

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1888

Public Reference Library,
Library St.

Forty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 29, 1923

Number 2084

Men *and* Mountains

Bring me men to match my mountains,
Bring me men to match my plains,
And new eras in their brains.
Bring me men to match my prairies,
Men to match my inland seas;
Men whose thoughts shall pave a highway
Up to ampler destinies:
Pioneers to cleanse thought's marshlands,
And to cleanse old error's fen;
Bring me men to match my mountains;
Bring me men!

Bring me men to match my forests,
Strong to fight the storm and beast,
Branching toward the skyey future,
Rooted in the futile past.
Bring me men to match my valleys,
Tolerant of rain and snow;
Men within whose fruitful purpose,
Times consummate blooms shall grow;
Men to tame the tigerish instincts
Of the lair and cave and den,
Cleanse the dragon slime of nature—
Bring me men!

Bring me men to match my rivers,
Continent cleansers, flowing free;
Drawn by eternal madness,
To be mingled with the sea.
Men of oceanic impulse,
Men whose moral currents sweep
Toward the wide infolding ocean
Of an undiscovered deep;
Men who feel the strong pulsation
Of the central sea, and then
Time their currents with its earth throbs,
Bring me men!

Sam Walter Foss.

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.

THE Brecht
COMPANY
ESTABLISHED 1853 ST. LOUIS

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.



When You Sell Shredded Wheat

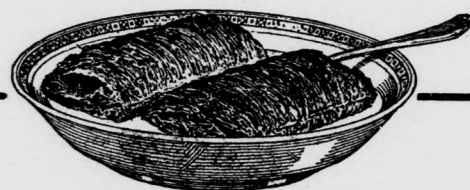
you are supplying a demand we have created for you through advertising. We don't ask you to make new customers for

Shredded Wheat Biscuit

Just keep a fresh stock in a nice, clean, dry place in your store and hand it out to those who ask for it. Shredded Wheat has survived all the ups and downs of public fancy and remains to-day the one great staple breakfast cereal, with a steady sale all the year 'round, at a good profit.

MADE ONLY BY

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



THE PUBLIC HEARD FROM—

Thousands of men and women have competed for \$5000 in prizes—in the great Fleischmann Health Contest.

Even those who didn't get one of the 153 cash prizes won a lasting prize in the good health earned by eating Fleischmann's Yeast.

Remind your customers.

THE FLEISCHMANN COMPANY

Yeast

Service

HEKMAN'S

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

GROCERS—Every day is Hekman day. Our wide variety in baked goods provides something new each meal.



Hekman Biscuit Co.
Grand Rapids, Mich.

MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 29, 1923

Number 2084

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

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

Sample copies 10 cents each.

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

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

CENTRALIZED AUTHORITY.

The announcement is now officially confirmed that the Ionia House of Correction is erecting a large addition—constructed with prison brick—in which several hundred convicts will be employed in the manufacture of rattan chairs, settees, etc. It is not claimed that any of the output is to be utilized in any other public institution in Michigan. On the other hand, it is flamboyantly stated that this action is inspired by Governor Groesbeck solely to enable him to injure Fred W. Green and his associates, who are engaged in the manufacture of similar goods with free labor less than a mile from the Ionia prison. In the meantime Mr. Green et al are going ahead as though they did not fear criminal competition and are erecting a large addition to their battery of buildings, apparently determined to beat the Governor at his own game. The Governor evidently realizes that he is at the end of his rope, politically, and that he cannot expect to succeed himself as Governor at the biennial election next fall. In the meantime he is doing all he can in all the ways he can to injure those who have refused to support him, politically, or turn a willing ear to the support of his monopolistic methods which have cost the State of Michigan millions of dollars and will cost us many more millions before we can reverse the infamous policies he fastened upon us with sinister design and cruel consequence.

For many years the people yearned—or thought they did—for an era of centralized authority, when the seat of government would be concentrated in the chief executive and every board, bureau and official would be mere puppets in his hands, to bow and bend and function along narrow lines prescribed by the Governor. For three years we have been

living in such an era. Every State official in Michigan is now a putty man, guided, directed and ordered as the Governor may signify. No one in official position dares open his mouth or express an opinion without first consulting the Poo Boh and securing his consent to function along any line. The result is exactly opposite to what the people expected. Instead of efficiency, we have inefficiency. Instead of freedom of action, we have abject submission to the Most High. Instead of accomplishment, we have halfway methods, designed solely to reward the friends and punish the enemies of His Excellency.

Having had our fill of this kind of administration, it is high time the people asserted themselves in the primaries and at the polls next year to rid the State of the most nefarious gang of tricksters, conspirators and incompetents who ever fastened their tentacles on the body politic of a great commonwealth.

OUR IMMIGRATION PROBLEM.

In the fiscal year ended June 30, 1921, the number of immigrants was 805,000. This was evidence that the inflow was soon going to equal, if not surpass, pre-war figures. The 3 per cent. law cut down the entries by more than half a million; that is, the immigrant aliens who entered in the fiscal year 1922 were only 309,556. So heavy was the outgoing stream that we actually lost in alien male population. We are now told that in the fiscal year 1923 immigration rose again to 522,919, while the outgoing stream was more than cut in half. The cyclical movement in immigration helps account for this recovery. America was more prosperous in 1922-23 than in 1921-22, and Europe responded to the keener demand for workers. But part of the recovery is plainly due to an adjustment by Europe to our new requirements.

European adjustment to the percentage law is shown by the fact that the British Isles are far and away in the lead in the immigration of 1922-23. They contributed 129,537 of the aliens admitted. Second place was taken by the Germans, with 65,543. South Italians and Scandinavians are almost tied. The number of Greeks admitted was negligible, and for nearly every one of the twelve thousand Poles who entered another went home. The purpose of the 3 per cent. law to restrict immigration from Southeastern and Eastern Europe in favor of that from the Northwest is thus being completely fulfilled.

We may well express satisfaction that last year we received over 60,000

English immigrants, against an annual average of only 32,000 in the years 1908-22, that the number of Scandinavians admitted also nearly doubled, and that the French immigrants almost trebled. The more of such stocks the better. But at the same time it is quite evident that we are not receiving sufficient labor, especially of the manual grades. The quotas with few and unimportant exceptions were last year completely filled, and we found that the net addition of less than half a million people was inadequate to our needs. Again, the American people will soon realize that an immigrant is not a whit better simply for being English or Scandinavian than for being Italian. The law keeps out admirable future citizens of Greek stock, while it lets in undesirables of German and Dutch blood. The 3 per cent. basis is irrational. It is exclusive, not selective in effect.

How can we reduce the element of arbitrary numerical restriction in the law while increasing the selective elements? Various proposals for new selective tests have been made. The Secretary of Labor has suggested certain physical and mental inventories, accompanied with a verification of the immigrant's standing in his home community. The United States Chamber of Commerce proposes minimum mental, physical, and oral tests, with the additional test of a "demonstrated need for immigrants of a particular kind." The extension and administration of approved tests at home by foreign Governments, or foreign governments aided by our officials abroad, have been suggested. The problem is one of the utmost difficulty. It can only be said that it must be faced; that we cannot rest satisfied with the law as it stands.

THE COTTON SITUATION.

More scanning of the weather map and betting accordingly made up the main feature of the cotton market during the week just past. In some of the growing sections rain, for the time being, is a blessing. In others it is the reverse. Texas continues to be the state the prospects in which come in for most attention, and yet the widest differences are in the various estimates from there. The very great discrepancies in the unofficial guesses of the crop help to give especial interest to the forthcoming estimate of the Department of Agriculture as of August 25, which will be made public at the end of this week. This will be, as usual, preceded by a number of private ones which, if they run true to form, will show an aggregate variation of a million bales or so. But the official estimate will have more value than do those which

preceded it, because the season is further advanced, and the one a month later will come still nearer the actualities. The cotton carry-over is figured at 2,087,919 bales. Domestic consumption during the last year was 6,664,710 bales, exclusive of linters, an increase of more than 750,000 over the previous year. The drop in exports, however, of 1,361,050 bales overcame this and resulted in a net decrease in consumption of 600,000 bales. In July the domestic consumption was 80,591 bales less than in June. August will doubtless show another decrease because of curtailment of production by the mills, which are not eager to turn out goods that are not selling at a profitable price. During the last week, however, printcloths and other gray goods were more active at advancing levels and bleached cottons also rose in price. Trade in colored and printed fabrics still leaves much to be desired. Duplicate orders continue to come in for Fall underwear, but Spring offerings are yet neglected in great measure.

PASSING THE BUCK.

An act was performed within the last thirty days that is worthy of immortalizing an obscure serving maid who rose to a glorious height of self-sacrifice in the performance of her individual responsibility.

Sadie Vasso, a 17 year old nurse maid of Syracuse, discovered fire in the bedroom in which her two charges, Mary, aged 5, and George, aged 1, were sleeping; passing through the fire she safely removed the children and returned to beat the fire out. In this she succeeded at the expense of her own clothing becoming afire and wrapping herself in a rug with her clothing burned off and her hair burned from her head she led little Mary to a neighbor's home, upon the threshold of which she collapsed having breath enough left only to explain that the fire was put out and the children safe.

The newspaper account of this truly heroic incident concludes "When she fell unconscious she was taken to the hospital where she rallied just long enough to enquire for the children before dying."

The world is made up of men and women who rise to every opportunity and think no task too great or too small to perform with the utmost unction and enthusiasm, or of those slackers who ignore the call of duty to let others do what properly should be done by them.

In the game of life individual responsibility, each for himself playing his hand to the limit, is the only alternative to offset the pernicious yet all too prevalent practice of "passing the buck."

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

A leading business official of Newark, N. J., writes as follows regarding the Succulenta Co., concerning which the Tradesman warned its readers a week ago:

Acknowledging your letter of Aug. 17, in regard to the Succulenta Co., of 9 Campbell street, our information is that this company is located at 11 Campbell street and is affiliated with the Hen-E-Ta Bone co. and the Fertall Co. So far in our investigation, we do not consider this firm of a character that would justify advancing money to their representatives. Other tenants in the building located at 11 Campbell street state that they know practically nothing about the concern and that the office is closed most of the time, and numerous inquiries have been made regarding the firm. The postoffice here has received numerous complaints similar to yours, and has done nothing in the matter. If you are of the opinion that this is a matter of fraud, we would suggest that you take this matter up with the post-office inspector in Grand Rapids; also the police, so that they can communicate with the Newark officials.

Pending investigations, the Tradesman suggests that its readers defer having any dealings with J. V. Stone, who claims to represent the Rexola Co-Operative Co., 1318 Olive street, St. Louis, Mo. Neither of the mercantile agencies list such a concern at St. Louis and the proposition looks a little fishy on the face of it.

The Warren McRae Farm Agency, Box 232, Logansport, Ind., is flooding the retail merchants of Michigan with circular letters offering to furnish lists of people who will loan money on any kind of property on \$2; also lists of men who seek to purchase mercantile stocks for \$1. Recourse to leading business houses of Logansport lead the Tradesman to believe that it ought to warn its readers against having any dealings with this concern, because rumors afloat in Logansport are anything but reassuring.

Tourists to California are filling the coffers of a large number of oil stock promotion companies, many of them of questionable reputation, according to a report of the National vigilance committee of the Associated Advertising Clubs of the World. A representative of the committee has been in the fields around Los Angeles and Long Beach for the last three weeks, observing the ease with which unscrupulous promoters are able to snare their victims.

"Free bus rides to the fields, with coffee, sandwiches, and doughnuts thrown in, are the tempting bait by which the sucker is induced to spend five hours as the guest of promoters, who appear to be interested in his desire to see California but whose real purpose is to get his name on the dotted line of a contract for the purchase of stock. The feverish activities of the oil fields now rival the beaches and scenic beauties of California as an attraction, and the solicitors, who stand as far out on the sidewalks

as city ordinances will permit, emphasize that there is no cost, no obligation, not a thing in the world but the pleasure of a ride through peach orchards and orange groves.

"Once in the oil fields, however, continues the report, "and the tourist finds that there is reason for all this hospitality. He discovers himself in a tent under the spell of a lecturer who paints pictures of wealth and luxury that are almost hypnotic in effect. Lacking knowledge" of the technical side of the oil industry, the tourist is all too prone to believe whatever the lecturer says, and the sight of a forest of derricks in the distance, with others scattered around nearby, is all that is needed to spin the web completely around wallet or check book.

"High powered salesmen are on hand to point the way to the dotted line, and then as soon as the newly made stockholders can be hustled into the bus they are on their way back to the city, while the promoters remain behind to count the cash, rub their hands with satisfaction, and call it another good day.

"Investigation of the claims made by many lecturers and salesmen discloses that misrepresentation is a common practice. Deception is woven with truth and figures are juggled almost without limit. The sucker lacks advertising literature to which he might turn for reference after learning that he had been deceived, and the average memory is not good enough to recall the cleverly qualified statements to the satisfaction of public officials who would be glad to prosecute if dependable evidence were available. It is an unusual condition, perhaps the most unusual in the history of promotion. There has never been a better illustration of the saying that a sucker is born every minute, and between the hours of 10 and 4, when the oil busses operate in the fields adjacent to Los Angeles and Long Beach, scores of these same suckers are fulfilling their destiny."

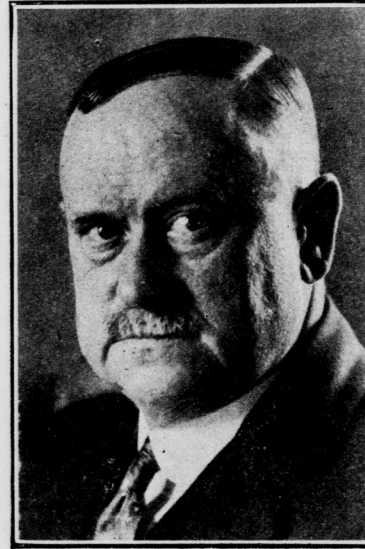
Business in Women's Gloves.

Short French cuff gloves in both glace and suede are the best selling novelties with one prominent manufacturer. The glaces are mostly in black, trimmed with white, although beaver, medium gray and golden brown are popular shades. The suedes are preferred in grays, mauve and beaver. For early Fall wear the mousquetaire models in all the above colors are said to be selling well. There is on all styles slightly less ornamentation than heretofore, due to the shorter length. Gauntlets are still holding their own. There will be a shortage in merchandise later on, according to the manufacturer quoted on account of the sharp reduction in imports in the last twelve months as compared with the preceding period. Statistics show a falling off of nearly 50 per cent. Prices are stable, and quality is stressed in all lines rather than price. While raw skins are higher, tanners are unable to demand more from manufacturers, as retailers balk at any further advances.

MEN OF MARK.

W. C. Keeley, Landlord of the New Morton House.

William C. Keeley was born at Hartford, Conn., Jan 20, 1870. His antecedents on both sides were Yankee, both parents having been born in Massachusetts. He attended the public schools of Hartford, graduating from the High school on the literary course at the age of 19 years. At that time he decided to espouse the hotel business as a lifetime occupation.



Wm. C. Keeley

His first employment was in the Merrill Place, at Hartford, where he remained two years. Another year was spent in the United States Hotel at Hartford, when he took the management of the new Marshall Hotel, at Roanoke, Va. He remained in this position two years, when he had an opportunity to become head clerk in the Leland Hotel, at Chicago. Later on he assumed the management of that hotel, remaining at the Leland altogether six years. The next seven years were devoted to the management of the Julian House, Dubuque, subsequent to which he managed the Cataract, at Sioux Falls, S. D., for two years. He then returned to Chicago as owner of the Southern Hotel, which he managed for eight years.

Attracted to Grand Rapids by the opportunity afforded by the New Morton House, he came to this city and closed a contract for the management of the hotel, which will be conducted under the name of the Morton House Company, a corporation to be formed with a capital of \$400,000, Mr. Keeley being one of the largest stockholders.

Because of his experience, his energy and his affability, he will undoubtedly make a brilliant success in his new connection.

Mr. Keeley was married June 21, 1892, to Miss Jennie M. Way, of Hartford. They have one son, W. C. Keeley, Jr., now 21 years of age, who is treasurer and manager of the National Carbide Co., New York.

Mr. Keeley is a Mason, including the Shrine and Knight Templar degrees. His hobby is hunting, and but for the fact that he is now

getting ready to open the New Morton House, he would be in South Dakota before the end of the month, bagging birds by the dozen.

While a resident of Hartford, Mr. Keeley lived only a few doors from Mark Twain, Harriet Beecher Stowe and her son, Rev. Charles E. Stowe. He was also personally acquainted with Rev. "Joe" Twitchell, who was Mark Twain's favorite preacher and close personal friend. He is familiar with many of the traditions of these famous families and nothing gives him greater enjoyment—aside from the satisfaction afforded by a register full of hotel guests—than to relate incidents in the lives of these noted people to his friends.

Personally, Mr. Keeley is one of the most companionable of men. He is every inch a hotel man and never permits the slightest infraction of rules to escape his attention. He is never "off duty" during business hours, but he makes it a point to relax a little at intervals and during such periods he is "at home" to his friends. He makes friends easily because of his delightful personality and sturdy loyalty, and it is yet to be recorded that he has ever lost a friend through any fault of his own.

Knit Outerwear Business Good.

Reports that are reaching the local office of the National Knitted Outerwear Association from various parts of the country indicate a brighter outlook for this merchandise for Fall than has been the case for some time. Advices received from the Philadelphia district are especially optimistic, and one of the prominent jobbers in that city reports sales to date approximating 50 per cent. more than those of the same period last year. Comments heard all the way from yarn dealer to retailer are of the same tenor—that an excellent season is ahead. The general adoption of novelty sweaters by women and the increasing use of them by men is one of the principal factors that have contributed to improved business in the industry. Brushed effects are the center of attraction just now.

Oriental Designs Reproduced.

Chinese brasses, reproducing faithfully the designs of antique originals of the Chien Lung and Kang H'si periods, are offered by a prominent importer. He is now buying not only brasses but many other articles at the source of supply rather than from the jobber in the Coast cities. Although the duty is 70 per cent. on most objects of this class, he says he is yet in many cases able to offer them at prices lower than for domestic goods. One example is Chinese and Japanese porcelain, at present utilized to an ever-increasing extent for lamps and lighting fixtures. Lacquered ware from Foochow, enameled boxes from Canton, carved teakwood, of which there is a growing scarcity on account of the eight-hour day now in force in many cities in China and Golden Peel rattan furniture are among the other distinctive articles shown in wide variety.

The Joy of Doing Business.

No individual can ever make a success of life unless he loves his occupation. Money of course is essential, but large fortunes can never be accumulated if the business is done simply for the accumulation of money. The country would never have been developed if men of large vision and capacity for work did not work for the joy of so doing.

For instance, would men like Carnegie, Frick, Schwab, Ford and other captains of industry have gone on accumulating money for money's sake? No, they were in business and are in business for the joy of accomplishment, for the joy of doing things, for the joy they get out of building something. Whenever a business man thinks solely of money and takes no joy out of the business, he is doomed to be a failure. I believe it safe to say that all the large fortunes that have been accumulated have been from the fact that the head of the business has worked for the joy of accomplishment, that money has been a secondary thought.

What more of pleasure can a man get out of life than being able to visualize a large business employing numerous people? What more of joy than that which he finds in accomplishment and in the realization of his dream? I have read statistics in which they say that 93 per cent. of business men fail or get into trouble sometime during their life. I sometimes think that the cause of this is that they do not get the joy out of their accomplishments. You can have real pleasure and enjoyment out of reconstructing a broken down business and even if your own affairs get into a tangle, you can straighten them out by still being actuated by the accomplishment of things, and not everlastingly looking at the profit.

The joy in business comes from the knowledge that you will reach a certain goal by sheer will force, and as long as accomplishment is the looked for reward, just so long will you derive joy from business. Take Henry Ford for instance. They told him he could not pour and cast metals except in a certain way. I believe that he has proven that they were all mistaken. This must be to him more joy and pleasure than any money he may derive from it. He could never have accomplished what he has if he did not get pleasure and joy out of business.

The harder the situation, and the harder the job, the more satisfaction and joy there is in it for the man who conquers it. My contention is that a man who takes pleasure and joy out of business can never fail in anything he undertakes, for the reason that he is seeking to build for achievement and the satisfaction of having done something worth while, and this of course requires concentration and hard work. These are the two essentials that might be used to give the definition of business, for without hard work there can be no joy in business and little real pleasure in life. We always cherish any possession that we may have gotten

thru hard work. Something given or acquired without work has very little value in a true man's eyes.

If it were not for the joy of business, men as soon as they accumulated sufficient money to allow them to live a life of ease, would quit, as many do. I ask what under such conditions would become of the industry and development in any country? Surely if Carnegie, and Ford and others had stopped when they had sufficient money we could never have had the steel business and the automobile business developer to their present high degree. All of humanity has benefited by this wonderful up-building of big business.

The joy in business is like the joy of an artist, who imagines and puts on canvas the reality of his dreams. Again I say it is not for the money he can get for the picture, but for the joy of his accomplishments. This is the great force that stands for progress. My contention is that no man can be a good Doctor, Lawyer, Merchant, Manufacturer, Agriculturist, Banker or anything else unless he takes joy out of his occupation.

I have heard people say they enjoy this show and that show and this food and that food, but I would like to hear all the young men in my establishment say "I enjoy the business." For after all there is nothing in the world that men will tire of less than business. The so-called pleasures of life one soon gets a surfeit of, they finally make him dissatisfied because he cannot find new pleasures enough to keep him busy. But a business that is conducted for the joy of doing it is new each and every day. And the coming in contact with the human nature of life in all its different phases and having the satisfaction of helping people to achieve and to produce, and altogether make the world better for all mankind, that is the joy that lasts and one can never get tired of doing these things.

I have heard people complaining of losses and I always say to them, "If you will look into the dictionary you will find that the definition of business is profit and loss, and I think that the English Dictionaries have it loss and gain. Now if we didn't have losses in business and it was all gain or all profit we surely would have to change the name—the definition would be wrong. Therefore it is necessary for us to have losses, in order to maintain the word business. Without losses, I venture to say that the business would not be nearly as enjoyable or exciting. It would be like a game of solitaire. If you succeeded in winning every time, you would soon stop because there would be no joy in doing anything that was so easy. It is in surmounting the difficult things of life and achieving success that the greatest joys and pleasures are obtained.

My advice is to make your occupation a joy and a pleasure; and if the one that you are in does not produce this result, get into something that does. Charles J. Webb.

Gaining the Customer's Confidence

Selling is a matter of every day life as well as of business. From the cradle to the grave we are continually selling or being sold. We can remember back in our wood-box days, how Dad used to sell us the idea of doing the daily chores on an allowance basis. He had a good approach and he certainly knew how to arouse our interest. He would wait until we were seated around the dinner table, then he would smile knowingly and say: "Mother I have a plan for the boys to make some extra spending money in the mornings and after school. We'll talk it over this evening." Immediately we were all attention and began bombarding him with questions. Before we realized it he had sold us a daily job at a price that never would build spendthrifts.

