who are not criminals—should be condemned by fair minded men everywhere. Grand Rapids is not the only place where prison brick are being used. They are being largely used by the Consumers Power Co. at Jackson, Saginaw and several other places in the State; in fact, the selling force of the Jackson prison is so aggressive that prison brick are now finding an outlet in hundreds of places throughout the State, solely because they can be purchased cheaper than free brick and incidentally, made to yield a larger profit to the dealer.

FOR HONEST ADVERTISING.

In view of the recent scandals that have been brought to light in the investigation of bucket-shop failures and of fraudulent stock-selling, it is worthy of note that forty of the better business bureaus throughout the country in co-operation with the Associated Advertising Clubs of the World have planned to raise a fund of \$600,000 to carry on

the fight against misleading advertising which is one of the effective weapons of the business crook. In all but eleven states of the Union there are now statutes providing penalties against misrepresentations in advertising and the Associated Advertising Clubs plan a campaign to have all the States enact such laws. Legislation alone is not a sufficient remedy, and honest business and newspapers must co-operate with the various public and private agencies if life is to be made miserable for the gentry who make their living by defrauding the unsuspecting consumer and investor. The money that is being raised for this purpose can be well spent and will yield returns far in excess of cost.

When system falls to the level of red tape, it becomes a hindrance instead of a help.

Review of the Produce Market.

Apples—Transparents, Duchess and Red Astrachans, bring \$1 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 steady at the late advance, with the receipts about normal for this time of year. The average quality now arriving is fancy, and while there is fairly good consumption of all grades of butter at this time, there is somewhat of an accumulation at this particular moment. Unless some unforeseen conditions arise we should have somewhat lower prices within the next few days. 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.

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.

Cucumbers—Home grown hot house 75c per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—The market is in fair condition. There are quite a few fine eggs arriving daily and there is a very good consumption, absorbing the daily receipts. Unless there is a noticeable decrease in the production we do not look for any material advance in the egg market. Local jobbers pay 25c 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	-----	\$10.00
300 Red Ball	-----	9.50
360 Red Ball	-----	8.50

Musk Melons—Osage sell as follows:

11 x 11	-----	\$2.00
12 x 12	-----	2.50
14 x 14	-----	3.00

Honey Dew ----- 3.25

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 Arkansas; \$3.50 for six basket crate.

Pears—Sugar, \$2.50 per bu.

Onions—Spanish, \$1.75 per crate; Texas, \$3.25 per 100 lb. bag.

Plums—\$3 per bu. for Burbanks.

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

Parsley—50c per doz. bunches.

Peppers—Home grown, 50c 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—30c per doz. bunches.

Spinach—\$1 per bu. for home grown.

Sweet Corn—40c per doz.

Tomatoes—7 lb. basket of home grown hot house fetch 75c.

Turnips—New, 50c per doz. bunches.

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

Whortleberries—\$3 per 16 qt. crate.

Confessions of a Wholesale Grocer.

Los Angeles, California, August 8. —The wholesale grocer likes to try to believe that the manufacturer has created the chain stores. Every straight-thinking wholesale grocer, however, knows that the wholesale grocer alone has been responsible for the fattening process that the chain store has received and that the manufacturer has merely side-stepped the jobber after the jobber has voluntarily counted himself out by acting merely as an unpaid broker between the manufacturer and the chain store.

But the wholesale grocer, like many other human beings, seems disposed to cover up his own blunders—and perhaps some of them think they are slick enough to continue this bad practice of discriminatory prices to the chain stores and still manage to gain some sort of profitable advantage over their less clever competitors.

From experience, we know that the grocery jobber can carry only a small part of this absolutely unprofitable chain store business because he has a large share of the regular business with the independent grocer and therefore, all we ask is that these clever jobbers be allowed to have all the chain store business of this kind that they want, so that we may observe just how long it takes them to choke on their own diet.

They know very well that they can absorb only a small amount of this business and therefore they must keep the subject in the dark, because airing it might cost them

some of the regular business which alone enables them to maintain their pernicious dealings with the chain dealers. But the worst of it is that they continue to place the chain stores in a position where they are simply compelled to be confirmed price cutters and thus disturb the normal process of the entire industry.

It is a long story—we could write many pages on the subject, but every well informed grocer in any branch of the business knows the entire tale from beginning to end. It is amazing and deplorable that so many industrious, otherwise capable, and apparently intelligent business men who are engaged in the wholesale grocery business should have allowed themselves to be dragged into this mire of many-priced and shifty merchandising methods, while the vast majority of the people in the same industry on both sides of them, namely, the manufacturer and the retailer, long ago saw the wisdom of a one-price policy. The wholesale grocer seems to believe that he is clever enough to continue in this "horse-trading" style of business instead of following the manufacturer on the one hand and the retailer on the other, in the modern, one-priced style of dealing.

Moreover, the jobber has hidden behind the law as preventing him from selling the chain store on other than the present discriminatory plane whereas, as a matter of fact, the method employed by him has been to his own liking and the law has been merely an alibi.

Now that the recent court decision has taken away this sole defense (in defining the classification of a business by the way in which it sells rather than by how it buys) the situation is finally in the open, and we believe the jobber will have to face it and be compelled to do something about it of a constructive and defensible nature. All of the wholesale grocers that we know defend their practices with the chain stores, but at the same moment they are intensely opposed to the creation of any more chain store buyers—merely desiring to hold on to their present connections, unprofitable as they are and indefensible as they are and disturbing to the entire industry as they must always be. Their position is merely pitiable—it is so petty.

If the grocery industry could be brought to talk and think and work on this major problem of the industry to the exclusion of the thousands of columns of twaddle about minor matters, the industry as a whole would be on its way to better conditions, but the trade journals seem to follow the daily press in their estimation of what constitutes news of the day (the back street murder being for the moment on a par with the world war of yesteryear) thus giving the most important problem of the business either no attention at all, or placing an immensely higher news value on the trivial gossip of the trade. Why does the trade journal want to be a newspaper?

It is perhaps needless to say that the H. Jevne Co. not only believes certain things about these discriminating practices, but actually operates daily on those beliefs, and we are glad to say that the result of such a policy has been very gratifying to us as well as promising as to the future welfare of the industry locally at least.

L. Williams,

Treasurer H. Jevne Co.

Zero in Fixtures.

"Those bathroom fixtures I got from you last week are the absolute limit."

"What's wrong?"

"Well, for instance, there's the handbasin. It won't hold water with the plug in and won't drain when it's out!"