Now the arousing of interest is the second step in every sale. The approach is largely a matter of your appearance, how you act and what you do or say. It concerns the other fellow only in results. When it comes to arousing interest, however, the customer begins to get into the lime light. You get your cue from his answers to the question you ask in your approach. From then on you must play up to his individual likes or dislikes. Unless the second step is well handled there can be no sale. Gaining the customer's confidence is a big factor in arousing his interest, and that is usually accomplished by showing a real knowledge of the article you wish to sell. You must know what you are talking about and must present your knowledge in an interesting way. Any misstatements or exaggerations are fatal. Enthusiasm and an interesting display of facts are absolutely necessary. Usually the arousing of interest consists of introducing an article and mentioning its principal points of interest. These points are enlarged upon later in creating a desire to own the article.

Suppose that in answer to your question—"What can I show you to-day?" the customer answers this way: "I don't know that I want to buy anything. I have been buying my groceries elsewhere, but thought I would like to look around a bit."

The reply of the keen grocer is: "I am glad you came in because I am always glad to show you my line and the care we take in selecting GOOD GOODS. For instance, here is QUAKER Salad Dressing, the best we have been able to find, after examining some twenty other brands. Or here is QUAKER Powdered Sugar that never cakes." Or he mentions some other item which he has taken pride in selecting because of its merits.

As you say this you lead the customer through the store and back into the warehouse where you keep your reserve stock in unbroken packages. A walk and talk along these lines is usually sufficient to awaken the customer's interest and make him curious to know more about the goods you sell. You are then ready for the next step, which is to build up in him a desire to become a permanent patron of your establishment.

WORDEN GROCER COMPANY

Grand Rapids
Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Houghton—The Mohawk Mining Co. has increased its capital stock from \$2,500,000 to \$2,875,000.

Detroit—The Atlas Foundry Co. has increased its capital stock from \$50,000 to \$150,000.

Stockbridge—O. S. Chubbuck has sold his interest in the auto parts, accessories, supplies and general garage business of the Wheeler-Chubbuck Co. to his partner, Z. D. Wheeler, who will continue the business under his own name.

Detroit—The Nicholds Co., 2978 Grand River avenue, dealer in auto parts and accessories, has increased its capital stock from \$10,000 to \$30,000.

Butterfield—Bert R. Plant, whose store building and general stock were recently destroyed by fire, assembled stock in an old building and was doing business again within three days after the fire. He is now assembling material and proposes to erect a new building on the old site before winter sets in.

Detroit—The Capital Shoe Co., 3121 Hastings street, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and paid in, \$3,500 in cash and \$2,500 in property.

Ypsilanti—The Clarke-Augustus Co. furniture, has decreased its capital stock from \$18,000 to \$12,000.

Detroit—The Wilson Woolen Mills Co., 14101 East Jefferson avenue, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Joseph H. Ball, 522 Michigan avenue, has merged his drug business into a stock company under the style of the B. & B. Drug Co., with an authorized capital stock of \$12,000, all of which has been subscribed and paid in, \$1,000 in cash and \$11,000 in property.

Lansing—Leland E. Peck has purchased an interest in the undertaking business of the John E. Wood Co. The business will be continued without change in the name.

Reese—H. G. Schluckbier & Co. has merged its general merchandise business into a stock company under the same style with an authorized capital stock of \$18,000.

Detroit—The Bloom Co., 1708 West Jefferson avenue, has been incorporated to deal in fruits, vegetables and farm produce, with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Lansing—The Flechter Hat Shop is remodeling its store building and installing new fixtures, a modern plate glass front with built-in show cases for display purposes.

Vestaburg—Charles Nickerson has closed out his stock of groceries and removed to Alma, where he will be identified with the Republic Motor Truck Co.

Albion—R. L. Chapman has become sole owner of the Chapman & Delbridge electric shop.

Barag—St. George & DeMarr have leased the Hild building and will occupy it with a stock of automobile

parts, accessories and supplies about Sept. 1.

Hillsdale—H. G. Gelzer & Son have sold their stocks of groceries, drugs, and bazaar goods to J. M. Stearns, who will take possession Sept. 1.

Copemish—Fire destroyed the elevator and contents of the Copemish Bean & Grain Co., entailing a loss of about \$20,000. The loss on the building is partially covered by insurance.

Greenville—Frank Rushmore, who conducts a grain and produce elevator at Amble and has conducted a similar business at Howard City and Harvard for the past six years, has leased the Gleaner elevator property and will open it for business about Sept. 1.

Kalamazoo—Charles Marks, who conducts stores in Marshall and Albion, carrying lines of women's ready-to wear garments, is closing out the stocks at special sale and will engage in the same line of business here about Sept. 1, at 137 South Burdick street under the style of Charles Marks & Co.

Marshall—Isador Gutman, who conducts a chain of clothing stores in Charlotte and Battle Creek, has leased the Noneman building here and will open a similar store under the management of Louis Poplin, Sept. 1.

Trout Lake—Paquin & Wallbom, dealers in dry goods, shoes, etc., are remodeling and enlarging their store building and making it modern in every detail.

Lansing—The Bishop Furniture Co. has opened a basement department in which kitchen furnishings, refrigerators, stoves, etc., will be sold.

Sturgis—The hearing of Charles Buford, charged by the Sturgis Grocer Co. with embezzlement, commenced in Justice W. I. Ashley's court at Centerville Tuesday. Buford is said to have stolen and sold goods while in the employ of the company. He denies the accusation and insists the company's books will prove him innocent.

Frankfort—C. A. Kiefer, who has conducted a shoe store here for the past 35 years, died suddenly in Lansing, following an operation.

Detroit—Lauos J. Remington, automobile salesman, 5232 Grand River avenue, has filed a petition in voluntary bankruptcy with liabilities of \$34,599 and assets totalling \$248.

Manufacturing Matters.

Watervliet—The Ashton Equipment Co., of Chicago, has obtained an option on the old canning factory and soon will erect a \$50,000 cement block building, 60x100 feet in size. Fifty men will be employed within a month.

Detroit—The E-N-E Patents Holding Corporation has changed its name to the Perfection Engineering Co.

Grand Rapids—The Calendar Publishing Co. has changed its name to the G. J. Haan Calendar Co.

Holland—The Weller Nurseries Co. has increased its capital stock from \$30,000 to \$60,000.

Bridgman—The Tirrell Manufacturing Co., spraying machinery, has increased its capital stock from \$80,000 to \$150,000.

Raco—The George Kinsells Co. has been incorporated to deal in general merchandise at retail, with an authorized capital stock of \$7,000, all of which has been subscribed and paid in in cash.

Greenville—Langman & Stone, dealers in women's ready-to-wear garments, have dissolved partnership and the business will be continued by Mr. Stone, who has taken over the interest of his partner, under the style of the Style Shop.

Detroit—The Rock Products Manufacturing Co., 2390 Livernois avenue, has been incorporated with an authorized capital stock of \$12,000 common and \$3,000 preferred, of which amount \$1,200 has been subscribed and paid in in cash.

Lansing—The Mills Garment Co., Inc., 108 South Washington, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 21—On this day was held the first meeting of creditors in the matter of Eror Emil Nystrom, Bankrupt No. 2322. The bankrupt was present in person. Certain creditors were present in person. Claims were proved and allowed against the estate of the bankrupt. The bankrupt was sworn and examined by the referee without a reporter. It appeared that the estate contained no assets other than exemptions, so that the final meeting was closed and the case returned.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Conrad M. Holmen, as People's Mercantile Company, Bankrupt No. 2330. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the village of Whitehall. The business of the bankrupt is not indicated in his schedules. The assets are listed at the sum of \$1,584.19, of which \$35 is claimed as exempt to the bankrupt, with liabilities in the sum of \$4,062.43. Funds have been written for as the assets are of such nature as to be of doubtful value, and when such sum has been paid the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

H. B. Carleton, Whitehall	200.00
Frank Morrison, Whitehall	6.00
Robert Merhel, Chicago	20.00
Paul Hagen, Whitehall	20.00
E. Masure, Whitehall	30.00
Ed. Nelander, Whitehall	30.00
Henry Hahn, Whitehall	17.50
Otto William, Whitehall	30.00
Thorsen Iversen, Whitehall	7.85
Manie Oleson, Whitehall	30.00
Chas. A. Johnson, Whitehall	18.50
C. G. Swensen, Whitehall	9.30
William Schultz, Whitehall	31.62
E. Segerquist, Whitehall	14.00
August Wadstrom, Whitehall	11.50
August Waldrom, Whitehall	11.50
August Waldren, Whitehall	10.45
Will Lam, Whitehall	30.00
M. Zump, Whitehall	4.00
Jim Farrell, Montague	50.00
Fred Farber, Whitehall	20.00
Carcer Edlund, Whitehall	30.00
Besser Edlund, Whitehall	30.00
John Anderson, Muskegon Hts.	25.00
Gistaf Alstedt, Whitehall	30.00
Eric Brogren, Whitehall	27.00
Robert Christopherson, G. R.	50.00
Chas. Carlson, Whitehall	14.24
Knute Campbell, Whitehall	30.00
John Balstrom, Whitehall	27.50
Abbie Gustafson, Whitehall	14.40
Klent & Proce, Muskegon	15.45
Muskegon Candy & Supply Co., Muskegon	44.00
Union Match Co., Minneapolis	17.28
I. Van Westenbrugge, Grand Rapids	8.40
Glidden Nut Butter Co., Chicago	11.70
E. Storeh, Muskegon	5.25
Harry Meyer, Grand Rapids	7.48
Wetzel Bros. Ptg. Co., Milwaukee	17.50
Bottling & Beverage Co., Muskegon	11.50
M. Piowaty & Sons, South Bend	16.39
Peoples Milling Co., Muskegon	22.34
National Grocer Co., G. R.	431.15
Beidern Bros., Inc., Chicago	124.90
Independent Packing Co., Chicago	24.45
Day, Bergwall Co., Milwaukee	7.35
C. Benson, Chicago	40.00
B. Westergaard & Co., Brooklyn	30.00
Piowaty Muskegon Co., Muskegon	43.06
White Lake Creamery, Montague	90.02
Grand Rapids Grocer Co., G. R.	117.00
Chas. Ohrenberger, Montague	11.34
Quackenbush Baking Co., Whitehall	324.00
Jim Farrell, Whitehall	200.00

Gust Edlund, Whitehall	33.00
Paul Campbell, Whitehall	940.00
Gustaf Alstedt, Whitehall	200.00
State Bank of Whitehall	400.00

Aug. 21. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of William H. Redding, Bankrupt No. 2329. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a retail grocer. The schedules filed list assets of \$440.55, of which \$285.00 is claimed as exempt to the bankrupt, with liabilities in the sum of \$899.60. The court has written for funds and upon the arrival of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

City of Grand Rapids	5.00
Lewellyn & Co., Grand Rapids	108.23
L. & L. Jenison Co., Jenison	5.04
Specialty Candy Co., G. R.	7.50
Menno Hunsberger, Grand Rapids	5.00
Tunis Johnson Cigar Co., G. R.	22.75
Smith Extract Co., Grand Rapids	2.20
Vanden Berge Cigar Co., G. R.	45.21
Henry Freudenberg, G. R.	5.31
Worden Grocer Co., G. R.	39.43
Ellis Bros. Co., Grand Rapids	37.15
National Grocer Co., G. R.	48.19
Rysdale Candy Co., Grand Rapids	71.59
M. J. Dark & Son, Grand Rapids	11.80
Katz Market Co., Grand Rapids	7.24
McCarty Candy Co., Grand Rapids	6.21
Vinkemulder Co., Grand Rapids	5.15
Anderson Bros., Grand Rapids	5.40
Valley City Milling Co., G. R.	7.51
C. J. Witkop, Grand Rapids	21.49
Ferris Coffee House, Grand Rapids	19.11
Swift & Co., Grand Rapids	28.83
Hekman Biscuit Co., Grand Rapids	47.41
Woodhouse Co., Grand Rapids	121.79
Wilson & Co., Grand Rapids	5.05
Abe Scheffman, Grand Rapids	9.91
Samuel Meretsky, Grand Rapids	25.00
Butterworth Hospital, G. R.	74.50
Dr. G. L. Mc Bride, Grand Rapids	100.00

Aug. 22. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John Scott, Bankrupt No. 2331. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Petoskey. The occupation of the bankrupt is not noted on the schedules. The assets of the party are scheduled at \$20,580, of which \$2,040 is claimed as exempt to the bankrupt, with liabilities of \$18,739.93. The first meeting of creditors has been called for Sept. 13. A list of the creditors of the bankrupt is as follows:

Chillion L. Smith, Petoskey	300.00
Bank of Elmira	4500.00
Roscoe Mackay, East Jordan	800.00
Peoples Bank, Boyne City	4500.00
First National Bank Boyne City	3000.00
Henry Wood, Charlevoix	786.00
Ford Implement Co., Gaylord	365.00
Stanley Polus, Elmira	25.00
Weaver Hardware Co., Elmira	325.60
Joe Krunk, Elmira	16.00
Northern Auto Co., East Jordan	290.00
Herman Myers, Boyne Falls	250.00
Boyne Falls Bank Boyne Falls	151.93
Herman Jaffe, Boyne Falls	100.00
Grobowski Bros., Boyne Falls	325.00
J. H. Parker, Boyne City	193.00
N. J. Rovik, Boyne City	63.00
W. P. Triplett, Boyne City	16.00
W. M. Healy, Boyne City	25.00
Harry Sayles, Boyne City	30.00
Atwood Schaeffer, Boyne City	425.00
John Getty, Boyne City	105.00
Boyne City Hdwe. Co., Boyne City	155.00
J. M. Harris, Boyne City	8.00
John Major, Boyne City	364.00
Heaton & Hooper, Boyne City	500.00
Bremeyer & Bain, Petoskey	66.00
S. C. Smith, Petoskey	1009.01
Earl Stafford, Boyne City	47.00

Aug. 24. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John W. Teets, Bankrupt No. 2334. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a workman by occupation. The schedules filed list assets of \$185, of which \$150 is claimed as exempt to the bankrupt, with liabilities of \$1,628.05. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Carrie Schumann, Grand Rapids	\$889.00
Industrial Mortgage & Investment Co., Grand Rapids	50.00
Standard Auto Co., Grand Rapids	11.70
Leo J. O'Riley, Grand Rapids	175.00
M. R. Rubber Co., Grand Rapids	10.65
Reliable Clothing Co., G. R.	11.00
Moon Lake Ice Co., G. R.	7.41
S. B. Thomas, Grand Rapids	116.10
Ruggles & Pease, Grand Rapids	9.00
Automobile Tire Co., G. R.	31.50
Tennis Transfer, Grand Rapids	8.70
Amon Coal Co., Grand Rapids	9.00
Mary Connell, Grand Rapids	44.60
Leo Babcock, Grand Rapids	100.00
Earl J. Lassing, Grand Rapids	88.00
O'Brien Bros., Grand Rapids	25.00
Fred Chattam, Detroit	42.00

Remember, the greatest of buildings rise only one brick or one beam at a time.

Essential Features of the Grocery Staples.

Sugar—An improvement in the demand for refined sugar Tuesday was said to have caught some of the refiners very short of raws, and none with anything to speak of. There is consequently a considerable buying interest displayed and, with offerings on a small scale, everything available on a basis of 4¼c cost and freight is quickly absorbed. Wednesday the New York refiners advance their quotation on granulated ¼c—from 8½c to 8¾c—in consequence of which local jobbers increased their price from 8¼c to 8½c.

Tea—There is a good run of orders from the country for all descriptions of black teas and a fair demand for greens, but there are no special developments, the trade seeming to be awaiting advices from primary markets.

Coffee—The local market remains quiet for the most part. It is so narrow that orders either way readily influence prices.

Canned Fruits—Neither in spot nor future California fruits is there being displayed any notable degree of interest. Perhaps goods in the latter position would get some attention if packers would modify their views on prices, but that they have consistently refused to do up to the present time. Spot goods are feeling the competition of abundant and relatively cheap fresh fruits, and even pineapple is reported to be a slow seller at present.

Dried Fruits—Prunes are in decidedly better shape than they were as late as ten days ago. While details are lacking, there is little doubt that a very considerable part of consigned stocks have been taken out of this market, either by consignments or actual sales to Europe and interior distributing points in this country. Also some spot stocks in other hands, particularly of Oregon, have been cleaned up. Local jobbers are manifesting little or no interest in prunes on the spot or for shipment from the Coast out of old or new crops, but nevertheless the market appears to have a better tone than has been evident for a long time past. Buyers are not satisfied apparently that apricots are as low as they might be, and while they may act upon the brokers' suggestion to make bids, are placing no orders. On the other hand, Coast interests are showing stubborn resistance to efforts making to bring about a further decline. Raisin people assert that business is very satisfactory on good orders from wholesale and bakers' supply houses, which have resulted in a material reduction of spot stocks. Future currants have lost much of the firmness induced by labor troubles in Greece, since the strike which threatened to seriously interfere with shipments is now reported to be ending, if not actually called off. Moreover, reports have been received from unofficial quarters in Patras that the retention is to be the smallest in years, probably not over 15 per cent., owing to the great damage done to the crop by rains.

Canned Vegetables—Peas and corn are admittedly scarce in both first and

second hands, the former being the subject of very much more attention than the latter. Doleful reports from packing centers in all parts of the country concerning canning crops and predictions of very short packs based thereon fail to stimulate buying interest in futures. Thus a unanimous conclusion arrived at by Southern packers, as disclosed in advices to brokers and literature sent broadcast by members of the canning industry, including the most responsible, fail to all outward appearances to convince buyers that they will not be able to get all the tomatoes they want whenever they want them, and on terms more favorable to themselves than those that are now being offered. Yet statements made by reliable authorities, including brokers who have made personal investigations of crop conditions in Maryland and Delaware, are all of the same tenor; that is, unless the weather is unusually propitious during September and October the pack of good standard tomatoes promises to be a very short one. Similar reports are made concerning corn, and upstate they talk of an impending failure of refugee bean pack, that crop having been further endangered by the late cold weather, which in some districts was accompanied by light frosts.

Canned Fish—While buyers are waiting for the prices on Alaska salmon to be announced by the Association probably late this week, or possibly not until after labor day—some of the independent packers who a while ago put out prices that made apparently no appeal to buyers, have cut them 5c a dozen, or to \$2.20 for red and \$1.20 for pinks, without any more gratifying results. The spot market for all kinds of salmon is very quiet and somewhat unsettled, even fancy Chinook failing to get much attention, notwithstanding reports from Columbia river packers of a very poor fishing season. Tuna fish seems to have been completed by the big packers at least, and to their full satisfaction. It is now understood that they will make no further offerings until their pack is finished.

Nuts—There is little going on in this market, although trade on the whole is perhaps as good as the average for this time of the year. There are persistent reports that Brazil nuts are to be much higher, but buyers do not seem to be impressed by them.

New Type of Deerskin Glove.

A glove of deerskin, for men, is one of the latest and best selling novelties of a large manufacturer. The leather resembles pigskin in its color, a dark cream, and soft texture, but has not the objectionable feature characteristic of the latter, the bristles which it was impossible to remove entirely. The deerskin is in reality the same as buckskin, but is tanned like cape leather with the grain side out. Another desirable feature is that it can easily be washed. The glove has a very smart appearance and is finding great favor with exclusive haberdashers. It retails at about \$5. The staple capes, mochas, and buckskins, it is said are selling well.

Review of the Produce Market.

Apples—Wealthy's, Transparents, Duchess and Red Astrachans, bring \$1 per bu.

Bananas—9c per lb.

Beets—\$1 per bu.

Blackberries—\$2.50 per crate of 16 qts.

Butter—Local jobbers hold extra at 43c in 63 lb. tubs; fancy in 30 lb. tubs, 45c; prints, 45c. They pay 25c for packing stock.

Cabbage—\$1.40 per bu. for home grown.

Carrots—\$1 per bu.

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—Local jobbers pay 28c 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

Grapes—California Tokay, \$4.25 per 4 basket crate; California Malaga, \$3.25 per crate; 4 lb. basket of blue varieties, \$3 per doz.; 7 lb. basket ditto, 38c per basket.

Green Beans—\$1.50 per bu. for either string or butter.

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

Green Peas—\$3 per hamper.

Honey—26c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

Colorado Iceberg, per crate	---\$6.00
Home grown head, per box	--- 1.50
Leaf, per bu.	----- 1.00

Lemons—The market is now on the following basis:

300 Sunkist	-----	\$11.00
300 Red Ball	-----	10.50
360 Red Ball	-----	9.50

Musk Melons—Osage sell as follows:

11 x 11	-----	\$1.75
12 x 12	-----	2.00
14 x 14	-----	2.25
Honey Dew	-----	3.25

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

100	-----	\$6.00
126	-----	6.50
150, 176, 200	-----	6.50
216	-----	6.00
252	-----	6.00
288	-----	5.50

Peaches—\$3@3.50 per bu. for home grown **Yellow St. Johns**.

Pears—Sugar, \$2 per bu.; Bartlett, \$3.50.

Onions—Spanish, \$2 per crate; Walla Walla, \$4 per 100 lb. bag.

Plums—\$3 per bu. for Bradshaw; \$2.50 per bu. for Lombard.

Potatoes—Virginias are now selling \$6 for 11 peck barrel; home grown; \$1.50 per bu.

Parsley—50c per doz. bunches.

Peppers—Home grown, \$2 per bu.

Pickling Stock—Cukes, 20c per 100; white onions, \$1.60 per 20 lb. box.

Poultry—Local buyers now pay as follows for live:

Light fowls	-----	14c
Heavy fowls	-----	20c
Broilers, 2 lbs.	-----	26c

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 60c; \$1.25 per ½ bu. basket.

Turnips—New, 50c per doz. bunches.

Watermelons—50@75c each for either Georgia or Florida.

Whortleberries—\$3 per 16 qt. crate.

Higher Prices Due for Wheat.

Written for the Tradesman.
Futures have advanced approximately 5c per bushel during the past two weeks; cash, on the other hand, has advanced 10c for the choicer grades. This advance, however, has been scored a little early to develop confidence on the part of the trade, as the lowest prices have generally prevailed during the period when the visible supply is the greatest, which is generally during August and September when the full weight of soft, hard winter wheat and spring wheat crops are felt during the height of their movement.

While wheat is sold under cost of production, the export demand is still light and it would appear inadvisable to purchase for too distant shipment just at this time.

If, however, the market should react 10c per bushel or get back to the low point for the crop year, heavy buying is advisable and undoubtedly would prove very profitable.

Indications are that wheat will bring considerably better prices later in the year after the weight of the early movement of the crop is over. At present prices, it appears advisable to buy rather conservatively. However, within thirty days, the complete story of production for this crop year will be known and traders will be in position to judge more accurately as to what action is best to take with reference to purchases of both wheat and flour.

There is a considerable quantity of inferior wheat this year, particularly in the Southwest; consequently choice grades are bringing rather sharp premiums.
Lloyd E. Smith.

Adulteration of Platinum.

Concerning assertions that platinum jewelry is being put on the market in an adulterated state, reports have been received of the assays made of five alleged platinum mountings at the instance of an executive of the Illinois Retail Jewelers' Association. Each of these mountings was purchased in a different place, and all of them showed palladium, gold and silver used with the platinum. The actual platinum content of the first mounting was 17.4 per cent. The second contained 19.8 per cent. platinum; the third, 26.9 per cent.; the fourth, 19 per cent. and the fifth, 14.2 per cent. All of the mountings were purchased from small jobbing houses, and each was represented as containing 90 per cent. platinum.

When you get a sale all made but taking the money or charging the account don't make any mistake then and lose the profit.

Make the Customer Glad He Came In

It costs you money to get a customer into the store—for lawdy's sake make him glad he's there when he comes. Some folks will ask how comes that statement that it costs a retailer money to get a customer to enter his store—he does not give a customer anything for coming? Correct—he doesn't pay a customer a cent for making the trip.

But he pays rent, light, clerk hire and a dozen other bills to provide a set-up to encourage the customer to come and spend his money with him instead of with some one else.

If he didn't lay out this money—provide this set-up—the customer wouldn't come.

If his daily expenses for all the things enumerated are, say \$25 and 200 customers enter his store in a single day, each customer costs him twelve and one-half cents.

If only 100 came in, each has cost him an average of 25 cents.

The fewer who come into the store the higher the cost per capita, and the more that come in the lower per capita cost.

Like the air we breathe, the overhead is always with us and we cannot escape it any more than we can escape death.

The Big Idea being to get folks to come in, so as to lower the overhead average per customer, the merchant on his toes for business will take large pains to see that none who comes in is sorry for his coming and through neglect, inattention, discourtesy or other cause is persuaded to leave feeling aggrieved.

Some retailers with fine merchandising sense have solved this problem; some haven't.

There is a certain western hardware dealer who has solved it beautifully, and who prospers in proportion to the friendly service rendered, affirming that it pays. At one end of this man's store, he has built an office on a mezzanine floor overlooking every section of the store.

Sitting at his desk in this mezzanine, he is in constant touch with everything that goes on below.

If a customer is observed standing about like a neglected wall flower, he touches a buzzer connected with the nearest unoccupied clerk and gets him on the job immediately.

Prompt service is his big idea of satisfactory service—folks who have to wait may change their minds and leave.

If a customer is petulant, displeased complaining, and the clerk waiting on him is apparently not succeeding in adjusting the difference to his complete satisfaction, from his post of observation the merchant is able to perceive that fact and see that the store manager or some one else competent to handle the situation is sent to the counter at once—in this store satisfaction is guaranteed and the customer always right. There must be no friction with customers. The store wants the customer to come back—wants him to feel that it is a friendly place to buy anything he needs—no fuss, no trouble, no question about adjustments when needed.

Which, brother, is sound business psychology, whether the customer is all wool or just a simple chronic crank with a nerve of brass and a mind of pin-wheels.

If after making a purchase, a customer asks credit—is unknown to the clerk—may be a Government employe strapped until next pay day—quietly, unobtrusively, the boss is advised.

He looks him over, consults his credit records, asks a few simple questions, and okays the request if it looks good to him.

He can only sting him for one small bill of goods—he can take a chance. If he doesn't pay, he cannot get any more—invariably he pays. The store has lost relatively little through this form of customer courtesy.

If one of the clerks goes asleep on the job and neglects to keep the counters and tables in the center of the store clean and well trimmed, a buzzer from the mezzanine wakes him up quickly and gets him moving. The store must be spic and span at all times—all alibis, excuses and stalls being contraband and not accepted.

When the boss is on his toes, watching every minute everything that goes on, business is bound to move smoothly and the good-will of every man, woman and child who enters the door conserved and the store assured that they will come back.

It costs money to get a customer into the store—for his sake and your own, try to make him glad he is there—it pays.

Satisfaction For Everybody.

A very angry Detroit man entered his lawyer's office and made known the fact that he had called upon a debtor and asked him to pay a bill of two dollars and seventy-five cents, but had been abused for his pains. Now, he wanted the lawyer to take steps to collect the account.

The attorney demurred. He pointed out that the bill was for so small an amount that it would cost the whole sum to collect it.

"I don't care," said the angry man, "I don't care if I ever get a cent, so long as that fellow has to pay it!"

Whereupon the lawyer wrote the debtor a letter, and in a day or two the latter appeared in high dudgeon. He did not owe any two dollars and seventy-five cents and he would not pay.

"Very well," said the lawyer, "then my instructions are to sue. But I should hardly think it would pay you to stand a suit for so small a sum."

"Who will get the money if I pay it?" demanded the man.

The lawyer was obliged to confess that he himself would.

"In that case, I'll pay," said the debtor. "If Jones isn't going to get it, I am perfectly willing to settle."

Who Wouldn't?

"I shall have to give you ten days or \$20," said the judge.

"I'll take the \$20, judge," said the prisoner.



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



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 inducing his customers to

"PRESERVE THE FRUIT".

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

Facts Gleaned in the Seed Business.

If the roots of French endive are buried in sawdust under the greenhouse benches there will be no waste in trimming from earth stain. Apparently the sawdust is stainless and the sprouts come out beautifully without waste.

Sometimes the tomato vines and pepper bushes are full of half-ripe fruit when frost is due. By pulling the plants and hanging them up by the roots in a cool cellar the green fruit will mature. My latest date for tomato was January 3rd and they tasted at least as good as the southern grown does at that time of year.

It is highly important that some seeds germinate as early as possible in order that the crop may fully mature before frost. If radish is sown in the same trench with salsify or parsnip, the latter are greatly aided to come through, particularly if a rain has beaten the ground down before the seeds have had time to come up. The radish lifts the lid so to speak. Radish and lettuce are also a good combination, more especially as a time-saver, as the lettuce is only getting a good start when the early radishes, which should be used, are pulled and eaten. If a good sprinkling of tobacco dust is first sown in the trench and the seed put into that, root maggot is repelled as well as root aphid, the latter being apt to infest the lettuce.

There may still be some sections of the country where it is unnecessary to spray potatoes for anything but the Colorado potato beetle. If a row is left every rod and planted two or three weeks later this row will be younger growth than the rest of the field and beetles will concentrate there and only one row needs spraying instead of five or six. Lima beans can be made a profitable crop if they get an early start. Opening a trench the day before planting, say four inches deep, and planting the beans, eye down, just under the surface, will enable planting two weeks sooner as the ground warms near the surface first and then when the plants permit, the trenches are filled and the roots are down where they belong and the tops are all up. Pole limas can be profitably started in the hot-beds in pots, a start of a month adding greatly to the yield.

To fertilize intelligently one must keep two things in mind, the effects of the chemicals used and the needs of the plant.

In general, nitrogen or ammonia produces the leaves and stalks, potash makes the root and toughens the stalks and phosphorus produces the seed or fruit, more properly speaking. But we must also bear in mind that some plants produce their crops the first season and others the next. It is therefore unprofitable and unsatisfactory to fertilize peonies before they flower in the spring, because they are making the flower buds the previous summer, and it is during the summer that such plants should be fertilized. If all plant growth is studied and then fertilized accordingly, much better results will be obtained at less cost.

It is quite remarkable how an excess of nitrogen in the soil which will produce abundant leaf crops and empty pear pods or marbles instead of potatoes. You can turn the tables by a sufficient addition of phosphorus and potash. These seem to over-balance the excess of nitrogen and instead of what would seem to be making the soil too rich is really taming down. One point in the whole field of fertilizing that has not been well worked out is how much fertilizer a plant can really absorb. More would be more or less of a waste.

There are a few things that might be here recorded, but they should be taken for what they may be worth. It will be easy to prove their correctness. The so-called moth balls are said to repel the cucumber and squash beetles, if one or two are put in each hill. Bone meal, dusted on the leaves, I know, will do it, until washed off. An onion set, alternated with an aster plant is said to repel the black aster beetles.

Digging borers out of peach, plum and cherry trees is a tedious job. A very much simpler and quite as effective a way has been found that will do less injury to the tree. By putting a few drops of aqua ammonia on a bit of cotton and inserting it into the opening, the borer has made, as evidenced by the gum around the wound. The ammonian will evaporate and suffocate the pest without injury to the tree. If the gum appears again, it is a sign that the borer was not reached and another application is necessary. But if it is thoroughly done, one application is effective.

In the above there is probably something for everybody to follow with profit. Some of it may be suitable only for my particular locality, but it all impresses me with the great fact that many people are gardening with brains and new things and new ways of doing things are constantly coming to light and it is showing the true gardening spirit to pass on discoveries, that others may profit by them—a spirit sadly lacking in almost every other line of human endeavor.

C. E. Kendel.

Interest in Silk Gloves.

Among the few Spring lines in which any great interest has been shown is that of silk gloves, according to a leading manufacturer. Buyers apparently feel that last season's demand will be repeated and are taking no chances on a shortage of merchandise and on late deliveries. Some preference for the longer gloves is indicated, although varied sleeve styles will insure a demand for practically every length. The fancy lines are said to be bigger than ever before, and embroideries, laces, cut-out and hand-painted effects will be shown in more artistic combinations than ever. Prices are stable, being about the same as the closing prices in the Spring.

There may be players who put up a better game when they are angry, but it does not work that way with most of us.

Michigan State Fair

THE NATION'S
GREATEST SHOW

THE PROMOTION of agriculture, which means certain increase in profits for the farmer, is the big idea back of the Michigan State Fair.

This great exposition is the clearing house of agricultural knowledge. Here the state and federal governments, agricultural institutions, practical farmers display their latest discoveries.

The great yearly growth of the fair during its 74 years of life is powerful testimony to its value as an educational institution.

\$50,000 FREE SHOWS

This year will see probably the greatest program of entertainment ever witnessed.

A \$50,000 FREE ATTRACTION scheduled is one of the "eye openers."

Auto races and horse races. The world's greatest trotter, Peter Manning.

Two stupendous fireworks spectacles, "The Burning of Smyrna" and "India," Educational and inspiring!

Ballonists will race from the clouds in parachutes. Every dive a thrill.

Three famous bands and many other big acts.

Many Other Features

Police dogs running down "criminals" will be one of the startling features of the all-breed dog show.

The lectures at the art exhibit will tell you how to make your home and yard beautiful. There you will see how artists work from living models in their studios.

Twenty great shows on the "Midway." Clean, attractive and packed full of fun.

And scores of other activities, any one of which is worth coming many miles to see.

At DETROIT
August 31 to September 9

WHY WE BALK.

Shortly after the Kaiser's war this country was shocked to learn, from authoritative sources, that many, many thousands of the young men, when summoned to defend their country, had proved to be rather dumb. Some, it seemed, couldn't read or write. Others, it was shown by statistical charts, were capable of about one idea in twenty-four hours, weather permitting.

Made bolder by the interest which these statements aroused, other investigators presented additional facts. It seemed that in addition to the illiterates, and the ultra stupid, there were others who could carry out only very simple orders if issued in words of one syllable, in a loud voice. Matters went on from bad to worse, and eventually it developed that there were morons abroad in the land.

More education and better education, cried those who felt that something ought to be done about it. But what? More and more of these tragic charts continued to appear with increasingly distressing averages. Thousands of size 7 straw hats, it seemed, were shading eight-year-old intelligences.

The climax was reached when Dr. R. B. Von Klein Smid, President of the University of Southern California declared in an address at Los Angeles recently that 96 per cent of the people of the United States are below the accepted standard of intelligence! When it was only a few hundred thousand it seemed worth while to take up the task. Even when it threatened to become a million we did not lose hope. But at 96,000,000 we balk. Wouldn't it be better to change "the accepted standard" than to struggle against such an unwieldy mass as that? Suppose the 96,000,000 resented it. Then where would we be?

SITUATION IN WOOLENS.

A week from Tuesday the auction sale at London of Colonial wools will be resumed. The consignments for the series consist of 230,000 bales, of which 70,000 are the Bawra pooled stock. While there appear to be differences of opinion in the trade as to whether the coming sales will show recessions in price or not, no one has ventured to predict that advances will be shown. The general impression seems to be that wool prices have reached their peaks. In this country trading in wool lately has been reduced in volume. Prices, moreover, have shown a disposition to soften, and the market generally is regarded as one favoring buyers rather than sellers. Under the circumstances the general disposition of the mills is not to load up with an accumulation of raw materials. The goods market remains dull so far as men's wear fabrics are concerned, but salesmen on the road expect improvement before long. The mills, fortunately, have enough heavyweight season orders on hand to keep them busy until the cutters are able to size up the clothing situation. A few

more openings of Spring goods were had during the past week and showings were also made of imported fabrics. The women's wear end of the trade keeps up well, although the openings for Spring of some of the finer fabrics are still to take place. Delay in these instances will do no harm because the mills can rely on a steady call for their productions.

ENGLAND'S SHAME.

The letter from John I. Gibson, written from Belfast, Ireland, and published elsewhere in this week's Tradesman, will be read with great interest and satisfaction by those Americans who are pained beyond measure over the unfortunate position England has assumed toward France since the latter invaded and took possession of the Ruhr district.

Mr. Gibson was born in Belfast and has always upheld England in every world wide accomplishment she has taken heretofore, but he is dumfounded over her action in the Ruhr matter, as is every other friend of England, who is dismayed over her placing the "jingling of the guinea" ahead of statesmanship and world justice. Her refusal to remain steadfast to France in her determination to reap the rewards of her victory over the cohorts of lust and greed are deplored by every American who loves liberty and hates oppression and brutality.

Mr. Gibson has done credit to his American citizenship in condemning England for her duplicity and unfairness in forsaking the nation which assisted her in preventing Britain from being blotted off the map of Europe.

DO IT RIGHT.

The every-day American has a natural propensity to tinker. It is manifest in everything he undertakes from legislation to the replacing of a door knob. Let anything get out of kilter and he at once figures out some fantastic way to set it right, usually consuming more time and energy in accomplishing his purpose than it would take to do it right in the first place. If markets become unbalanced through the working of economic laws, he rushes at once to the legislature; if a fuse blows, he plugs the block with a penny; if a button comes off his pants, he uses a nail. Anything to get immediate results.

A recent Illinois fire was traced to the action of an elevator foreman trying to correct some defect in an outside underground gasoline supply tank by placing a can of gasoline under the engine where the pump could get quick action out of it. This worked all right until the engine got balky, and then the spark plug was removed to learn if it was working. It was. Gasoline was spilled on the cylinder, and the fire-works began. The tank underneath the engine did not explode, but it furnished a lot of excitement for a while.

NOW AND A YEAR AGO.

Although business was not nearly so good a year ago as it is at present, sentiment at that time was better than it is at present. The trend then was definitely upward; it is now uncertain. Under present methods of conducting business, manufacturers and distributors are always in a position where they will gain by a rise in prices and lose by a decline. In other words, business must carry a speculative burden if production and distribution are to go ahead. When higher prices are in prospect it is easy enough to find individuals willing to carry this speculation, but when the future course of prices is doubtful or a downward movement is under way it becomes difficult to arrange the financing of complicated and long-drawn out production. Too much risk is involved; new enterprises and expansion are checked; business activity is slowed down, and sentiment becomes less optimistic. That is why sentiment to-day is less cheerful than it was a year ago, notwithstanding the fact that current business, according to available trade statistics, is better now than it was then.

NOT CONSISTENT.

England entered into the kaiser's war with a great show of horror over the manner in which Germany repudiated her treaty agreement to preserve the integrity of Belgium.

Now England is repudiating her own signature to the treaty of Versailles by encouraging Germany to violate the treaty and refusing to support France in her determination to carry the treaty into execution.

England has placed herself in an inconsistent attitude many times in the past, but never under more disastrous consequences than in the present case, because she alone is responsible for the defiant and brutal attitude of Germany in refusing to keep her agreement. Germany has never been regarded as an honorable nation and her word has never been regarded as good by her sister nations, which is all the more reason why England should stand shoulder to shoulder with France in insisting on the just conditions of the Versailles treaty being executed.

PLAYING A WAITING GAME.

There are still those who believe in a quick transition to great activity in business, but their number is lessening perceptibly. All the indications are for a continuing demand for goods, with the volume of sales varying in accord with the public buying. That was the case last week, when quite a large number of buyers from out of town came to this city. They are looking after Fall goods and also putting in orders for the holiday trade which is to follow. From now on until the middle of next month many more are expected to show up here in order to fill in the stocks, which they have been ordering sparingly and tentatively for the purpose of feeling the public demand. That the sum total of the purchases for the season will be

quite large continues to be the opinion of both buyers and sellers alike. This being conceded, some of the latter are inclined to be a little critical of the caution which the former display. Others, however, console themselves with the reflection that what they do sell under the circumstances remains sold and does not come back to them. In the primary markets there is a repetition of these conditions, but with more reason. Fall requirements which concern retailers are easily determined and the price element, so far as that season is concerned, is pretty well established. But there is something of a hazard yet as to levels of value for next year, to say nothing of the factors that will then affect consumer buying. To postpone tackling this problem as long as possible does not appear illogical or unwise.

Considerations of this kind are governing in the business which is passing in the primary markets. Commitments are entered into sparingly, there being no disposition to tie up capital any more than is absolutely needed. Just as the Fall season of buying was kept back until the results of the Summer sales at retail were fairly well indicated, so the purchasing for Spring is being withheld while a line is gained on what consumers are to do for the Fall. While it seems to be conceded that Spring prices for many articles must be higher in order to take care of advanced costs for raw materials and labor, it is by no means yet settled that they can be put over. Should the public show signs of rebellion, it may be found necessary to reduce the prices in order to get any large volume of sales. On the other hand should there be any marked recession in the cost of raw materials, such as cotton, wool and silk, by the time the finished products are ready for the consumer the latter may expect to get the benefits of the reductions, no matter what prices the producers paid for supplies. Should there be any lowering of the raw material prices within a reasonable time, moreover, producers would like to take advantage of it themselves. They are reasonably well assured that prices will not go higher and that they are not likely, therefore, to lose if they play a waiting game. So the conditions all favor a rather long-drawn out period of purchasing.

When Love Says "Don't."

Don't mail that sarcastic, bitter letter which you wrote in an angry mood and which gave you a feeling of spiteful satisfaction because you thought you had done a smart thing and were going to "get square" with someone who had insulted or injured you—burn it. There is a better way, love's way. Try it.

Don't say the mean thing you have been planning to say to someone you think has been mean to you. Instead, give him the love thought, the magnanimous thought. Say to yourself: "He is my brother. No matter what he has done, I can't be mean to him. I must show my friendliness, my magnanimity to my brother."

Sell Semdac Mops in Warm Weather

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

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

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

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

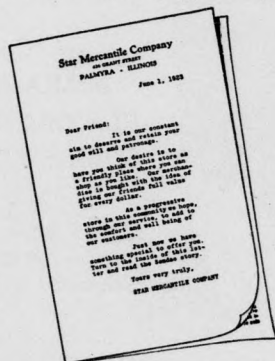
A Special Offer from the Standard Oil Company (Indiana)

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

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

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

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



Free Advertising Over Your Name

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

Michigan Branches at Detroit, Saginaw, Grand Rapids

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

STANDARD OIL COMPANY

(Indiana)

910 South Michigan Avenue

Chicago, Illinois.



Plan Whereby Sales of Shoes Might Be Increased.

Retailing shoes for profit is a good subject to talk on, but it is a different story when you have to get the profit.

The report issued by the secretary of the Department of Commerce relating to shoe production and consumption during the past thirty-five years is a knockout. It shows that contrary to the general idea there has been no increase in the per capita shoe consumption, regardless of the fact that shoes have been fancy. It gives men's per capita consumption as 1.71 pairs, women's per capita consumption as 2.80 pairs, under fifteen years consumption as 1.97 pairs.

While the shoe consumption has not increased, the American system of shoe manufacturing has been perfected so that it is acknowledged to be the best in the world; producing beautiful styles and well made quality shoes, but at the present time has an over capacity of two hundred million pairs or more annually.

This report from the department at Washington is a good thing, it is an eye opener, it focused attention upon a situation that very few realized existed. The trade press has already taken up the issue and is beginning to agitate the question of how to sell more shoes and increase the per capita consumption. These are all very proper moves at the present time, but underlying all of this agitation must be a principle or plan that is sound from the standpoint of the manufacturer, retailer, and consumer. I believe that the plan of "Proper Shoes for the Occasion" is the only one.

Frank B. King, ex-president of the National Shoe Travelers Association, and a prominent shoe man, has for many years advocated the selling of "Shoes for the Occasion." I have always been an enthusiastic advocate of this plan. I have talked it until I was blue in the face, and in most cases received very little consideration. The plan always seemed entirely too far away for the average man to grasp; but to-day, with the necessity confronting everyone in the game, it is being received with more favor and consideration.

The first idea of the plan is to create an opportunity to sell each of your customers one or more extra pairs every year from a correct attire standpoint, which is very simple. It means the selling of appropriate shoes for street and business wear, the proper shoe for semi-dress, evening shoes for evening wear, dancing shoes for dancing, white and sport

shoes for mid-summer wear, golf shoes for golfing, and so on down the list, with the proper accessories such as light weight hosiery, wool hosiery, spats and goloshes; all in their proper relation and proportion to a correct dress scheme.

It is an in-born ambition for the average woman and man to appear to her or his best advantage in a correct dress way, but in too many cases there is too much hit and miss selling where both parties, buyer and seller, are not correctly informed as to what is just the proper thing for the occasion.

A well thought out, constructive plan by the trade's ablest stylists compiled on charts for distribution and displayed by the dealer for himself and his salesmen as well as his customers to study and get the correct viewpoint of "The proper shoe or accessory for the occasion," to my mind is the only method that will stand national publicity and be a constructive factor for increasing the per capita consumption.

I firmly believe the trade as a whole is ready for such a move. The manufacturer would co-operate with the dealers in a properly financed national educational campaign to present to the consumer in the most efficient way the proper shoes to buy for the occasion.

Not long ago we read where the tanners were coming out with a campaign that will cost two million dollars, advertising their leather and stressing the value of good all leather footwear. There are many other lines where the articles manufactured are first essentials and then coupled with style the same as shoes, which by a national organized effort through publicity have doubled and trebled the per capita consumption of their products. Such lines as hosiery, ready-to-wear and knit-wear are in this list. You can pick up a fashion book of any issue, a newspaper in any city and in it you will find notes regarding their styles, and so forth. The shoe business as a whole should follow this same successful plan.

We will assume for a moment that a plan of this kind brings one pair per capita increase in Duluth, a city of 100,000 people, at an average price of \$5.00 per pair; the newly created business would be \$500,000.00. In Minneapolis it would run over \$2,000,000 annually. It may seem like a dream but it has been accomplished in other lines, why is it not possible in shoes? Who can tell but that the plan might boost it to two extra pairs?

I can remember distinctly at a banquet in Detroit, many years ago

Herold-Bertsch Shoes

Michigan  Made



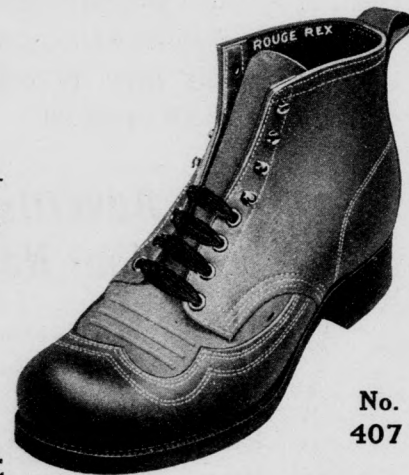
Stands the Barnyard Acids

Among the hardest tests of a service shoe are the destructive barnyard acids. Thousands of Michigan shoe dealers satisfy their farmer customers by selling them the H-B Hard Pan chocolate numbers, the uppers of which are specially retanned to resist these acids. Check up your stock of Hard Pans (they wear like iron) and order now what you'll need for a complete assortment.

HEROLD-BERTSCH SHOE COMPANY
GRAND RAPIDS

You Will More Securely Make the Grades of Business by Stocking HIRTH-KRAUSE Shoes

ROUGE
—
REX
HI KR
RUTH



MORE
MILEAGE
PLAYMATE
SURE-SNUG

No.
407

BECAUSE

They Have Instant Business Acceleration
They Have Prompt "Pick Up" in Sizing in
They Are Grief Defying and Style Expressing
They Hold the Road, and Insure Pride of Ownership
They Have a Pull of Sale in High Gear on the Steepest Hill of Competition Without Any Labor or Noises of Dissatisfaction.

Climb in now. Let us demonstrate to you what good travelers they are.



HIRTH-KRAUSE CO.

From Hide to you.

Shoe Mfgs. and Tanners Grand Rapids, Mich.

where the statement was made by one of the speakers that if the automobile business continued at that present rate it would bankrupt the country by its extravagance. Another speaker took exception by stating the contrary, he said it would build a city of one million people out of old Detroit and that the country would absorb the product with prosperity. To-day Detroit has a million people and who will say that the nation would want to get along without automobiles.

The last statement shows that pessimism is not a builder of new business. When it is apparent that a condition can be improved, it becomes the duty of optimism to put it over, the same as in Detroit.

It certainly must be evident to everyone in the trade that the time is ripe and that the opportunity is here that we come together and plan for the future welfare of the business as a whole. There are state associations as well as a National retail association and a national manufacturers' association, all of them interested in increasing the pairage of shoes and at the same time correct or eliminate some of the barriers that stand in the way of its progress.

The world's largest department store in Chicago has sold merchandise from a correct wear standpoint for many years. They try to make all sales fit the occasion with a result that there is no one who can question the success of this well developed plan. Their customers are so confident that the purchases made are right that they walk away from the store with a feeling of pride and self satisfaction that they are correctly attired.

We have all witnessed the tremendous sale of goloshes during the winter months, particularly in the northern section and at one time it extended fairly well south. In many instances goloshes have practically taken the place of leather footwear during the season. Goloshes are necessary for certain occasions and belong in the scheme of footwear from a utility standpoint to be worn during extreme weather and heavy snows. But from a style standpoint the quantities sold have been a step backwards, because they cover the foot completely and thereby destroy the incentive in the consumer for more pretty shoes. The retailer knows better than anyone else the profit he makes from this end of the business. We receive many letters in the mid-winter months from dealers asking us to extend time for the payment of their bills on the claim that their customers are all wearing goloshes and that there is no shoe business, and upon investigation we find a similar condition with other manufacturers and wholesalers. Why not give the customer another viewpoint?

Wool hosiery and spats belong to the proper scheme of dress, have always been accepted so by the style authorities, they keep the shoe open to view, are attractive and practical from a utility as well as a style standpoint, offer the regular profit and if presented right and in-

cluded in the scheme of style and utility and with some willingness on the part of the dealer to display them and give them publicity, they would share at least on a fifty-fifty basis with goloshes and give the dealer an opportunity to sell more leather shoes in the winter months.

Summing up the whole problem as it stands, we find in the first place that we must correct and eliminate the things that appear wrong in the present scheme and then go to work in a constructive way to increase the per capita consumption by the application of a well organized plan. Please do not misunderstand me by thinking that the shoe business can prosper on a wear out basis. Quite the contrary, we want a lot of good sensible shoes and a lot of good style shoes with accessories that are proper and that fit into the plan of "Retailing with Profit" and sold to the public from the standpoint of "correct attire for the occasion."

The plan as presented may be in the rough, but fundamentally I believe it to be right and with the information that consumption is not increasing it seems to me that every branch of the industry would cooperate with the idea of creating new business in the shoe industry.

Geo. Nichols.

Honesty in the Retail Shoe Business.

A member of the clergy entered a store in a city of upper New York State the other day and asked the price of a well known brand of shoes, adding, "I want to find out if there is an honest shoe dealer." In deference to his profession, he found out the price and that was all. But we would like to add that the answer should have been, "If you are looking for a shoe dealer or any other merchant who does not try to make a profit, there is none." To discount this question of honesty a well known authority recently stated that the proprietors of a large percentage of retail stores to-day might better be digging in a ditch as far as earning a daily wage was concerned.

Were it up to us to determine the honesty of a merchant, we would consider the merchant dishonest who cut prices to undersell his competitor, or who does not insist on the determined selling price in order to make a sale. Many people always avoid the store where they are offered a discount on merchandise of unknown quality, or where they "throw something off" the first price; they figure there must be a long profit to enable them to discount their price and there may be others who can buy even cheaper. The "one price or no sale" store is the store to do business with. They're honest.

If the average expense of shoe stores reporting to the Harvard Bureau of Business Research last year was 28.1 per cent. of the gross sales, we must have an average mark-up of 39 per cent. over and above the selling price to come out even. Of course, it depends somewhat upon your expense, whether it is greater or lower than the average,

and these figures being for 1922, whether you will have a greater percentage of loss on novelties in this year of colors. Nobody knows how much colored shoes will be worth that have to be carried over. We must make a profit on something to overcome our loss.

Let us then determine our selling price, judging not entirely by the cost, but by the best opinion of what the merchandise will be worth to our customers. And let us also remember when we are tempted to sell a well known brand cheap to attract trade, that we must make up on something else to average our profit, and that if we make too much of a profit on some lines, we are taking a chance of making a dissatisfied customer through fault of its not giving good enough service for the price.

It is a great game, this competition, but there is only one way to play it and make a profit honestly. That is, to "get something different." Don't try to best your competitor with the same makes at lower prices—get something that will look better, wear better or fit better at the same price, but on which you can make a profit. Don't ever get the idea that the other fellow has the best thing on the market, there are manufacturers galore who make a specialty on some certain class of merchandise, who can give you what you need and you can sell it honestly and make a living profit. It's up to you to look for better merchandise for the money—don't wait for salesmen to come to you, they may not even call at your town.

Use your trade paper through its advertised lines, write for manufacturers' names of the class of merchandise where you are weak. Go after one weak spot at a time, get the best you can, show it up, get it going, then go after the next weak place. Thomas Lipton attributed his success to the fact that he was always looking for new markets, others to the fact that are always looking for better merchandise for their customer's satisfaction.—Shoe Retailer.

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

No Smoker
Can Be
Satisfied
Before
He Has
Smoked
A

Charles
the
Eighth
10c
Cigar



Make
This
Cigar
The
Next One

A Cigar
Of Real
Merit

All Live
Dealers
Sell Them

Mfd. By

Citz. Phone
22905
Bell, M 1821

Vanden Berge Cigar Co.

GRAND RAPIDS, MICH.



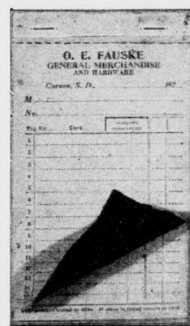
LOOK

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.



**Putnam's
5c AND 10c BARS**

Pal O' Mine
Picnic Bar
Yankee Jack

Gladiator
By Heck
Honey Dew

ARE SURE REPEATERS

LOTS OF NICE NEW PENNY GOODS FOR SCHOOL TRADE
STOCK UP NOW

PUTNAM FACTORY
GRAND RAPIDS, MICH.



Predicted Autumn Revival On Its Way.

There are indications that the predicted autumn revival is on its way. Trade during the past fortnight has been steadily gaining. Price recessions are fewer and less sweeping, and for a number of important commodities prices have slightly rallied. Stated in broad terms, there has been improvement in merchandise distribution, while production shows some tendency towards further slackening. Notwithstanding the dulness of the summer, business in general has remained prosperous, and the autumn quickening should add to the country's prosperity. Purchasing power is at a high level and this should be reflected in retail trade throughout the fall and the holiday season. Business analysts, however, see no signs of a resumption of the high rate of activity of last spring. The revival will not, in their opinion, approach the dimensions of a boom.

As to what is in store after the turn of the year opinions differ. In the view of conservatives, the statistics of production and of sales of commodities that are supposed to have barometric significance point to a downward trend of the business curve in 1924. In other words, there may be a short upward swing during the coming autumn, but the long swing will continue the direction which the curve has taken since last April. It is pointed out that there is still much maladjustment in prices and in wages. Production costs in this country are high while at the same time the buying power of foreign countries is at a low ebb, and this militates against the marketing of our exportable surplus abroad. Likewise, there is an abnormal variation between earnings of industrial and agricultural workers which has led to a state of agrarian unrest, and this in turn may result in legislation disturbing to business. For these reasons the conservatives think that a readjustment of the conditions not conducive to business health is desirable, and that is more

immediately in prospect than is a resumption of activity on the scale attained last spring.

Just at present the weight of opinion, so far as it is safe to judge it without a canvass of the country, seems inclined toward the conservative view. The prevailing spirit is one of caution, and many manufacturers frankly admit that they expect production to decline somewhat further before it gathers headway for another long pull. This view does not ignore the possibility that there will be a seasonal quickening of demand for the autumn trade. It is set forth very clearly in the latest bulletin of the Cleveland Trust Company, which points out that after a period of severe depression like that of 1920-21 business men have vividly in mind the conditions through which they have recently passed, and that there is for a time a lack of daring initiative. Under such conditions business men compete actively for orders, but they avoid expansion and hold down their forward commitments within narrow limits. As a result, business will push forward while it is making up the deficits in goods that developed during the dull period, and after that is accomplished there will be a tendency for the pace to slacken to a moderate rate.

It would be incorrect to describe such a view as bearish; it is actually a long-run bullish view, because it assumes that the present moderation is promotive of healthy business. The real bears to-day are those who shout about the need of thinking bullish, talking bullish, and acting bullish in order to bring an upturn in the markets. Such an attitude rests on the assumption that things are not as they should be and that a lot of boosting is necessary to prevent their becoming still worse. In the midst of a bull market no one ever goes about urging his friends to be bullish. It is not necessary. When this kind of "hurrah talk" appears it is a safe assumption that the bull market is over for the time being.

William O. Scroggs.

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

Our Trust Department has had extensive experience in the application of the State Inheritance tax and Federal Estate tax and Income taxes. This experience is of great value to your heirs in the administration of your estate.



Conservative
Investments

ACCEPTABLE DURATION

BONDS may be purchased to provide funds at a given future time to meet any requirement, giving you during the time intervening a satisfactory rate on the funds so invested. We undoubtedly have a bond to suit your requirements.

Ask for our current list of offerings.

CORRIGAN, HILLIKER & CORRIGAN
Investment Bankers and Brokers

Citizens 4480 GROUND FLOOR MICHIGAN TRUST BLDG GRAND RAPIDS, MICHIGAN Bell Main 4900

THE MICHIGAN TRUST COMPANY

GRAND RAPIDS

TWO-DOLLAR BILL STAYS.

Joy of Superstitious is Cut Short by Announcement.

What's the matter with the \$2 bill? Treasury Department officials have gravely inquired why it is almost universally regarded as a bird of ill omen, but they have found no explanation to satisfy the solemn official mind.

They are satisfied that the \$2 bill is unpopular. They are not satisfied as to the reason. Since Uncle Sam has had his present paper currency it has always been with us. That is sufficient reason for the Treasury to make no change and it denies a recently published report that the \$2 note is to be abandoned or done away with. There is no foundation for it, but publication of the report brought thousands of letters of a congratulatory tone to the Treasury Department.

In all of these letters there was no definite or specific indictment. Many writers said they got few \$2 bills and that the twos were easily confused with other denominations—therefore they should be withdrawn. Apparently the writers took it for granted that unsentimental or unemotional Treasury officers would not listen to the luck prejudice.

All creeds and all professions, with the exception of that of paymaster, and all sections, with the exception of New England and the peninsula country of the eastern seaboard, have as little business as possible with \$2 bills. For printers in particular they carry fetish. A game loving printer is credited with originating the scheme of tearing off a corner of each \$2 note to remove the curse upon his luck. The practice has swept the country and causes the Treasury no end of trouble and expense.


Because of their unpopularity \$2 bills have a short life and an unhappy one. Their average cycle from the time they leave the Treasury until they come back soiled and wrinkled, with corners missing, is but four months. Then they go to the macerator to be destroyed.

Some years ago the Treasury Department established a money laundry at the Bureau of Engraving and Printing, where all currency is made. It was found that bills sent back to the Treasury badly soiled but still having body left in the paper could be washed, ironed and sent forth again to the people. Few \$2 bills go to the laundry because they come in with the corners torn away. Not being whole bills they cannot be sent out by the Treasury.

There was a time when the average life of paper currency was well over a year. Now it is a comparatively few months. Ten-thousand dollar bills come in for redemption only at very long intervals. They are but little handled. One dollar bills are out of the Treasury and back again in an average of six months.

Two dollar bills travel even faster. No one seems to want them, and any recipient passes them on at the first opportunity. There are many cash

**BUY
SAFE
BONDS**



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

drawers which do not have a compartment for two dollar bills.

In spite of this unpopularity there are 37,599,350 two dollar bills in circulation at the present time. They are being printed by the Bureau of Engraving and Printing and sent to the Treasury for distribution at the rate of 140,000 a day. These new bills are required to redeem the old one sent in. The two dollar bills now in circulation are of five varieties. There are 21,084,613 United States notes, 95,897 Treasury notes, 2,634,000 Federal Reserve notes 81,595 national bank notes and 13,703,245 silver certificates.

At the present time the Bureau of Engraving and Printing is turning out only United States notes and silver certificates. Bank notes and Federal Reserve notes are being slowly replaced.

Bills of the higher denominations come into the Treasury slowly. They are not rumpled and thrust casually into pockets, but usually have the protection of a sleek wallet or a bank drawer.

Uncle Sam began putting out his unpopular two dollar bills during the civil war when the first currency was issued. They were circulated as legal tender notes commencing August 1, 1862. Issue of national bank notes in this denomination was authorized in 1865. The currency act provided for the issuance of two dollar silver certificate and United States notes in 1886, since which time all of the present series have been with us except the Federal Reserve notes, which were recently provided.

The Treasury Department clings to two dollar bills for two reasons. First, because it takes half as many of them to do the work of an equivalent amount in one dollar bills, and second, because paymasters and

The Welcome Sign Is Always Out

OFFICERS
 WILLIAM ALDEN SMITH, President.
 GILBERT L. DAANE, Vice-Pres. & Cashier
 ARTHUR M. GODWIN, Vice-President
 EARL ALBERTSON, Vice-President
 EARL C. JOHNSON, Assistant Cashier
 ORRIN B. DAVENPORT, Assistant Cashier
 HARRY J. PROCTOR, Assistant Cashier
 DANA B. SHEDD, Assistant to President

DIRECTORS
 CHARLES W. GARFIELD, Chairman
 Noyes L. Avery Heber A. Knott
 Joseph H. Brewer Frank E. Leonard
 Gilbert L. Daane John B. Martin
 William H. Gilbert Geo. A. Rumsey
 Arthur M. Godwin William Alden Smith
 Chas. M. Heald Tom Thoits
 J. Hamton Hoult A. H. Vandenberg
 Chas. J. Kindel Geo. G. Withworth
 Fred A. Wurzburg

54,000 SATISFIED CUSTOMERS

RESOURCES OVER \$18,000,000




GRAND RAPIDS SAVINGS BANK

THE BANK WHERE YOU FEEL AT HOME

Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository
Capital \$300,000
Surplus \$300,000

3% interest paid on Savings Deposits, payable semi-annually.
3 1/2% interest paid on Certificates of Deposit if left one year.



OFFICERS
 Wm. H. Anderson, President;
 Lavant Z. Caukin, Vice-President;
 J. Clinton Bishop, Cashier.
 Alva T. Edison, Ass't Cashier;
 Harry C. Lundberg, Ass't Cashier.

DIRECTORS
 Wm. H. Anderson Lavant Z. Caukin
 Christian Bertsch Sidney F. Stevens
 David H. Brown Robert D. Graham
 Marshall M. Uhl Samuel G. Braudy
 J. Clinton Bishop Samuel D. Young
 James L. Hamilton

A RELIABLE FIRM TO EXECUTE YOUR ORDERS IN BONDS AND STOCKS

Howe, Snow & Bertles
 (Incorporated)

Fourth Floor Grand Rapids Savings Bldg.
 GRAND RAPIDS, MICHIGAN

Citizens 64-101 Bell Main 2101

VanAken-Johnson Company
INVESTMENT BONDS

303-305 Powers Theatre Bldg. Grand Rapids, Mich.

others in some sections of the country find them a convenience in making up payrolls.

These reasons are the only ones advanced by Treasury officers for their continuance, aside from the ever existing one in government—that it always had been done.

Betting centers in many of the Southern States brought a new usage for two dollar bills with the installation of pari-mutuel betting machines, which are arranged on a two dollar basis, and the two buck bill was thought to be a great convenience for them. Prejudice and superstition among the race followers was too strong, however. They saw Lady Luck leave the moment they were paid off in jinx bills.

There are many folks who want to know why two dollar bills were ever started, when there is no equivalent in coin for them. Treasury Department officials say that in the old days after the civil war, two dollar bills took the place of fives and tens now. It was a convenient denomination, and was then big money, and brought the complacency which fives and tens bring now.

In the old days possession of two dollar bills meant a Saturday night in town, and the leading pastimes of a hot night in town were on a two dollar basis, but times have changed.

GIBSON BLAMES ENGLAND.

Should Stand by France in Present Crisis.

Belfast, Ireland, August 20.—I have returned to Ireland from a trip to the Continent, and I am free to confess that I am no wiser as to what the outcome is going to be. I had letters of introduction to the International Chamber of Commerce and the American Chamber of Commerce at Paris, also to the American Chamber at Brussels. I talked with the secretaries of these organizations, to business and professional men, to bankers, and, when I could make myself intelligible, to the man in the street, and not one of these could give me a satisfactory answer to the question "Is Germany actually on the verge of financial and economic collapse?" This is the riddle of the sands in Europe, and I confess that I was astonished to find how completely, those who are supposed to be competent judges are bewildered by it. Cabinet ministers with secret embassy information at their disposal are at a loss to answer the question. The bankers to whom I have talked are equally at a loss to solve the riddle. One banker said that the sands are now really running out and that the smash is imminent. I am inclined to believe, however, that the big German industrial magnates know what they are doing and that every step in this apparent post-war progress to ruin is carefully calculated and is all part and parcel of the passive resistance movement, the object being, of course, to present Germany as a bankrupt, ruined country, unable to pay the reparations demanded from her. How can there be such a thing as the

ruin of Germany? She has great natural resources and riches. Her mines and factories are intact and up-to-date. She built more ships last year than any other country, her trade with the Orient doubled and her dye business is increasing by leaps and bounds. There is not much evidence of widespread distress or industrial depression in Germany.

One thing I know from talking to Germans and that is, that she is unrepentant. They talk as if she were the injured innocent among the nations. They preach the terrible doctrine of revenge and I have no doubt that if Germany had the means she would "let loose the dogs of war" again at the earliest opportunity. To me the outlook is a dismal one. I wish that America and Britain were solidly behind France in her efforts to make the Germans pay.

France is doggedly at work. The Germans devastated a thirteenth part of France. The total amount of damage in this devastated area was 102 milliards of francs. France has already spent for reconstruction of these areas 49 milliards of francs, and has received from Germany, including payments in kind and cost of occupation, 4 milliards of francs; 741,993 buildings were destroyed or badly damaged; 553,977 have been rebuilt and 4,074,970 people out of 4,690,183 inhabitants before the war have returned to their homes; 8,169,991 acres of land were torn up; on Jan. 1, 1923, 4,196,252 acres had been restored to cultivation; 22,900 factories were destroyed and 19,967 have been reconstructed. Roads are being rebuilt and cattle are being sent into the devastated areas.

Harvesting operations were in full swing when I was in France. It was pitiful to see the large numbers of old men, women and children at work in the fields. In many places they were cutting the crops with an old fashioned sickle. In only a few instances did I see any modern harvesting machinery at work.

I found very little unemployment. Everywhere I saw men and women making bricks and building houses.

I visited the grave of Quentin Roosevelt, at Chamery, also Belleau Wood and cemetery which has been made American territory by the French government, and Chateau-Thierry. The American cemeteries are not so well kept as the British cemeteries I saw. The graves in the latter are marked by stones, while our boys have only wooden crosses to mark where they lie. The most discouraging thing to me in France is the glorification of war. Nearly all their public monuments have this end in view. Versailles is nothing but a glorification of Louis XIV and his victories. Malmaison, the Arc de Triomphe, the Invalides and some of the picture galleries glorify Napoleon and his successful wars. Until a change comes over this state of mind what hope is there for permanent peace in Europe? The workmen who furnish the cannon fodder are the sanest people on this matter whom I found. Paris was filled with Americans when I was there. The streets were lined with yellow cane tables and blue syphons. The fountains were dripping cool pale green curtains of water and large numbers of country folk dressed in black clothes and peasant caps were sitting

SAFETY

SAVING

SERVICE

CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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

THE HARDWARE AND IMPLEMENT MUTUALS

DIVIDE THEIR RISKS INTO THREE CLASSES

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

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

Interested, write for further particulars.

The Michigan Retail Dry Goods Association

advises its members to place their fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

319-20 Houseman Bldg.

Grand Rapids, Mich.

What is A Living Trust?

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

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

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

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

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

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

Ottawa at Fountain

Both Phones 4391

PERKINS, EVERETT & GEISTERT

CITZ. 4334.

BELL. N. 290.

BONDS

STOCKS

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

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

in the gaily painted cafes eating with serious enjoyment. There was a man on the quay by the Seine having his hair cut and meanwhile conversing amicably with a group of his friends.

There are, in my opinion, only two parties in England, the capitalists and the socialists. The name labor party is a misnomer. The issue is being clearly drawn and I feel sure that the conservatism and sound common sense of the average Englishman will reject the socialist fallacy, which is incompatible with true liberty and which means being ordered about by an official class. As some one has well said, "Human beings have the instincts of acquisition and possession," and these constitute the moral right and basis of property. While the military spirit is not so dominant in Britain as it is in Europe, yet it still occupies a large place in the thoughts of the people.

The outlook for the coming winter, with so many people out of work, is not bright. The government is tackling this matter in earnest, and I think a large number of those who really need it will be put to work on government undertakings.

Great Britain is entitled to a great deal of credit for what she has done in the face of almost insuperable difficulties. She has funded her war debt, has retained her position as the financial center, has reduced expenditures so that last year she had a surplus and she has also reduced taxation. There is no question but that Britain is Great.

Most of my time since I have been on this side of the Atlantic has been spent in Ireland, and I have become convinced that the Irish question is no nearer solution than it ever was. The Irish people, especially in the South and West, seem to have lost their sanity. Rev. P. J. Gannon, a Jesuit father, speaking in Dublin a short time ago, said of Ireland:

"Ten years ago life had still a certain sanctity. Now it has none. Men shoot their fellow countrymen with apparently as little compunction as they would shoot a pheasant or a snipe before. Unless we can get back to the old reverence for life we may put shutters up and attach crepe to the front door of civilization."

Another speaker said:

"Youth has been demoralized, women have been unsexed and Ireland has been made a laughing stock among the nations by reason of the loss of respect for law and order and the wholesale violation of Divine law."

Just now there is a cessation from violence, which I sincerely hope and trust will be permanent, but it will be a long time before the moral damage done to young Irishmen is repaired.

Politics in the Free State are confused and there is a deficit of more than \$100,000,000 to be faced.

Ulster has managed to keep her expenditure well within her income, but she is up against a very difficult problem of unemployment. The boundary question is now the bone of contention between Ulster and the Free State, and what the outcome will be is on the lap of the gods.

Would that I had the pen of a Stephenson or an Irving to tell you about the beauties and attractions of Ireland, "first flower of the earth and first gem of the sea." The green of the fields, with their background of trees and little forests—the thatched cottages—the constantly changing lights and shadows on the hills and mountains and the halo over the bogs which no artist has ever depicted—are wonderfully beautiful. I never saw Ireland look any better than she does now. Someone has said that "It may be that if we studied Nature more and thought less of our eccentric human notions we should see things in their truer proportion." John I. Gibson.

MELLON IN THE RIGHT PLACE

When Coolidge became President Secretary Mellon was abroad. It was announced that all of the members of the Cabinet would remain, but it is reassuring to have this announcement confirmed so far as it relates to the Treasury by Mr. Mellon himself, who has now returned to Washington. If Mr. Mellon's presence at the head of one of the most important departments of the Federal Government meant simply its capable administration, his decision would be gratifying enough. The experience of two years, however, proves that it means much more than that. On the bonus, on the refunding of the foreign debt, and on the preservation of the Treasury Department from the invasion of the spoilsmen Mr. Mellon has stood like a stone wall. His retention is, therefore, doubly gratifying. For the rest of the present Administration we shall continue to have at the head of the Treasury a man who is not only one of the best financiers who have ever held the position but also a statesman with a rigidity of backbone that must delight the heart of President Coolidge.

The Shortest Road to Market.

Follow the Arrow of Publicity.

It's the direct route. It's the known route. It's the tried and tested route. It's the route of true economy. And it takes you to your market as certainly as the setting sun points toward the west.

The manufacturer who makes a saleable product performs the first great service to the wholesaler and the retailer who profit from its marketability.

But the manufacturer who, in addition to producing quality with a commercial value, also creates the market for it, performs a service to the distributing trade which it would be difficult to exaggerate.

For the one factor above all others on which the distributor depends for his very existence is market. The manufacturer who advertises, creates value at the source of the product and value at the terminal where the goods reach the public.

This means that he also creates value all along the line from factory to consumer—a value in which the alert wholesaler and retailer share.

Greater volume of sales. Greater volume of profits. Lower selling costs. Quicker turnovers. Higher quality merchandise. Known merchandise that attracts people to the store. Greater sales of all merchandise as a consequence.

It is along the traveled highway that business thrives. He who detours over doubtful and unfamiliar roads may meet with adventures, but scarcely with success.

Follow the Arrow of Publicity!

The business man who thinks the trade journals can teach him nothing is probably right, but not for the reason he thinks.

Disorder makes heavy overdrafts on the time of both proprietor and clerks—what cannot be found cannot be sold.

CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.

Investigating & Adjustment Co.

We Successfully Locate Debtors and Collect Past Due Accounts.

Special Reports Obtained.

Collections and Adjustments Made Everywhere

532½ and 33 Michigan Trust Bldg. Bell M. 111
Citizens 64647;

NATIONAL DETECTIVE BUREAU Investigators

A progressive organization, managed and personally conducted, by two widely known investigators, that renders invaluable service and information to individuals, stores, factories and business houses.

Headquarters
333-4-5 Houseman Bldg.
Phones
Day, Citz. 68224 or Bell M. 800
Nights, Citz. 32225 or 63081
ALEXANDER MacDONALD
STEPHEN G. EARDLEY

F. A. SAWALL COMPANY

Investment Securities

313-14-15 Murray Bldg.
Grand Rapids, Mich.

Citz. 62209 Bell M. 3596

Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

Proceedings of the St. Joseph Bankruptcy Court.

St. Joseph, Aug. 20—In the matter of Joseph C. Hookey, bankrupt, the trustee filed his final report and account, showing total receipts of \$5,387.90 and disbursements of \$3,140.07, and balance on hand of \$2,247.83, with request that the final meeting of creditors be called. The matter was considered and an order made by the referee, calling the final meeting of creditors at his office on Sept. 5, for the purpose of passing upon the report, the declaration and payment of a final dividend; also the payment of administration expenses. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

Aug. 21. In the matter of the Package Machinery Co., a corporation, of St. Joseph, bankrupt, the trustee was directed to file his final report and account. In the matter of Riley W. Schaffer, bankrupt, of Sturgis township, St. Joseph county, the trustee filed his third report and account, showing cash on hand of \$2,130.43, with recommendation that no dividends be declared until the equity suit at Grand Rapids had been decided.

Aug. 22. In the matter of the Pulp Products Co., a corporation, of St. Joseph, bankrupt, an order was made by the referee calling the first meeting of creditors at the court house in the city of St. Joseph on Sept. 6 for the purpose of proving claims, the election of a trustee, the examination of the officers of the bankrupt and the transaction of such other business as may properly come before the meeting.

Aug. 23. Nathan Cooperman, formerly engaged in the retail clothing business at Dowagiac, filed a voluntary petition and was adjudicated a bankrupt. The matter was referred to Referee Banyon. The schedules of the bankrupt disclose no assets over and above his statutory exemptions, and demand has been made for deposit for costs. Creditors are scheduled as follows:

Apex Hosiery Co., Chicago	50.25
Asman-Weise Shoe Co., Chicago	82.08
The Amermaid Mfg. Co., Chicago	37.00
Arrow Mercantile Co., Chicago	12.25
Altman & Co., Chicago	30.13
Barmon Bros., Buffalo	219.67
Brown Durrell Co., New York	180.03
Burnham Stoepel Co., Detroit	1047.40
Belding Bros., Chicago	364.86
E. S. Brown Corp., Buffalo	191.75
Broadhead Worsted Mills, Jamestown	410.23
Bertman Shoe Co., Chicago	98.50
Butler Bros., Chicago	604.58
Baer Garment Co., Chicago	91.00
Boyer, Beeman & Fox, New York	66.60
Button & Anthony, Chicago	29.09
H. Black Co., Cleveland	689.43
Carson, Pirie & Scott, Chicago	1586.47
Certain-teed Products Corporation	
Marsilles	60.70
H. Cohen & Sons, New York	381.50
Crawle Bros., Inc., Detroit	270.13
Cluett, Peabody & Co., Chicago	90.00
Columbia Mills, Inc., Chicago	152.36
Cortecelli Silk Co., Chicago	237.45
Claffine Inc., New York	385.81
Chicago Embroidery Co., Chicago	142.78
M. P. Choen Co., New York	62.25
Convers Rubber Shoe Co., Chicago	21.00
Sam Cooperman	50.00
Chas. R. DeBevoise Co., Chicago	26.28
Consolidated Tky. Mach., Chicago	2.62
H. F. C. Dovenmuhle, Chicago	301.90
Duthie-Whitelock Co., Buffalo	307.43
Detroit Slipper Co., Detroit	44.96
Edson, Moore Co., Detroit	673.32
Endicott & Johnson, Endicott	245.75
Euelid Knitting Mills, Cleveland	105.29
E. Essinger Co., Chicago	681.59
C. W. Eade & Co., Aurora, Ill.	23.48
A. S. Teingold & Co., Philadelphia	115.50
Ehrmann Mfg. Co., Terre Haute	135.75
Formbit Barassee Co., Chicago	8.63
S. Freehin & Son, Chicago	128.15
Freeman & Shelby, St. Louis	140.25
M. Gilbe & Sons, Chicago	128.25
Hoosier Shoe Co., Coldwater	233.75
Henikoff & Mish, Chicago	17.00
Hackner Bros., Chicago	128.13
Hanselman-Johnson, Cincinnati	356.12
E. Heidhuse & Co., Chicago	134.38
The Huiskamp Bros., Keokuk	60.00
Hoosier Factory Co., Mich. City	37.50
Harris Suspender Co., New York	46.25
Sol Hortwitz, Saginaw	200.00
The Habit Mfg., Co., Milwaukee	148.40
International Handkerchief Co., New York	17.25
Krower Tynber Co., New York	451.97
Kunstatter Bros., Chicago	12.21
Kuhn, Alder Co., Philadelphia	446.74
King Brand Mfg., St. Louis	280.75
Klopper Bros., Cleveland	395.49
Little Co.	7500.00
Little Chick Shoe Co., Chicago	92.27
Lion Collar & Shoe Co., Troy	42.00
Lennox Knitting Mills, New York	62.40
Mishawauka Woolen Mfg. Co., Mishawauka	610.38
Herman & Ben Marks, Chicago	65.00
Morrison & Ricker Co., Grinnell	103.50
Minneapolis Knitting Works, Minneapolis	96.92
Milwaukee Knitting Co., Milwaukee	53.45
Moorehead Knitting Co., Harrisburg, Pa.	229.70
Moore, Mann & Reilly, Chicago	72.70
Nottingham Lace Work, New York	403.76
Novelty Shoe Co., Chicago	186.18
Neuman Knitting Co., Cleveland	90.61
O'Bryan Bros. & Coddington, Chicago	170.75

Samuel Phillipson & Co., Chicago	3312.41
Progress Mfg. Co., Racine	122.79
Phoenix Shirt Co., Chicago	91.50
Pelton & Pelton, Chicago	40.79
Pyramid Pants Co., Michigan City	116.00
Richardson Silk Co., Chicago	118.47
Richardson Garment Co., Kalamazoo	199.26
Rugby Knitting Mills, Buffalo	229.91
Albert Rosenblatt & Son, N. Y.	127.50
Rice & Hutchins, Chicago	205.00
Rohn Mfg. Co., Milwaukee	98.25
Sterling Hosiery Co., Chicago	80.99
Star Paper Co., Kalamazoo	28.06
Frederick H. Sprague, Fitchburg, Mass.	60.75
Simons Bros., Saginaw	521.39
Sprague, Grout & Lowe, Orange, Mass.	54.00
Shoninger Heinsmer Co., Chicago	309.75
G. A. Sullivan, Chicago	58.50
Sherston & Lowell Co., Lockport	78.50
Superior Hat Co., St. Louis	19.75
Smith, Waallace Shoe Co., Chicago	52.95
Sexton Mfg. Co., Fairfield, Ill.	40.00
Tabin & Picker Co., Chicago	176.40
U. S. Rubber Co., Chicago	842.07
T. Ulrich & Sons, St. Louis	62.08
Weimer Cap Co., Grand Rapids	13.88
Waarmer Bros., Chicago	89.28
Bessie Anthony	300.00
Don P. Toole, Saginaw	25.93
True Shade Hosiery Co., Philadelphia	173.97
Isaac Kuhn & Co., Chicago	183.86
Ideal Show Mfg. Co., Milwaukee	148.40

\$28,390.00

Aug. 24. In the matter of Walter H. Anway, doing business as the Simplicity Manufacturing Co., bankrupt, of Kalamazoo, the final meeting of creditors was held at the referee's office and the trustee's final report and account were approved and allowed. There not being sufficient funds to pay the administration expenses and the preferred tax claims in full, no dividends were declared upon the unsecured claims. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge. The final order of distribution was entered and the meeting adjourned without day.

In the matter of Dan O. Smith, bankrupt, of Vicksburg, the final meeting of creditors was held at the referee's office and the trustee's final report and account were approved and allowed. A first and final dividend of 5 1/2 per cent. was declared and ordered paid upon all unsecured claims. The final order of distribution was made and the referee made a certificate recommending the bankrupt's discharge. The trustee was authorized not to interpose objections to the bankrupt's discharge. The first and final dividend list of creditors were filed, whereupon the meeting was adjourned without day.

Aug. 25. Merle F. Payne, a mechanic, of Kalamazoo, formerly doing business as a partner with Charles Brown and Leon J. Dopp under the name of the Elite Garage, filed a voluntary petition and was adjudicated a bankrupt. The matter was referred to Referee Banyon. The schedules of the bankrupt show no assets over and above his statutory exemptions and the following are listed as creditors.

Standard Oil Co., Kalamazoo	\$1133.20
S. F. Bowser Co., Fort Wayne	137.25
Consumers Power Co., Kalamazoo	18.21
Henry Scott & Co., Kalamazoo	10.63
Gazette, Kalamazoo	13.96
Michigan State Telephone Co., Kalamazoo	6.51
Nusbaum Motor Supply Co., Kalamazoo	5.00
Kalamazoo Ice & Fuel Co., Kalamazoo	116.10
Wm. C. Harlow, Kalamazoo	35.20
R. E. Fair, Kalamazoo	9.00
Herman Brouwer, Kalamazoo	8.00
Globe Compressor Co., Kalamazoo	279.60

Demand has been made for costs for calling the first meeting of creditors.

Diplomacy.

Small boy: "Say, Mister, was you ever a little boy?"

Grocer: "Why certainly."

Small boy: "And did you ever visit the woodshed with your Pop?"

Grocer (sympathetically): "Yes, yes, lad, I know."

Small boy: "And after your Pop had finished tannin' you, did you ever make a vow that if you ever had the chance you'd do all you could to stop such injustice to little boys?"

Grocer (reaching for his handkerchief): "Yes, lad, I did, I did, many a time."

Small boy: "Well, I want five pounds of sugar, and I've lost the money."

CITIZENS 4267

BELL, MAIN 2435

A. E. KUSTERER & Co.

INVESTMENT SECURITIES

GOVERNMENT, MUNICIPAL,
PUBLIC UTILITY, RAILROAD,
CORPORATION BONDS

817-821 MICHIGAN TRUST BUILDING

GRAND RAPIDS

Fenton Davis & Boyle

BONDS EXCLUSIVELY

G. R. NAT. BANK BLDG.

Chicago

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephone 4212
Citizens 4212 Main 656 Congress Building

The Mill Mutuals

AGENCY

Lansing, Michigan

Representing Your Home Company.

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

And 22 Associated Mutual Companies.

\$20,000,000.00 Assets

Is Saving 25% or More

Insures All Classes of Property

ROBERT HENKEL, Pres.

A. D. BAKER, Sec.-Treas.

CITIZENS TELEPHONE STOCKHOLDERS

Should investigate the investment features of the Grand Rapids Mutual Building and Loan Association. Its Five Millions of Assets are secured by first mortgages on improved Grand Rapids real estate. Its certificates pay the highest return consistent with safety and are withdrawable upon demand.

Over Kresge's in the Widdicomb Building.

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.

Citiz. 65440

Predict Improvement in Sugar Conditions.

Marked improvement in sugar conditions throughout the world during the closing four months of the year is forecast by an analysis of the statistical position published by Lamborn & Co. in a pamphlet entitled "World Supplies and Indicated Forecasts." The pamphlet says: "The simplest analysis of these conditions by the comparison of production and consumption shows that if the crop year has been a period of very inadequate production the calendar year will prove a period in which production will practically suffice to meet consumption without any further withdrawals from stocks.

"The difference between production and consumption in sugar statistics represents the change in stocks, just as the difference between income and outgo in a money account represents the profit or loss. In the coming four months the annual sugar loss (that is, the warehouse withdrawals) of the world will be reduced by 313,000 long tons raw sugar value, as this is the amount by which the spread between the annual rates of production and of consumption will change for the better.

But this comparison of production and consumption over different periods does not constitute the only measure of the change in the sugar statistical position. For it is well known that a great part of the warehouse withdrawals here considered were caused by abnormally high stocks in 1922. The remainder of the warehouse withdrawals will therefore be due to abnormal conditions of shortage or surplus at the end of the same periods; that is, in 1923. And the change in the final stocks affords an even sharper index of the change in sugar conditions.

"To determine the shortage or surplus in August and December, 1923, therefore, it is necessary to have estimates of the 'normal' stocks for the same dates. These estimates have been made and show that of the total improvement of 313,000 tons in the world position, less than one-quarter need be discounted as due to abnormal initial stocks. The remainder, 236,000 long tons is the net improvement in the world statistical position which will take place between August and December of this year.

"Statistically, this improvement is indicated as the difference between a shortage (abnormally low stocks) of 142,000 tons in August and a surplus (above normal stocks) of 94,000 tons in December. But it must be remembered that both of these estimates might be revised equally up or down by other compilers, while the difference between the two figures, namely an increase in stocks (relative to 'normal') of 236,000 tons will scarcely be changed in any other computation.

"For the three western continents of Europe, and North and South America, out of the total improvement of 392,000 tons, only a little more than half must be discounted as caused by abnormal stocks in 1922. The remainder, 176,000 tons is the net indicated improvement in stocks between August and December of the

present year. In this report there is indicated a shortage (stocks below normal) of 156,000 tons at present and a small surplus (stocks above normal) of 20,000 tons at the end of the year.

"The change is largely explained by the increases in the European beet-sugar crops. By careful comparisons of the acreage and yield statistics of previous years with the reported acreage of the new crop in each country, estimates can be made as to the probable size of the 1923-24 outturn. These studies forecast an increase over the 1922-23 crop of about 750,000 tons, of which a considerable portion will be available within the calendar year."

Six Unexpected Presidents.

Chatham, Ont., Aug., 25.—As a regular reader of the Michigan Tradesman, I have taken keen interest in the contributions of Old Timer, particularly as they afford an insight into the early history of the State of Michigan and into earlier American politics. Old Timer writes with such evident authority and such intimate knowledge of his topics that I was considerably surprised at the inadvertent slip which led him, in the August 15 issue, to refer to Calvin Coolidge as the "fifth" Vice-President to succeed to the Presidency through the death of the regularly elected chief magistrate.

A perusal of Old Timer's article discloses that he has unintentionally overlooked the second of the six "unexpected presidents." This was Millard Fillmore, who succeeded on the death of President Zachary Taylor, who was elected President in 1848. Fillmore was the thirteenth President of the United States; and though not an outstanding figure among the Presidents, he avoided the mistakes for which John Tyler was criticized; and, all things considered, left behind him a creditable record.

The outstanding figure among the Vice-Presidents who succeeded to the Presidency was, of course, Theodore Roosevelt, who, by the way, had a host of admirers on the Northern side of the international boundary.

I find many observers, Canadian and otherwise, who at the time of the Presidential contest of 1920 regarded Calvin Coolidge as a potentially stronger character than his running mate; but President Harding unquestionably rose and rose adequately, to every requirement of his responsible position and won, to an unusual degree, the admiration and affection of Canadians—and this despite the fact that his administration synchronized with tariff measures which tended to militate against Canadian trade interests. President Harding typified all that was best in that admirable individual, the average American; and his generous and friendly words on the occasion of his visit—the first official visit of an American President to Canadian soil—will always be remembered with grateful appreciation by Canadians.

Victor Lauriston.

The fellows who are always ready to strike are not the kind that ever strike it rich.

To win over a customer is more useful than putting over a sale.

Usually, the longer it takes you to "arrive," the longer you are likely to stay.

One inalienable right: The right to do right.

Just jog along and you are liable some day to get a jolt.

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

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

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.

THE SIGN OF QUALITY
For Your Protection



Three Times a Day

Bread is the one food that is eaten at least three times a day. If the bread you consume is nutritious and wholesome, your vitality, your strength and your well being is greatly increased.

You can be sure of Lily White Flour to produce the best breads. Lily White has long been recognized as the finest flour for all general baking—for wonderfully flavored rolls, luscious biscuits, handsome tasty loaves.

Lily White quality begins with the superior wheat and extends throughout the milling process right to the finished baking triumph in your oven. You'll like Lily White as the women of three generations like it.

Lily White

"The Flour the Best Cooks Use"



A GOOD RECIPE FOR CINNAMON ROLLS

2 cups Lily White flour, $\frac{1}{2}$ teaspoon salt, 6 teaspoons baking powder, 1 cup sugar. Sift all together and add enough milk to make a soft dough. Roll out on board, brush over with melted butter, sprinkle with $\frac{1}{4}$ brown sugar, $\frac{1}{2}$ teaspoon cinnamon, $\frac{1}{4}$ cup raisins. Roll up and cut in 2-inch lengths. Bake 20 minutes.

OUR GUARANTEE

We Guarantee you will like Lily White Flour, "the flour the best cooks use" better than any flour you ever used for every requirement of home baking.

If for any reason whatsoever you do not, your dealer will refund the purchase price. He is so instructed.

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

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



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.

Dry Goods Gathering at Traverse City.

Lansing, Aug. 29.—This is the final bulletin announcement of the Traverse City Group Meeting which will be held at the Park Place Hotel, Traverse City. The formal program will begin at 1:30 o'clock, Friday afternoon, August 31. Please observe the date because in former communications we made a mistake, calling it the 30th when it should have been the 31st.

We urge our members from all over Michigan to attend this meeting. Why not arrive in Traverse City the day before, if possible, so that you can take a look at the beautiful country around Traverse City, get acquainted with each other and be ready for the program at 1:30 in the afternoon (Friday, August 31.) and the supper and round table discussions of the evening.

This meeting will be made as informal and practical as possible. Our President, J. C. Toeller, former President, J. W. Knapp and Director L. G. Cook have promised to be there. Bring with you your store problems for discussion at our round table meeting. These questions can be placed unsigned in the question box and discussed without revealing whose troubles they are. Sometimes problems which are serious to you seem very simple to others and a general discussion often clarifies the situation and simplifies your trouble.

If you desire hotel reservations for either night of August 30 or 31, communicate directly with J. T. Milliken of the local committee. A personal letter has been mailed to all of our members residing within a radius of seventy-five miles of Traverse City, to the directors and ex-directors of the Association, and also to twenty-five other merchants in this territory. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Lamps and Lamp Shades.

The popular demand for table and floor lamps is unabated, according to one of the large wholesalers, and manufacturers are making every effort to provide novel effects in shades and standards. A growing refinement of style is evidenced in the newest models, the outstanding feature being a tendency away from the massive effects toward more slender and graceful lines. There is an increased demand for the floor lamps about 56 inches in height, the so-called junior or semi-floor lamps. The flat shades are not popular in the better grades, being supplanted by the Empire and novelty effects. Odd designs are in great demand, provided the lines are graceful. Freak shapes, while occasionally selling well for a time, have no lasting popularity. Silks and crepes are most in demand, the

parchment shades having been killed to a great extent by the cheap paper imitations. Metal lamps, according to the dealers quoted, are slipping, too, on account of the flood of cheap lamps of this type recently put on the market. Torchères in the better grade are still selling well, although the newer effects with Empire shades, in tall shapes giving the torchères effect, are supplanting them to some degree. The chief reason is that they can be used singly as well as in pairs.

Go in More for Greeting Cards.

One of the so-called infant industries rapidly approaching the adult stage is that of the greeting card manufacturers, according to the secretary of an association devoted to their interests. A business of more than fifty millions was done the past year, he says, and indications are that the demand for greeting cards for every occasion is steadily growing. In addition to the usual holiday cards there are now cards for birth announcements, birth congratulations, wedding congratulations, Fathers' and Mothers' Day, condolence, graduation, etc. The public is demanding a better quality of card than formerly, more clever sentiments, better die work and better stock. While Fall lines are shown in February, it is not until May or June that orders are placed in quantity, and even then buyers are inclined to underbuy. As a result there is always a rush of repeat orders early in the Fall, continuing up to December. Manufacturers are often not able to provide the popular styles in quantities demanded. With less haphazard buying, according to the association, the public would get better cards at a better price.

Rug Men See Active September.

Late August finds very little doing in the carpet and rug industry, but in this it is only living up to previous years. Representative men in the trade see an active September ahead. At the moment the energies of the manufacturers are devoted almost entirely to cleaning up deliveries due on orders placed several months ago, and shipments were said recently to be virtually absorbing production. Because of this there is very little chance of stocks piling up, and there is yet no indication of an auction. Spring lines are now being worked up, but they will not be ready to show the trade until some time in October. From present indications there will be no great change in prices for Spring, if any, due to the continuance of high production costs.

Are Away Behind on Style.

Whatever the abilities of the German knit goods manufacturers may be in turning out merchandise under the production costs of makers of similar goods in this country, the fact remains that they are away behind American manufacturers when it comes to turning out knitted garments embodying the element of style. According to the current bulletin of the National Knitted Outerwear Association, a Philadelphia manufacturer who recently returned from the other side is the authority for this statement. Samples of American sweaters taken to Germany by the manufacturer in question created quite a sensation among the German knit goods men who examined them with great interest. The products of the Germans are said to be years behind them, especially as regards style.

Not in Any Hurry.

Why certain mills making the finer kinds of women's wear goods are in no hurry to show Spring lines is said to be due to their continued activity in providing for the Fall needs of their customers. The selling agent of one of these mills states that his concern has enough orders on hand to keep it busy until the end of the year. He can do nothing for the time being with Spring fabrics and is not anxious to enter into commitments until there is need of doing so. No fear is entertained that raw materials will be higher later on.

New Name for Artificial Silk.

To aid in the effort to secure a suitable name for the fiber now called artificial silk, Horace B. Cheney, Chairman of the Committee on Legislation of the Silk Association of America, has sent to the members of the Association a questionnaire. This asks not only suggestions for a name, but also enquires whether or not such a name when chosen would be actually adopted for use by the silk trade. This would mean its substitution for the words "artificial silk" in advertising; sales propaganda and general reference to the fiber, as well as correct description of all fabrics in which it is employed. Answers thus far received indicate that the new name when chosen will have the endorsement of the trade.

Needlepoint in Handbags.

The vogue of needlepoint in furniture is being duplicated in novelties according to one manufacturer, who is offering silk handbags embellished with medallions of this choice decoration. They are done in the finest petit point, on silk bolting-cloth, mostly in floral designs in delicate colorings, and add a touch of elegance unusual in the more popular priced articles. These bags sell for around \$45 a dozen, and come in various shapes and colors, although black is the most effective ground color. They are furnished with purse and mirror.

Usually our best work is that which we do easily and joyfully.

HOUSE DAY

Our first House Day last Tuesday was most successful. Many merchants took advantage of the Specials. Don't forget that Every Tuesday will be House Day and plan on visiting us then.

MAIL ORDERS

In visiting the trade, they told us they were doing a fine early business in Fall Merchandise.

With Cotton Goods advancing don't wait for our salesman. Just write us what you want and we will ship your order the day received AT LOWEST PREVAILING PRICES.

Send us your Mail Orders, and depend on us for your merchandise needs.

MARKET INFORMATION

In the last week, Cotton advanced slightly and Bleached and Brown Cottons, Sheetings, etc., have advanced at the mills from 1/4c to 1/2c a yard.

Business is fine and our stocks are complete—Be wise and cover NOW.

GRAND RAPIDS DRY GOODS CO.

We Maintain Low Prices on Staples.

Denounce Schemes of Government Aid of Farmers.

The Secretary of Agriculture and an ex-Secretary of Agriculture on successive days paid their respects to those who advocate schemes whereby the Government will be made an agency for boosting the price of wheat. Former Secretary Meredith cited figures from the War Finance Corporation showing that farmers of Iowa had repaid 70 per cent. of what they borrowed two years ago, that farmers of Nebraska had repaid eleven-twelfths of their borrowings, and those of Illinois four fifths of their borrowings. The ex-Secretary added a little punch to his utterances by announcing that he had filed suit against Senator Brookhart, one of the most vociferous of the farm bloc, for the sum of 30 cents for libel. While the figures cited by Mr. Meredith disprove the allegations of Senator Brookhart and other radicals that the farmers have been ruined, it is to be noted that the facts and figures which he cites pertain mostly to conditions in the corn belt, where admittedly the farmers during the present year have been doing very well, with corn selling at the highest price since 1920. In the wheat belt, and particularly in that portion of the spring wheat belt west of the Missouri River where diversification is a difficult problem, the story is not so cheerful.

Secretary Wallace, meanwhile, also takes issue with the leaders of the farm bloc by condemning their schemes of price-fixing and Government buying and storing. He takes the position that if this plan is adopted for wheat there is no reason why it should not be employed for any other commodity which for the time being cannot be marketed at a profit. The result would be an utter derangement of markets with the situation rendered much worse rather than better. The Secretary might have gone a step further and showed that the various schemes of Government relief already adopted have proved broken reeds. The high tariff on wheat was only a political gesture. Tampering with the Federal Reserve act has done neither the farmer nor the banking system of the country any good. Whether the Rural Credits act will be beneficial remains to be seen. The Future trading act has not helped prices. The Secretary of Agriculture says that all this legislation "has been helpful," but it certainly has not prevented wheat from declining below a dollar in Chicago, a price which means 80 to 85 cents on the farm. So long as the wheat grower has this condition confronting him it is very little consolation to him to know that he can organize co-operative associations without being prosecuted for exercising restraint of trade, or that his bank can rediscount farm paper for nine months instead of six, or that big deals in grains on the exchanges must be reported to the Government.

An idea which has a firm hold on a large number of farmers in the Northwest is that a "cost plus" system of marketing farm products

should be established. Magnus Johnson, the new Senator from Minnesota, announces that he will fight for the "cost plus" system to the bitter end. No specifications are given as to whose costs are to form the basis upon which the "plus" is to be added, or who is to determine such costs, or how they are to be determined or who is to guarantee the producer the stipulated price. Where there are many thousands of producers the costs of production must necessarily have a wide range. Only a small number of farmers know what it costs them to produce a given unit of product. Even if sufficient data could be obtained the problem would not be solved. If average costs were taken as the basis for prices a large number of producers would "go broke," for there would probably be as many whose costs were above the average as there would be with costs below that level. On the other hand, if the highest costs of production were taken as the basis this would assure a profitable return to many whose inefficiency ought to result in their elimination. Moreover, such a price might be named, but there is no way to make the consumer pay it. The whole "cost plus" scheme is the product of extremely loose thinking, but it has its appeal to a certain type of mind and it will be brought forward as one more plan of economic salvation for the farmers when Congress meets in December.

Once more we have an illustration that the cost of living can move in one direction while wholesale prices move in another. According to the index of wholesale prices compiled by the Bureau of Labor Statistics, there was a decline during July of 1.3 per cent., whereas the index for the cost of living prepared by the National Industrial Conference Board shows an advance during the month ending with July 15 of 1.1 per cent. During all of 1922 and the first three months of 1923 the general trend of wholesale prices was upward, while the general trend of living costs was downward. Since March the trend of living costs has been upward, while since April the trend of wholesale prices has been downward. The contrast in the movement is due to quicker reaction of wholesale prices to changes in economic conditions. The nearer the commodity is to the consumer the more gradual are the fluctuations in its price.

William O. Scroggs.

The Rule of Three.

- Three things to govern—temper, tongue and conduct.
- Three things to cultivate—courage, affection and gentleness.
- Three things to commend—thrift, industry and promptness.
- Three things to despise—cruelty, arrogance and ingratitude.
- Three things to wish for—health, friends and contentment.
- Three things to admire—dignity, gracefulness and intellectual power.
- Three things to give—alms to the needy, comfort to the sad and appreciation to the worthy.

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.

**Fall Gingham Week---
September 5 to 12, 1923**

Buy your Ginghams NOW.

We have a big variety of patterns at attractive prices.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

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

These Hot Days Call For

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

We can serve you in
Both NEW and RE-BUILT

Grand Rapids Store Fixture Co.

7 Ionia Ave., N. W.

Grand Rapids, Michigan



Walker
MUSKEGON
MICHIGAN

Makes
Good
Chocolates



Can Double Egg Yield.

What proper care, management, feeding and culling of poultry flocks will do to increase the egg production is shown by figures on the record poultry flocks at Iowa for the last year, which have just been compiled by the poultry extension service of the college. The average number of flocks which reported during the year was 266.

The average production per hen in the poultry record flocks was 119. Poultry men estimate the average for the state at about 58. This gives a difference in production of 100 per cent. in favor of the flocks which were properly handled. This increased production has come largely in the winter months, when eggs sell at the highest price.

The average revenue from all Iowa flocks, the poultrymen say, is about \$325 a year. In the record flocks the average revenue was \$563.42, a difference of \$238.42. If all of the flocks in a single county could be placed on the same basis of production as the record flocks, it would mean an added net revenue for the county of \$475,000.

Amended Egg Regulations in Canada.

Following are the main new clauses affecting domestic trading in eggs in the regulations respecting the grading and marking of eggs effective in Canada August 7:

"Regulation 4. Every case or container of eggs that is shipped or delivered by persons who receive eggs on consignment or buy eggs for resale shall be marked, labelled or tagged in conspicuous letters on both ends with the name of the class and grade of the eggs contained therein, according to the Canadian standards, providing that any producer or other person dealing in eggs may delegate his right to candle and grade to the first wholesaler or retail dealer to whom the eggs are shipped or delivered, in which case the markings, labellings or taggings shall consist of the words 'Ungraded Eggs For Shipment Only,' and provided that the provisions of this regulation shall not apply to shipments or deliveries direct from producer to consumer. When cartons are packed in cases or other containers, both cases and cartons shall be marked, labelled or tagged as aforesaid.

"Regulation 5. Every case or container of eggs that is exposed, displayed or offered for sale by any person selling or delivering eggs direct to consumers in a public place or manner shall be marked, labelled,

tagged or accompanied in conspicuous letters with the name of the class and grade of eggs contained therein.

"Regulation 6. Cases or containers of eggs marked with the name of the class and grade shall be considered to be properly marked when they contain not more than an average of 6 1/2 per cent. below grade stated apart from breakage. Complaints to vendors with respect to eggs below grade shall be made to the vendor within 24 hours of the receipt of such eggs. After the expiration of the said 24 hours the liability as to eggs below grade stated shall be upon the person in whose possession such eggs are found.

"Regulation 7. Every person who sells, offers or displays eggs for sale as a retailer shall cause to be displayed in a prominent place in his place of business a card as may be prescribed setting forth classes and grades of eggs as defined by the Canadian standards.

"Regulation 8. No person shall ship eggs or cause eggs to be shipped or delivered or displayed for sale in cases or containers which are marked or labelled or tagged with the name of any class or grade specified in these regulations unless the quality and weight of the eggs contained therein are equal to or better than such class and grade.

"Regulation 9. No person shall buy for sale or resale, or expose, offer for sale, or sell eggs which are unfit for human food.

"Regulation 10. (1) All persons who receive eggs on consignment or buy eggs for resale, in making payment for same, shall apportion the returns on the basis of Canadian standard grades accompanied by a statement on forms as required in schedule "A" to these regulations, provided that this regulation shall not apply where producers market their eggs in less than 15-dozen lots in any one day. (2) A consignee of ungraded eggs transferring the same to another party for candling and grading shall make the transfer within 48 hours from the time the eggs are delivered to the consignee. (3) The minister, or his representative, may require to be notified in the case of a transfer for the purpose of candling and grading as mentioned in the next preceding subsection, and may prescribe the conditions under which such transfers may be made.

"Regulation 11. Any inspector charged with the enforcement of these regulations may enter any

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

BLUE GRASS

Superior
Quality.

Always
Reliable.



Appeals
to the
Particular
Housewife

REPLENISH
YOUR STOCK
NOW



BE PREPARED
FOR THE FALL
DEMAND

KENT STORAGE COMPANY
GRAND RAPIDS ~ LANSING ~ BATTLE CREEK
Wholesale Grocers
General Warehousing and Distributing

premises or conveyance to make examination of any case or container of eggs suspected of being improperly or falsely marked in violation of the provisions of these regulations or to ascertain the manner and extent to which the returns for eggs have been apportioned in accordance with the Canadian standards as required in regulation 10 of these regulations."

Lay the Blame Where it Justly Belongs.

Grandville, Aug. 28—Has it ever occurred to you that every citizen is equal before the law? That the farmer, the steel magnate, the merchant, the laborer, the manufacturer all stand upon one platform—the platform of equal rights, regardless of color or caste?

Such is the fact under the constitution of the United States.

This being true, where does the farm bloc, the labor union organization, et al, come in? There is no ground for political pap to be dealt out to any of these.

There is no ground for legislation which fixes a minimum price for any article of commerce, for any farm product or for the wage of the man who earns his bread by the sweat of his brow.

As American citizens, Christian, Jew or Gentile, we all stand on an equality before the law. This fact has the great Constitution of our fathers back of it and all the force of the army and navy to carry it out.

Then what have we to say of the whines of one Samuel Gompers who professes to speak for one class of Americans as against all the rest, and speaks for the "constitutional rights" of labor unions to close all the shops of this free land against honest American workmen who have the independence and inherent right to stand on their own feet and speak for themselves?

Gompers advocates the closed shop.

Any man who advocates that speaks for the greatest tyranny which ever disgraced civilization. A closed shop and liberty are as antagonistic as fire and water. The two will not mix, and the fact is fast becoming known that trade unionism must either shut up shop and quit, else grant to every living man the right to say how, when and where, and at what wage he will dispose of his labor.

Legislation which ignores the rights of common humanity is not only unconstitutional, but it is adverse to all the finer feelings of the human soul, a menace to free institutions, and cannot long exist in free America.

Labor unions as portrayed by Mr. Gompers have the right to nullify the Constitution, to press the foot of the oppressor upon the neck of every farmer and free laborer in the country. Farm-labor parties cannot long exist. They are incongruous and one-sided; in fact, did union labor have complete sway the farmer would be at the bottom of the ditch, a mudsill for the union labor structure to rest upon.

Those who advocate a minimum price for wheat fixed by Government

are surely making a mistake. The same Congress can fix the price of farm labor at such a figure it will be impossible for the man who lives by working the soil to hire at all. The rights of one are the rights of all, demagogic spellbinders to the contrary notwithstanding.

Gompers is especially sore at Judge Gary, of the steel company, because he has done away with the twelve hour shift and gone to eight hours, as he agreed to do. When anybody keeps an agreement it hurts this union magnate. Breaking bargains is a peculiar characteristic of the union laborites and it grieves their arrogant master to find somebody who is honest.

Promising to work for the good of labor unions, to legislate for the farm bloc, to see that this class or that is protected in wrong doing is what the demagogue is doing all down the line. The fact that this cannot be done without nullifying the Constitution of the country does not phase the bumptious catawauler of the hustings, who is after votes regardless.

A square deal all around.

Doesn't that sound true? Well, when you get that there'll be more wailing from Gompers and his ilk than ever. Our Government has been too lenient with the ranking demagogues of this Nation. It has allowed the farmer to think that he is abused because, having raised a bumper crop of wheat, he cannot dispose of it at the old war price. Overproduction is sure to lower prices of any product, farm or manufactured.

Let us look facts squarely in the face. Let us cease denouncing Wall street, the meat trust and other people who have as much right to life, liberty and the pursuit of happiness as any of us.

We are not better than our neighbors and the moment you grant Congress power to legislate money into the pocket of one class, as against the interest of any other, that moment you step over the line and enter a course contrary to right, honor and justice, and fly in the face of the Constitution of the fathers.

There has been too much of this sort of thing. The LaFolletts, Johnsons, Brookharts and those of that ilk have caused more unrest and trouble in this country than any other combination of broil-makers going.

Ever since the American federation of labor arrogated to itself powers not granted by the Constitution; ever since the closed shop idea became a part and parcel of the political gospel of certain national trouble in the labor element, leading to such hideous and damning crimes as that at Herrin, Illinois, where twenty-two American citizens were murdered in cold blood. The worst part of that crime is the fact that not a soul has been convicted and punished for the outlawery.

Fifty years ago such a crime would have shocked the world and punishment would have been speedy and effective.

The saddest part of it all is that labor union men condone that awful murder of the innocent, law abiding citizens of a sovereign state. Class legislation has led to such a state of affairs, a state that puts to shame the vilest crimes of the Turks in Armenia. Old Timer.

**Prompt Service
Reasonable Prices
Courteous Treatment**

These three features, combined with a complete stock of the highest quality fruits and vegetables, are the reasons "we guarantee satisfaction—always."

THE VINKEMULDER COMPANY

The Oldest Produce Firm Serving the Community

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

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

Seeding Prospects

The report of the Department of Agriculture on the seeding intentions of farmers in the winter wheat states, which indicates a prospect of a reduction of 15.5 per cent in the fall seeding operations, bears out an old economic law. Behind this is the old rule that when any commodity declines below the cost of production those who raise it turn to other activities.

Whether or not the intentions of wheat growers are modified when seeding time arrives, there are unmistakable signs of plans for a decrease in the 1924 production of wheat. Even with a decrease the Southwest expects to be the main source of supplies of bread wheat. However, the fact remains that the survey of seeding intentions proves what is also true of flour—that buyers cannot expect to make purchases that do not return the sellers a reasonable profit.

JUDSON GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

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.



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

Keeping a Record of all Stove Sales.
 Written for the Tradesman.

While it is desirable in retail business to avoid an overdose of "system" and to make all business records as simple as possible consistent with getting and keeping the essential facts, the idea of keeping a record of stove sales is one which will often produce excellent results in that department of hardware retailing.

One small city dealer I have in mind has kept track of every stove sale since 1897. Where such a record is kept, its value increases cumulatively from year to year. The first year's record, or the second, is of relatively little value to the dealer; but at the end of ten or twenty years he finds convenient to hand a valuable list of people who are due to replace their old stoves and ranges or, in the alternative, are able to give convincing evidence from their own practical experience to the satisfaction given by the line of stoves the dealer is handling.

By keeping a record, the dealer knows when his customers purchased the stoves they use, and can make a pretty shrewd guess as to the time when they will again be in the market. If he shows enterprise, he will anticipate that event.

For instance, by looking back over the list the dealer finds that W. P. Jones bought a range in 1998. He knows that W. P. Jones has gone on using that range ever since, and the inference is logical that he ought to be needing a new one. Accordingly, the dealer takes the first opportunity to speak to him, enquires how his range is working, and then proceeds to give him the benefit of the many arguments that present themselves. When a range has been kept in active service for a long period, even if it still gives a certain measure of satisfaction, there are many very strong reasons which the dealer can find for the sale of a new one. Fuel economy is one of the strongest, for an old range will require more fuel than a new one to do the same work; if, indeed, it can do as satisfactory work even under the heaviest pressure. Jones may not have thought of buying a new range, but he can be brought to see the wisdom of it.

A progressive dealer could make profitable use of a record of this nature in a great many ways. He might, for instance, organize an in-

spection system. The idea of this is to send someone every few months to all homes where stoves have been installed. The man sent would inspect the stove, find out if it was giving satisfaction and, if not, where the trouble lay. In this way he would keep the people satisfied and would undoubtedly get enough repair work to at least pay the expenses of the system.

Some dealers may be inclined to dispute this on the ground that repair work will come to them anyway. The fact is that an experienced stove man will find numerous weaknesses in a range or heater which the householder is not aware of, although the results of the defect may have been felt for some time.

One of the great advantages of a system of this kind, however, lies in the opportunity presented for canvassing. A range is inspected, say, which was purchased when the family lived in a smaller house. It is now doing its work only indifferently well. The inspector points out that the poor results are due, not to any weakness in the stove, but to the fact that it was intended for a smaller place. If he is a good salesman, he can make a sale under such circumstances in nine cases out of ten.

A dealer who has followed this plan more or less for some years states that while he has found it yields direct results, he would keep it up even if it did not bring him in a dollar directly. "It enables me to keep my stove customers in a good mood," he states. "If a stove does not work well, I want to hear about it at once. I don't want that customer to go on harboring a grudge against me, and, perhaps, retailing his wrongs to all his neighbors and friends. If we hear what the trouble is, we can soon attend to it; only the owner quite frequently will not come to us with his troubles. The only way left then is to go to him. If for that one reason alone, we would always keep up this system of calls."

The keeping of a record of stove sales can be used effectively in other ways. It provides the dealer with information which he can use to good effect in making other sales. A man drops in and looks over the stock of ranges, but the salesman discovers that he has rather a high opinion of another make. Learning the address of the man, the clerk turns up the record and finds that a neighbor purchased a range from them in the year 1906. "You want a range that will last," he tells the prospective customer. "Now, you

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

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

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

know Mr. Smith, who lives up near you? He bought a range from us 17 years ago, and he's using it yet. What's more, he hasn't spent more than a couple of dollars on repairs in the whole time."

That is one of the strongest arguments that could be presented, especially when the salesman goes on to explain that the range now made is much more efficient and up to date than the one sold seventeen years before; the natural conclusion being that, if the old style range would give good service for that length of time, then the new model would last considerably longer.

The testimonial is one of the strongest arguments that can be presented. Many people do not put much faith in it, but the testimonial continues to do wonderful work just the same for those who are wise enough to employ it. The whole advertising campaign of many patent medicine concerns consists of the publication of testimonials, some of them are an extremely vague description. And the patent medicine concerns seem to flourish.

A book of stove sales would serve as a regular storehouse of testimonials. By delving into the contents, the dealer could find material for testimonials to meet every contingency and fit every case.

If the information contained were mastered by the staff, they would be able to make a much more effective canvass than otherwise. They would be able to garnish their selling talks with a running fire of references to what Mr. So-and-So had done and the results that a similar range to the one under discussion had given when purchased by some other townsman. Such arguments count, and count heavily.

As the last reason, the keeping of sales records would simplify the difficulties of repair work. A customer calls at the store and leaves orders for certain repair work to be done, or asks for some part to be replaced. He probably knows the make of the stove, but cannot tell the size or the model. The consequence is that the dealer has to send someone to the house to ascertain the facts, or, with a country customer must wait until the customer himself returns with more explicit information.

If records were kept, it would be a simple matter to turn back to the record of sale and find out what was required. Every stove dealer has more or less trouble in the matter of getting repairs; but the system suggested would do away with much of it.

The easiest method of keeping a record of stove sales, and the one most convenient to refer to, is a card index record. A card can be provided with blanks for name, address, date, particulars as to the stove sold, and memos of repair work done from time to time, and such other information as the dealer may consider worth while. Many dealers keep card indexed prospect lists; and the cards, after a sale is made, automatically becomes part of a similar stove sale record. In

course of time they suggest prospects for re-orders.

In any event, a systematic record of stove sales will quite often be found worth while.

Victor Lauriston.

Can You Answer "Yes" to These Questions?

How many dealers can answer the following questions satisfactorily to themselves?

1. Have you an up-to-date business and accounting system in your store?
2. Is your business growing?
3. Do you take an annual inventory?
4. Do you figure selling price in all cases to assure a profit?
5. Can you state definitely what your overhead expense amounts to in percentage?
6. Have your sales reached a maximum for the expenses involved in selling?
7. Do you know what lines pay best and which pay least?
8. Do you push nationally advertised brands?
9. Do you discount your bills?
10. Do you make a special effort to sell the more profitable goods?
11. Do you turn stock at least four times a year?
12. Do you meet your customers personally?
13. Do you buy from more sources than is necessary?
14. Are your windows regularly and attractively trimmed?
15. Do you give prompt and courteous service?
16. Do you study the merchandise you sell?
17. Do you make use of manufacturers' free advertising matter and other dealer helps.
18. Do you belong to a Retailers' Association?
19. If so, do you attend the meetings of that organization?
20. Do you read your trade paper regularly?

Taking Discounts.

"No, we do not always take advantage of discounts," business men will tell you. "Most of them only amount to 2 per cent. 10 days, anyway, and we reckon that it is worth something in the way of protection to us to maintain a good balance in the bank at all times." For one thing, as far as credit and protection go bills paid promptly will do much more to develop reputation than a paper-balance in the bank which really does not belong to the depositor anyway. And, for another thing, 2 per cent 10 days, is not to be sneezed at. The business man who scoffs discounts merely shows his ignorance. The National Association of Credit Men supplies figures as to what some of the customary discount rates really represent upon a yearly basis. Thus the despised "2 per cent., in ten days, 60 days net," equals 14 per cent a year and "2 per cent., 30 days, 60 days net" equals 24 per cent a year, while the seemingly unimportant "3 per cent., 10 days, net 30 days" equals 54 per cent., a year. In what bank will a temporary balance bring any return at all comparable?

Relieved.

A man, living in San Francisco, received a telegram, collect, from a friend in New York. After paying the money he opened it. It read: "I am enjoying perfect health."

After reading it he got a large hat box and, filling it with bricks, sent it by express, C. O. D., to the New Yorker.

In it was a note which ran as follows: "This is the load that fell off my heart when I received your telegram."

We Admire the Lady's Taste.

Palo, Aug. 20.—Check for \$3 enclosed is for another year of the Tradesman.

I feel like adding my bouquet to the large number you have been receiving, but it would be just like the rest. Surely forty years of good work is a grand record.

It would, perhaps, please you to know that Mrs. Kling does not allow the Tradesman to remain at the store. She persists in carrying it home and reads it with as much interest as any of her women's magazines.

C. L. Kling.

Give What is Asked For.

"A man convinced against his will is of the same opinion still," so don't think you have convinced a man that he did not want what he first asked for, just because he agrees to take something else.

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.

NUCOA

"NOT AN IMITATION
JUST A WONDERFUL
CREATION"

TO SPREAD ON BREAD

One Trial Convinces

I. VAN WESTENBRUGGE
DISTRIBUTOR
Grand Rapids Muskegon



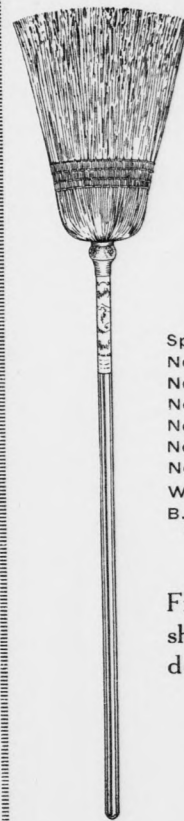
Polar Bear Flour

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.

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. Warehouse,
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

**MCCRAY
REFRIGERATORS
for ALL PURPOSES**

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs,
Hospitals, Etc.
- No. 72 for Grocery Stores
- No. 61 for Meat Markets
- No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.
2344 Lake St., Kendallville, Ind.

**CHINNICK'S
RESTAURANT**

41 IONIA AVE.
Just North of the Tradesman Office



Gabby Gleanings From Grand Rapids

Grand Rapids, August 28.—There is a psychological time to close every sale, whether it is large or small. To attempt to do this too soon is to arouse the suspicion of crowding, or of undue anxiety. Sales resistance springs up and the good work done before is likely to be upset.

On the other hand, to delay the close of the sale too long is to run the risk of the reaction which customers too often experience, as to whether or not this after all is the best buy and the accepted time to make the final decision. How, then, are we to know the moment has arrived?

One keen student of men declares that he seldom is in error if he observes the changes in the eye of the prospect—that in his experience the pupil of the eye dilates when the customer is free from prejudice and objections and is a little excited or stirred with interest and ready to go forward and close the matter up. On the other hand, this observer tells us that withdrawal, objections and failure to be convinced are usually shown by a contraction of the pupil of the eye. This calls for a mental record on the part of the salesman as to the appearance of the eye upon the approach of the prospect. And it may be the reason why the salesman is always reminded to look the man he is doing business with in the eye, on the level. It may account in a measure also for our suspicion of the shifty eyed person.

A frank statement that the salesman desires the customers to be thoroughly satisfied and to look around if he cares to make comparisons nearly always has the opposite effect. The prospect reasons that the salesman must feel pretty certain of his ground to be willing to make this offer. Then, many people actually have a little difficulty in coming to a decision. They have been brought up in the notion that someone else must cast the deciding vote—and they wait for the deciding factor, whatever that may be.

A telling argument, held in reserve for this very moment, a further reminder as to quality, service or some little inconsequential concession will often prove the weight which will bring the scales down on the sales side. Or all that may be necessary is a polite enquiry, as to which of two apparently favored selection finally will be chosen.

As the sale nears its close, it is the part of good judgment to narrow the selection down to as small terms as possible. It will often be noticeable that the prospect who is apparently sold will take a sudden turn and, as it were, begin all over again, going back to the starting point.

Avoid the slightest sign of impatience in manner or tone and repeat the original sales facts already used, also bring out another and, if possible, stronger one and then lead the prospect swiftly back to the point of closing. This reverting to the point of beginning is a primitive but basic tendency of the human race. Story tellers and theater producers understand it and have the final scenic array side by side and

account for all the characters. They plan the last scene to link in a satisfying manner into the opening one.

When the sale is closed, be careful to treat the customer, as it is evident he wants to be treated. Do not drop him unceremoniously. The impression left is bad. Taper the conversation off tactfully and lead away from any doubtful topics.

Aim in the last and closing steps of the sale to reassure and to make the customer feel that there is no question about his having done the right thing in coming to the decision which he has reached. Do this whether the transaction involves a few cents or many dollars and the close of the sale will then do what it ought—namely, to pave the way for further and pleasant business relations. Quite as often as not this will be implied and not stated in words at all. Learn not only to close, but to close each sale right.

Were Our Merchants Asleep?

Grand Rapids, Aug. 21.—On the night of President Lincoln's death I worked until 4:00 a. m. on the Milwaukee Sentinel. I was awakened at 11:00 a. m. and saw the buildings within sight draped in black. Later I learned that every yard of mourning goods on hand had been sold by the merchants before 10 o'clock and that hundreds of orders placed with jobbers could not be filled.

Within an hour following the death of President Roosevelt, John Wanamaker's stores, in Philadelphia and New York, were covered with long strips of black and white, and portraits of the deceased were suspended over the entrances. Wanamaker's order to his subordinates to show respect to the memory of the departed, as stated, inspired merchants, bankers, hotel keepers and private individuals to follow his noble example.

In Grand Rapids, if the death of President Harding caused much sorrow, the people were slow to display evidences of their grief. Had the owners of any one of the big local stores followed the example set by Mr. Wanamaker, the memory of a splendid President would have been more generally honored. Besides their neglect of an opportunity to lead the community to an expression of their sentiments in regard to the deceased and of sympathy with his family, advantage was not taken of the occasion to sell a large quantity of mourning fabrics and emblems, sympathetically and commercially, were not the merchants asleep, if not dead? Arthur S. White.

A Recommendation.

A wholesale grocer had in his employ a porter so lazy as to be utterly worthless.

One day, his patience exhausted, the grocer discharged him.

"Will you give me a reference?" asked the porter.

"Sure!" And this is what he got:

"The bearer of this letter has worked for me one week and I am satisfied."

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

Hotel 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

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

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.

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.

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.

Musings From Busy Boyne City.

Boyne City, August 28.—They are going home. All summer long they have streamed past. Every kind of motor there is, from the resplendent chariot to the most humble flivver, all pointed to the land of the mid-night sun. They bore the heardry of every state and carried every kind of equipment. Day after day, from daylight to midnight, each minute saw a new group pushing Northward, the greatest migration this country has ever seen. And this is only one of the great arteries of the State highways.

Where do they all come from an where, when the sun begins its Southern dip, do they go? And what will be the tales of adventure that will be bandied about round the fireside when the winter closes in and family friends gather to live over the summer voyages? Will they be confined to the mileage, the punctures and blowouts, the detours, sand holes and mud holes, the rotten service, the robber barons who conduct the wayside garages and the pestering insects which are the inevitable concomitants of the open?

Or will they speak only of the beauties of lake, stream, forest, the wide country side spreading before the tired eyes its scene of peaceful beauty from some commanding hill top? The long, cool avenues of tree lined road? The wide expanse of sparkling lake? The nodding fronds of the wood fern? The delicate green tips of the evergreen against the blue black foliage of the past season? Will they take back an inspiration which will carry through the days and weeks of coming toil or will they lug home a grouch which will make the winter black with vain regrets?

Good bye, folks. Come again. Remember that, while you are working, we are also working that when you come again, we can receive you with the consciousness that you will find new conditions—our roads a little better, our hostleries a little more comfortable, our people more anxious to give you a good time. Remember, also, that it takes time and effort and money to provide these things for you that the business of catering to your needs and pleasures is an all-year-round job and that the harvest is very short and as uncertain as the winds that blow.

We say not "Good bye" but "Till we meet again," being certain that there is no greater element for the solidifying of our people than this summer migration.

Boyne City has had another example of the beneficent influence of hooch. A man murdered, horribly, a man, the murderer, blown to pieces with dynamite. A good woman widowed. Six children fatherless. All as the sequence of a drunken orgy. A party of young people came to a nearby waffle shop. The boys had been exercising their "God given right of personal liberty." An automobile smash up and a young man carried home in a coffin. No less than five serious accidents have happened on the highways in Charlevoix county this season, every one of which was the direct result of hooch and gas. And our honorable Senator from Detroit is reported to be spreading through Europe the intense desire of the great American public for the open beer hall and wine cellar. When will the voters of the State retire this excrescence of inflated ego to the joys of private life? Maxy.

Gabby Gleanings From Grand Rapids

Grand Rapids, August 28.—William A. Ringe, who traveled for Rindge, Kalmbach, Logie & Co. for forty consecutive years, retiring a few years ago to enjoy a well merited rest, is seriously ill at his home at 227 Charles street. He has a weak heart and his kidneys are not functioning properly.

A. C. Hansen has returned to Grand Rapids, after devoting eight weeks to a 3,000 mile trip by automobile to Washington, Baltimore, Philadelphia, New York, Boston, Schenectady, Buffalo, Niagara Falls, Cleveland and Toledo. He was accompanied by his family and carried a full camping equipment. He is warm in praise of the roads he traveled and found the people he met en route courteous and kindly disposed. He intended to visit the Pacific Coast when he started away from Grand Rapids, but switched his route to the Eastern states when he learned of the heavy floods on the Yellowstone trail, the insufferable dust on the Santa Fe trail and the forest fires in Montana. He returns much refreshed as the result of his respite from business cares and responsibilities.

John W. Blodgett, who has been spending the summer at the El Mirasol Hotel, Santa Barbara, in company with his wife and J. W. Blodgett, Jr., writes a friend in this city as follows: "I am taking a four weeks' vacation in this delightful place. The summer climate is remarkable anywhere on the coast; in the interior it is rather warm. California, on the whole, is booming. There is a great influx of summer visitors, and, of course, the winter crop is always big. They grow fruits and nuts and have marvelous marketing organizations. As nearly as I can find out, they are ironbound trusts."

William E. Sawyer is putting in the week with relatives and friends at Allegan, pending his return to California early next week. Will is now well grounded in the work of erecting houses and store buildings in the city in which he is located, which is practically a suburb of Los Angeles. He frequently has a half dozen new buildings under construction at the same time. He has improved his financial condition and prospects by removing to California and confidently looks forward to the time when he will be on the sunny side of Easy street. Mr. Sawyer reports that J. H. Bolen—another Grand Rapids grip carrier who removed to California a year ago—is making money rapidly in the house building industry. Mr. Sawyer has put off about 40 pounds of avoirdupois since he left Michigan and now looks as agile as an athlete and as dapper as a clergyman.

It is now announced on the authority of Landlord Keeley that the new Morton House will open for business about October 1.

The Eight-Hour Day and Prices.

There has been much speculation as to the possible effect of the eight-hour day in steel mills on the price of steel. The view has been expressed in some quarters that it would be necessary to raise prices in order to meet the higher costs which the change in working hours entailed. On the other hand, the steel trade had almost taken it for granted, before the change was announced, that steel prices would soon be reduced, inasmuch as prices of coal, coke, and pig iron had already been lowered. Reducing prices of steel at the height of the midsummer dullness would not have resulted in any new business, and so the mills have been maintaining their quotations in order to protect their outstanding contracts. It may happen, then, that instead of leading to higher prices the eight-hour day may curtail a decline that would otherwise have occurred. It is to be noted that under the new arrange-

ment the men will not receive twelve hours' pay for eight hours' work. The new wage scale is a compromise between paying at the old hour rate for eight hours and giving the whole twelve hours' pay for the shorter day's work. The men will get the equivalent of ten hours' pay under the old schedule for eight hours of work. It has been estimated that the change will cause an increase of \$3 per ton in the cost of making steel, but this estimate may be considerably revised one way or the other when the new plan receives a thorough test.

Some Things Difficult to do For Most People.

To apologize.
To begin over.
To take advice.
To admit error.
To be unselfish.
To face a sneer.
To be charitable.
To be considerate.
To avoid mistakes.
To endure success.
To keep on trying.
To forgive and forget.
To profit by mistakes.
To think and then act.

Imported Fitted Workbox.

A holiday novelty for which there is already a big demand is an imported fitted workbox of wicker and imitation leather, in three sizes, which sell at \$12 a dozen. They are fitted with six spools of cotton, needles, crochet hook, stiletto, thimble, and scissors. A more expensive workbox of imitation embossed leather, with the same fittings, sells at \$10.50 for a set of three sizes. It is strongly made and comes in artistic designs in various colors.

Two Changes in Fremont Bank.

Fremont, August 28.—At a regular meeting of the board of directors of the Old State Bank, William J. Branstrom was elected a director to fill the vacancy caused by the death of John Pikart. D. D. Alton was elected First Vice-President. The latter is a leading druggist of Western Michigan and President of the Michigan State Pharmaceutical Association.

Beyond Disguise.

A flivver simpered down the street
Decked out in a raiment chic;
It boasted white enamel wheels;
Its tonneau gleamed with sleek
Investiture, piano gloss;
Its hood the eye made dizzy;
But it was easy to detect
That it was still a lizzie.

I've noticed many folks as well
As gas-cans try to dress
Themselves beyond their native worth,
And with the same success
The henry has. Despite their garb
They give a feller shivers;
Though they may pack a Packard's coat,
They always will be flivvers.

Right the First Time.

"Mr. Jiggers," asked the professor in the freshman class, "what three words are used most among college students?"

"I don't know," said the student.
"Correct," replied the professor.

Psychological.

In summer time, I think of snow
And winter's chilly breeze
Until I shiver with the thought
That I'm about to freeze;
And then, when winter comes along
With blizzards in its train,
I think about these torrid days
Till I am warm again.

Queen Wilhelmina's Silver Jubilee.

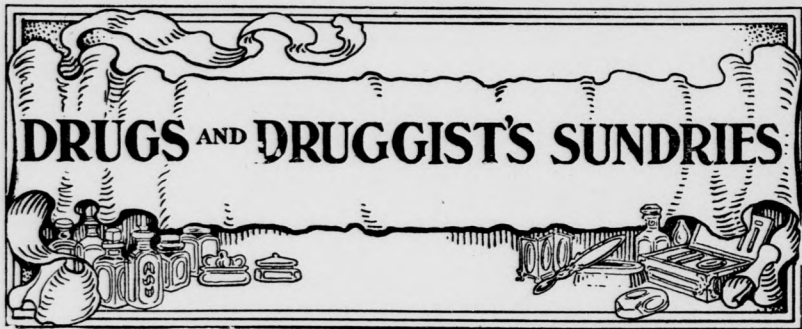
The Netherlands is about to celebrate the silver jubilee of its queen, for it was twenty-five years ago that Wilhelmina, then a fair, blond-haired girl of 18, ascended the throne. The most popular national holidays of the Dutch are the birthdays of their royal family, and August 31, the forty-third anniversary of the queen's birth, will have an additional significance this year. It will mark the beginning of the celebration, which will continue until September 6, the anniversary of the day in 1898 when she was crowned.

The Dutch have reasons for rejoicing over the peaceful and prosperous years which have been theirs during the reign of their queen. The world war swept around their borders and affected their nation as it did all the world, but the strict neutrality which they accepted from their own choice and the wishes of the belligerents was maintained, though not without difficulty and expense, for it entailed a considerable increase in their army. However, the diplomatic complications which arose from their position they settled in accordance with international law and their decisions not only proved satisfactory but inspired confidence in the sincerity of the Netherlands.

Wilhelmina is the only queen reigning in Europe. In many respects her reign bears a striking resemblance to that of Victoria of England. This is particularly true regarding the early years following her enthronement, her earnest desire to observe strictly her coronation oath, her efforts to promote the welfare of her people and their sincere loyalty to her. Future generations will give to this quarter century of her reign a high place in the history of the Netherlands, a far higher place than they will give to the reigns of the three Williams, her predecessors of the house of Orange-Nassau.

In the twenty-five years of her rule Wilhelmina has seen the population of the Netherlands in Europe grow from 5,500,000 to more than 7,000,000 and that of the Dutch colonial possessions from 33,000,000 to more than 50,000,000. It will be 57,000,000 subjects of one great commercial nation spread out all over the world who will pay homage to a Queen whose kingdom in Europe includes scarcely more than 12,000 square miles.

Queen Wilhelmina's popularity with her subjects is easy to understand. She has consistently endeavored to extend to every one of these 57,000,000 subjects, whether in Far Eastern Java and Sumatra or European Amsterdam and the Hague, the same practical, businesslike rule of government. She understands her people and she is the embodiment of their political sobriety, thrift, worldly wisdom and love of peace. The orange, white and blue lights will burn in her honor September 6 on the canals of Holland, the mountain peaks of Borneo and in the picturesque harbors of the Dutch West Indies. —N. Y. Herald.



Mich. State Pharmaceutical Ass'n.
President—George H. Grommet, De-
troit.
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 session—Grand Rap-
ids, Nov. 20, 21 and 22.

The Man Who Can Sweeten Sour Customers.

"He sweetens sour customers," said a big business man of one of his employes in explaining why he liked him. "We can afford to take good care of him because he takes good care of us. He is a sort of ambassador who represents the firm to its customers. We know that we can't sell the goods personally, or see all the customers, and it is very important that whoever does this should come as near as possible to representing us, our ideals and our methods. We put a very high value on the man who can sweeten sour customers."

The salesman in question had the happy faculty of making everybody he served feel good, of taking the kinks out of cranky people and making them laugh when, in other hands they would complain and talk about the house. He would tell some funny story and get them laughing, or relate a curious incident regarding some other customer that would deeply interest them, and then when he had secured their good will and established a sense of fellowship, he could do almost anything with them. He made a specialty of sour customers and actually enjoyed dealing with them, because he could take the grouchiest sourest, most cantankerous customers and in a little while sweeten them and so impregnate them with his own good nature, that they would go away satisfied and feeling good toward the house.

The man who can sweeten customers is a pretty valuable asset, and the firm can certainly afford to take care of him. He is in demand everywhere; the world is hunting for him; there is an advertisement for him up at the door of every progressive enterprise in this country.

There's a whole volume in that expression, "He sweetens sour customers." It means not only that he can win over the cranky cantankerous customers, but also that he never antagonizes anybody. He doesn't antagonize even the "shoppers," the people who never buy, but are only

out for curiosity looking around for new things. No matter whether he's cleaning streets or directing railroads, the man who doesn't antagonize anybody, no matter how mean they are to him, is the man who is wanted.

A happy disposition is worth more to its possessor than all the gold mines in the world. If you haven't come into the world with one, try to acquire it. Whatever happens, just make up your mind that you are going to be cheerful; that you will not add to the gloom and unhappiness already in the world by going about with a long, gloomy face, but will scatter laughter and sunshine wherever you go. You can't make a better resolve than that you will keep sweet all through the year 1923. When things go wrong, keep sweet. When they go right, keep sweet. When people denounce and abuse you, keep sweet, keep pleasant. No matter what happens. In this way you will do more good than any multimillionaire could do with all his money. You will be happy yourself, and you will make others happy. You will treble your chances of success and popularity, for every one loves and admires the cheerful, sunny soul. All doors fly open to him, because, wherever he goes, "he sweetens sour customers."

For Perspiring Feet.

Army regulations abroad require the soldiers to bathe their feet in cold, not hot water, to have the inside to the stockings ironed, and to dust the feet freely every morning with a powder containing salicylic acid. Most of the powders sold for this purpose consist in part of salicylic acid and in most cases a certain amount of talcum powder is used.

Several combinations have been proposed, which we give below:

1. Salicylic Acid..... ½ oz.
Boric Acid 4 ozs.
Violet Powder 8 ozs.
Eucalyptus Oil 1 dr.
2. Boric Acid 1 dr.
French Chalk 3 ozs.
Oil of Bergamot 5 min.
- Mix.
3. Puly. Amyli 16 ozs.
Puly. Acidi Borici..... 16 ozs.
Thymolis 1 dr.
Camphorae 1 dr.

Triturate the camphor and thymol in a mortar till liquid, add the starch little by little, then the acid and sift twice.

A Germon proprietary remedy for this trouble is said by Hager to consist of a mixture of 65 parts of lanolin, 15 of glycerin, 15 of petrolatum, 3 of formaldehyde, and 2 of oil of gaultheria.

Has the Special Sale Outlived its Usefulness?

Here is food for thought. Isn't it time that retail merchants stopped and considered whether the constant sound of "Special Sales" really pays any one in any sense? In one of the largest cities in this country the local Retail Merchants' Association is making a thorough study of this problem. Through questionnaires detailed information is being collected as to the value of special sales. Here is some interesting comment in a letter just received from that city:

The Sales Mania has played hob in this town. One or two of the large stores still believe they are sound because they increase the volume and, of course, the cash register is still the favorite voice of public opinion. We were able, however, to dent the situation and put across the idea that volume may bring with it a crop of evil results that in the long run will destroy public confidence. What is the opinion elsewhere on this?

Some phases of the problem make me want to write books about them, but there is no need of bothering you, inasmuch as you are fully familiar with the whole problem.

Is this not becoming a National question? I do not question the volume theory of merchandising in itself, but do believe that it creates a competitive situation where the only gainers are the newspapers, where the quality of the merchandise offered by the stores falls below their usual standards, and where the public gets so fed up with special values that they lose their faith in all values. Moreover, it creates chaos in the whole distribution field. The manufacturer who makes up merchandise especially for these stores that buy tremendous volumes of specially priced merchandise to offer at these anniversary and other sales must be forced into a less orderly system of production than is consistent with economic soundness.

The answers we have received propounded to the trade makes us to the questions propounded to the trade make us more certain than ever of the potential evils of these general sales. I have no specific remedy. The solution must come from a full and thorough discussion of the problem by the merchants. But I feel we have started something here and I am wondering whether we couldn't help perhaps to get it discussed nationally.

Tell us what you think about it. Has the "Special Sales" outlived its usefulness and come into a dishonored old age?

Buttermilk Cream.

The following has been suggested as a freckle remover:

Buttermilk 2 ounces
Grated Horseradish..... 2 drams
Corn Meal..... 6 drams

Spread the mixture between sheets of thin muslin and allow it to remain on the affected parts as long as possible, preferably at night.

Sour milk may be substituted for the buttermilk, sulphur for the horseradish, and oatmeal for the corn meal, when nothing will remain of the original formula but the weights and directions.

Knowledge is so cheap that most of its expenses is in classifying it.



VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

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

"Grand
Rapids'
Coney
Island"

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

Enforced Intimacy of Husbands and Wives.

One of the greatest mistakes married people ever make is in sticking together so much of the time that they get tired of each other.

Now we all know that if a friend whom we love very dearly should begin to drop in on us many times a day, should come so often that he interfered with our regular work, and gave us no time at all to be alone, we should very soon grow weary of him.

too often end up in the divorce court.

A splendid wife and mother tells me that she would be driven into the insane asylum if her husband should stay at home all the time.

Urgent Business.

Mrs. Gramercy—"I didn't think Mr. Needham could afford to have his family go to a fashionable resort for the season.

Mrs. Parks—It was absolutely necessary. The poor woman has two marriageable daughters on her hands.

It wouldn't do as a corner stone for your business, but "generosity" is a good stone to have in the foundation.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drug categories and prices, including Acids, Almonds, Sweet, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Paints.

Automobile Accessories

WRITE FOR OUR CATALOG No. 5

Mention the TRADESMAN

Sherwood Hall Co., Ltd.

SIXTY YEARS SERVICE

GRAND RAPIDS, MICHIGAN



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

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	
Cheese Beans		Wash Boards Currants	
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	BROOMS	Standard Parlor, 23 lb. 8 00 Fancy Parlor, 23 lb. 9 50 Ex Fancy Parlor 25 lb 10 50 Ex. Fcy. Parlor 25 lb 11 00 Toy ----- 2 25 Whisk, No. 3 ----- 2 75
AXLE GREASE	 48, 1 lb. ----- 4 25 24, 3 lb. ----- 5 50 10 lb. pails, per doz. 8 20 15 lb. pails, per doz. 11 20 25 lb. pails, per doz. 17 70	Rich & France Brands	Special ----- 8 00 No. 24 Good Value ----- 8 75 No. 25 Velvet ----- 10 00 No. 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
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 35	Brushes	Solid Back, 8 in. ----- 1 50 Solid Back, 1 in. ----- 1 75 Pointed Ends ----- 1 25 Stove No. 1 ----- 1 10 No. 2 ----- 1 35 Shoe No. 1 ----- 90 No. 2 ----- 1 25 No. 3 ----- 2 00 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
BLUING	 Original condensed Pearl Crown Capped 4 doz., 10c dz. 85 3 dz. 15c, dz. 1 25	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. 1, 1-75 @ 1 50 Blueberries, No. 10 ----- 10 50 Cherries, No. 2 ----- 3 00 @ 3 50 Cherries, No. 2 1/2 ----- 4 00 @ 4 95 Cherr'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 75 Pineapple, 1, sliced ----- 2 10 Pineapple, 2, sliced ----- 3 50 Pineapple, 2, Brk silc. 3 00 Pineapple, 2 1/2, sliced 4 50 Pineapple, No. 2, crus. 2 50 Pineap., 10, cru. 11 50 @ 12 00 Pears, No. 2 ----- 3 25 Pears, No. 2 1/2 ----- 4 25 Plums, No. 2 ----- 2 35 Plums, No. 2 1/2 ----- 3 00 Raspberries No. 2, blk. 3 25 Raspb's, Red, No. 10 9 75 Raspb's, Black No. 10 11 00 Rhubarb, No. 10 ----- 5 25
BREAKFAST FOODS	Cracked Wheat, 24-2 3 85 Cream of Wheat ----- 6 90 Pillsbury's Best Cer'l 2 20 Quaker Puffed Rice ----- 5 45 Quaker Puffed Wheat 4 30 Quaker Brfst Biscuit 1 90 Ralston Purina ----- 4 00 Ralston Branos ----- 2 70 Ralston Food, large ----- 3 45 Saxon Wheat Food ----- 3 75	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 ----- 8 25 Lima Beans, No. 2 Gr. 2 00 Lima Beans, 2s, Soaked 95 Red Kid., No. 2 ----- 1 30 @ 1 55 Beets, No. 2, wh. 1 60 @ 2 40 Beets, No. 2, cut 1 25 @ 1 75 Beets, No. 3, cut 1 40 @ 2 10 Corn, No. 2, St. 1 00 @ 1 10 Corn, No. 2, Ex-Stan. 1 55 Corn, No. 2, Fan 1 60 @ 2 24 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 ----- 48 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 29 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 Saurkraut, 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
SHRED. WHEAT BISCUIT	Shred. Wheat Biscuit 3 85 Vita Wheat, 12s ----- 1 80	CATSUP.	B-nut, Small ----- 1 80 Lilly Valley, 14 oz. ----- 2 25 Libby, 14 oz. ----- 2 25 Libby, 8 oz. ----- 1 60 Lilly Valley, 1/4 Pint 1 60 Paramount, 24, 8s ----- 1 45 Paramount, 24, 16s ----- 3 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
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 ----- 3 70	CHILI SAUCE.	Snider, 16 oz. ----- 3 35 Sniders, 8 oz. ----- 2 35 Lilly Valley, 1/4 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 ----- 29 Wisconsin Flats ----- 30 Wisconsin Daisy ----- 30 Longhorn ----- 30 Michigan Full Cream 28 New York Full Cream 31 Sap Sago ----- 30
		CANNED MEAT.	Bacon, Med. Beechnut 2 40 Bacon, Lge. Beechnut 4 05 Beef, No. 1, Corned ----- 2 25 Beef, No. 1, Roast ----- 2 60 Beef, No. 1/2 Rose Sli. 1 75 Beef, No. 1/4, Qua. Sli. 2 10
		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, 1/8s ----- 37 Baker, Caracas, 1/4s ----- 35 Baker, Premium, 1/8s ----- 37 Baker, Premium, 1/4s ----- 34 Baker, Premium, 1/2s ----- 34 Hersheys, Premium, 1/8s ----- 35 Hersheys, Premium, 1/4s ----- 36 Runkle, Premium, 1/8s ----- 34 Runkle, Premium, 1/4s ----- 37 Vienna Sweet, 24s ----- 1 75
		COCOA.	Baker's 1/8s ----- 40 Baker's 1/4s ----- 36 Bunte, 1/8s ----- 43 Bunte, 1/4 lb. ----- 35 Bunte, lb. ----- 32 Droste's Dutch, 1 lb. ----- 9 00 Droste's Dutch, 1/2 lb. 4 75 Droste's Dutch, 1/4 lb. 2 00 Hersheys, 1/8s ----- 33 Hersheys, 1/4s ----- 33 Hersheys, 1/2s ----- 28 Huyler ----- 36 Lowney, 1/8s ----- 40 Lowney, 1/4s ----- 40 Lowney, 1/2s ----- 38 Lowney, 5 lb. cans ----- 31 Van Houten, 1/8s ----- 75 Van Houten, 1/4s ----- 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 Carolene, Tall, 4 doz. 4 00 Carolene, 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
		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 Breaker ----- 75 00 Harvester Perfecto ----- 95 00 Webster Savoy ----- 75 00 Webster Plaza ----- 95 00 Webster Belmont ----- 110 00 Webster St. Reges ----- 125 00 Starlight Rouse ----- 85 00 Starlight Peninsular Club ----- 150 00 La Azora Agreement 58 00 La Azora Washington 75 00 Little Valentine ----- 37 50 Valentine Victory ----- 75 00 Valentine DeLux ----- 95 00 R B Londres ----- 58 00 R B Invincible ----- 75 00 Tiona ----- 31 00 New Currency ----- 35 00 Picadura Pals ----- 25 00 Orleio ----- 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 Pails Standard ----- 18 Jumbo Wrapped ----- 20 Pure Sugar Stick, 600's 4 20 Big Stick, 20 lb. case 21 Kindergarten ----- 19 Kindergarten ----- 18 Leader ----- 18 X. L. O. ----- 15 French Creams ----- 20 Cameo ----- 22 Grocers ----- 13
		Fancy Chocolates	5 lb. Boxes Bittersweets, Ass'd 1 75 Choc. Marshmallow Dp 1 75 Milk Chocolate A A ----- 2 00 Nibble Sticks ----- 2 00 Primrose Choc. ----- 1 35 No. 12 Choc., Dark ----- 1 75 No. 12 Choc., Light ----- 1 85 Chocolate Nut Rolls ----- 1 90
		Gum Drops Pails	Anise ----- 17 Orange Gums ----- 17 Challenge Gums ----- 14 Favorite ----- 20 Superior ----- 21
		Lozenges, Pails	A. A. Pep. Lozenges 20 A. A. Pink Lozenges 20 A. A. Choc. Lozenges 20 Motto Hearts ----- 21 Malted Milk Lozenges 23
		Hard Goods, Pails	Lemon Drops ----- 20 O. F. Horehound dps. 20 Anise Squares ----- 20 Peanut Squares ----- 22 Horehound Tablets ----- 20 Cough Drops Bxs. Putnam's ----- 1 30 Smith Bros. ----- 1 50
		Package Goods	Creamery Marshmallows 4 oz. pkg., 12s, cart. 1 05 4 oz. pkg., 48s, case 4 00
		Specialties.	Cocoanut Pinks ----- 22 Walnut Fudge ----- 23 Pineapple Fudge ----- 21 Italian Bon Bons ----- 20 National Cream Mints 30 Silver King M. Mallovs 32 Hello, Hiram, 24s ----- 1 50 Walnut Sundae, 24, 5c ----- 85 Neapolitan, 24, 5c ----- 85 Yankee Jack, 24, 5c ----- 85 Gladiator, 24, 10c ----- 1 60 Mich. Sugar Ca., 24, 5c ----- 85 Pal O Mine, 24, 5c ----- 85
		COUPON BOOKS	50 Economic grade ----- 2 50 100 Economic grade ----- 4 50 500 Economic grade ----- 20 00 1,000 Economic grade 37 50 Where 1,000 books are ordered at a time, specially print front cover is furnished without charge.
		CRISCO.	36s, 24s and 12s. Less than 5 cases ----- 21 Five cases ----- 20 1/2 Ten cases ----- 20 Twenty-five cases ----- 19 1/2 6s and 4s Less than 5 cases ----- 20 1/2 Five cases ----- 19 1/2 Ten cases ----- 19 1/2 Twenty-five cases ----- 19
		CREAM OF TARTAR	6 lb. boxes ----- 40
		DRIED FRUITS	Apples Evap. Choice, bulk ----- 14 Apricots Evaporated, Choice ----- 16 Evaporated, Fancy ----- 20 Evaporated, Slabs ----- 14 Citron 10 lb. box ----- 51 Currants Package, 15 oz. ----- 19 Boxes, Bulk, per lb. ----- 19
		Peaches	Evap., Fancy P. P. ----- 16 Evap., Ex. Fancy, P. P. 18 Peel Lemon, American ----- 25 Orange, American ----- 26
		Raisins	Seeded, bulk ----- 10 1/2 Seeded, 15 oz. pkg. ----- 12 Seedless, Thompson ----- 11 1/2 Seedless, 15 oz. pkg. 12
		California Prunes	90-100, 25 lb. boxes ----- @ 08 80-90, 25 lb. boxes ----- @ 09 70-80, 25 lb. boxes ----- @ 10 1/2 60-70, 25 lb. boxes ----- @ 11 1/2 50-60, 25 lb. boxes ----- @ 12 1/2 40-50, 25 lb. boxes ----- @ 13 1/2 30-40, 25 lb. boxes ----- @ 16
		FARINACEOUS GOODS	Beans Med. Hand Picked ----- 07 Cal. Limas ----- 11 1/2 Brown, Swedish ----- 08 Red Kidney ----- 08
		Farina	14 packages ----- 2 10 Bo, per 100 lbs. ----- 05
		Hominy	P. Parl, 100 lb. sack ----- 2 50
		Macaroni	Domestic, 20 lb. box 07 1/2 Domestic, broken, box 05 1/2 Armours, 2 doz., 8 oz. 1 80 Fould's, 2 doz., 8 oz. 1 80 Quaker, 2 doz. ----- 1 85
		Pearl Barley	Chester ----- 4 00 00 and 0000 ----- 6 00 Barley Grits ----- 4 25
		Peas	Scotch, lb. ----- 08 Split, lb. ----- 07 1/2
		Sago	East India ----- 10
		Taploca	Pearl, 100 lb. sacks ----- 10 Minute, 8 oz., 3 doz. 4 05 Dromedary Instant ----- 3 50
		FLAVORING EXTRACTS	 Doz. Doz. Lemon ----- 1 50 1 20 ----- 1 50 1 65 ----- 1 50 2 75 ----- 3 25 2 40 ----- 3 00 4 50 ----- 5 50 7 75 ----- 9 50 15 00 ----- 18 00 29 00 ----- 34 00 Arctic Flavorings 3 oz. Tap. 40 bot. ----- 6 75
		Smith's Flavorings	2 oz. Vanilla ----- \$2 00 2 oz. Lemon ----- 2 40 4 oz. Vanilla ----- 3 50 Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors.
		FLOUR AND FEED	Valley City Milling Co. Lily White, 1/4 Paper sack ----- Harvest Queen, 2 1/2 Light Leaf Spring Wheat, 24s ----- Roller Champion 2 1/2 Snow Flake, 2 1/2 Graham 25 lb. per cwt Golden Granulated Meal, 2 lbs., per cwt., N Rowena Pancake Com- pound, 5 lb. sack ----- Buckwheat Compound, 5 lb. sack ----- Watson Higgins Milling Co. New Perfection, 1/8s ----- 6 80 Red Arrow, 1/8s ----- 7 20 Worden Grocer Co. American Eagle, Quaker, Pure Gold, Forest King, Winner. Meal Gr. Grain M. Co. Bolton ----- 2 55 Golden Granulated ----- 2 70 Wheat No. 1 Red ----- 1 25 No. 1 White ----- 1 22 Oats Carlots ----- 45 Less than Carlots ----- 53 Corn Carlots ----- 99 Less than Carlots ----- 1 05 Hay Carlots ----- 25 00 Less than Carlots ----- 22 00 Feed Street Car Feed ----- 40 00 No. 1 Corn & Oat Fd ----- 40 00 Cracked Corn ----- 40 00 Coarse Corn Meal ----- 40 00

FRUIT JARS

Table listing various fruit jars and their prices, including Mason ptt.s., Mason qts., and Ideal Glass Top.

GELATINE

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

HORSE RADISH

Table listing horse radish products like Per doz., 6 oz.

JELLY AND PRESERVES

Table listing jelly and preserves like Pure, 30 lb. pails and Imitation.

JELLY GLASSES

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

MARGARINE



Table listing NUCOA margarine products like I. VAN WESTENBRUGGE.

MATCHES

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

MINCE MEAT

Table listing mince meat products like None Such, Quaker, and Libby.

MOLASSES



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

Aunt Dinah Brand

Table listing Aunt Dinah Brand molasses products.

New Orleans

Table listing New Orleans molasses products like Fancy Open Kettle.

Molasses in Cans

Table listing molasses in cans like Red Hen, Ginger Cake, and O. & L.

NUTS

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

Salted Peanuts

Table listing salted peanut products like Fancy, No. 1 and Jumbo.

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

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



Table listing Bel Car-Mo Brand peanut butter products.

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

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



Table listing Semdac products like 12 pt. cans and 12 qt. cans.

Table listing pickles like Barrel, 1,200 count and Half bbls.

Table listing playing cards like Broadway, per doz. and Blue Ribbon.

Table listing potash products like Babbitt's 2 doz.

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

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

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

Table listing lard products like 80 lb. tubs and Pure in tierces.

Table listing sausages like Bologna, Liver, and Frankfort.

Table listing smoked meats like Hams, 14-16 lb. and Bacon.

Table listing beef products like Boneless, Rump, and Mince Meat.

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

Table listing rolled oats like Steel Cut, 100 lb. sks. and Silver Flake.

Table listing saleratus and cod fish products like Granulated and Tablets.

Table listing herring products like Milkers, kegs and Y. M. Kegs.

Table listing herring products like K K K K, Norway and 8 lb. pails.

Table listing mackerel products like Tubs, 100 lb. fancy fat11.

Table listing white fish products like Med. Fancy, 100 lb. and Shoe Blackening.

Table listing stove polish products like Blackine, per doz. and Black Silk Liquid.

Table listing salt products like Colonial 24, 2 lb. and Med. No. 1.

Table listing spices like Allspice, Jamaica and Cloves, Zanzibar.



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

Table listing soap products like Am. Family, 100 box and Export, 120 box.

Table listing soap products like Naphtha, 700 box and Swift Classic.

Table listing soap products like Palm Olive, 144 box and Lava, 100 box.

Table listing soap products like Proctor & Gamble and Chipso.

Table listing soap products like Ivory, 100, 6 oz. and Ivory Soap Flks.

Table listing soap products like Lenox, 100 cakes and Luna, 100 cakes.

Table listing soap products like P. & G. White Naphtha and Star, 100 No. 13.

Table listing soap products like Star Nap. Pow. and Star Nap. Pw.

Table listing soap products like Star Nap. Pw., 24-60s and Star Nap. Pw., 24-60s.

Table listing soap products like Star Nap. Pw., 24-60s and Star Nap. Pw., 24-60s.

Table listing soap products like Star Nap. Pw., 24-60s and Star Nap. Pw., 24-60s.

Table listing salt products like Rub No More, 18 Lg. and Spotless Cleanser.

Table listing whole spices like Allspice, Jamaica and Cloves, Zanzibar.

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

Table listing soap products like Chili Powder, 15c and Celery Salt.

Table listing starch products like Kingsford, 40 lbs. and Powdered, bags.

Table listing starch products like Argo, 48 1 lb. pkgs. and Cream, 48-1.

Table listing starch products like Quaker, 40-1 and Argo, 48 1 lb. pkgs.

Table listing starch products like Argo, 12 3 lb. pkgs. and Argo, 8 5 lb. pkgs.

Table listing starch products like Silver Gloss, 48 1s and Elastic, 64 pkgs.

Table listing starch products like Tiger, 48-1 and Tiger, 50 lbs.

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

Table listing starch products like Penick Maple-Like Syrup and Penick Maple-Like Syrup.

Table listing starch products like Penick Maple-Like Syrup and Penick Maple-Like Syrup.

Table listing starch products like Penick Maple-Like Syrup and Penick Maple-Like Syrup.

Table listing starch products like Penick Maple-Like Syrup and Penick Maple-Like Syrup.

Table listing tea products like Medium, Japan and Choice.

Table listing tea products like English Breakfast and Congou, Medium.

Table listing tea products like Oolong and Medium.

Table listing twine products like Cotton, 3 ply cone and Wool, 6 ply.

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

Table listing vinegar products like Oakland Vinegar and Pickle Co's Brands.

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

Table listing wicking products like No. 2, per gross and No. 3, per gross.

Table listing wicking products like No. 4, per gross and No. 5, per gross.

Table listing wicking products like No. 6, per gross and No. 7, per gross.

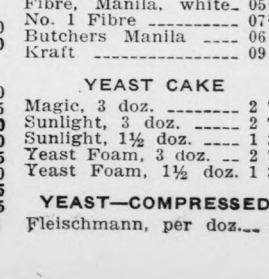
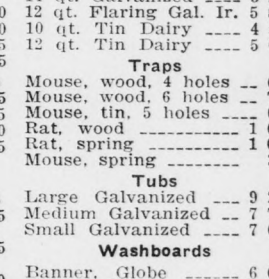
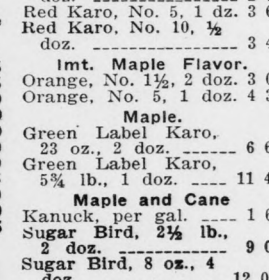
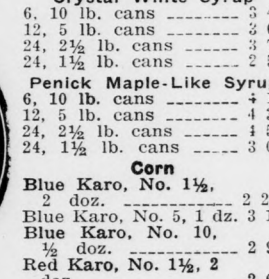
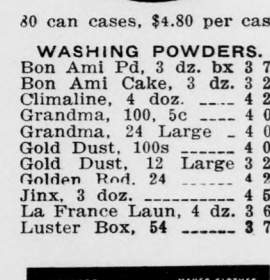
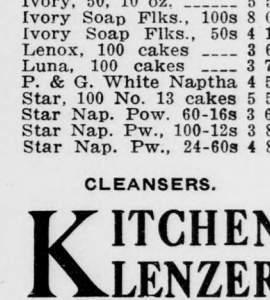
Table listing wicking products like No. 8, per gross and No. 9, per gross.

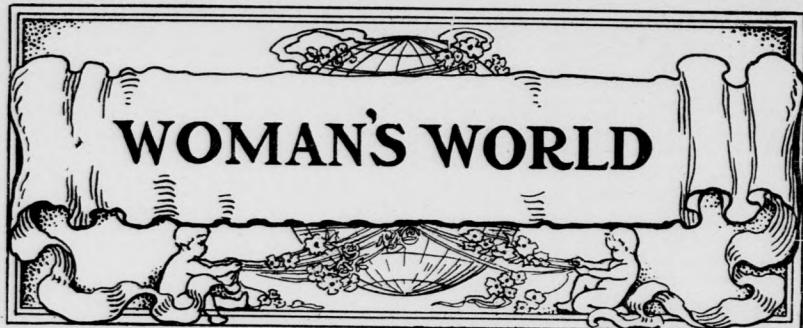
Table listing wicking products like No. 10, per gross and No. 11, per gross.

Table listing wicking products like No. 12, per gross and No. 13, per gross.

Table listing wicking products like No. 14, per gross and No. 15, per gross.

Table listing wicking products like No. 16, per gross and No. 17, per gross.





WOMAN'S WORLD

The Lady of the Flivvers.

A feminine commentator on the scolding given last week by Mrs. Henry Ford to some girls whose mode of dress displeased her says that perhaps her critical mood was inspired, not by the nature or brevity of the garments, but by a certain lack of regard for neatness of appearances which girls thus clothed too often show.

With the donning of knickers there seems sometimes to depart the aspiration for the esthetic, according to this authority, and it is a fact, as most of us have noticed, that the skirtless girl is rather apt to let her hair get into the state called imitative of a rat's nest, and to lose her sense of the decorative. She may start the day looking fairly spruce and trim, but by nightfall she sometimes is a sad sight, even for those who can endure with complete equanimity the disclosure of bifurcation—a secret so sedulously guarded alike in the early, mid and late Victorian eras.

This is a charitable explanation of Mrs. Ford's denunciation of the Michigan fair, but something will tell most people who consider the question that it is not true. What the Lady of the Flivvers objected to was—legs. Why she objects to them one can at least pretend not to understand.

It Gets to the Point.

In direct contrast to the long-winded letters sent out by many retail credit men in the hope of stimulating business among inactive charge accounts is the short and interesting effort of one of the leading men's clothing and furnishings concerns to bring former customers back into the fold. With each sentence making a paragraph, this letter says: "We've missed you. Has anything gone wrong? With us 'making good' is just as important as making good clothes. Won't you let us hear from you?" With this request is sent a stamped envelope addressed to the executive offices of the concern. The stamp on the envelope is an especially interesting touch, in that it implies an obligation on the part of the recipient of the letter to answer it some way or other.

Biggest Season for Earrings.

With the approach of cooler weather the demand for novelty earrings, especially those that come in the popular price category, has been improving steadily. The result is that predictions are being made that the coming months will witness the best season for this merchandise which the jewelry trade has ever

seen. Last year one of the biggest makers of popular-priced earrings in the country included about 165 styles in its lines, none of which duplicated the other. It was then thought that the limit in novelties of that kind had been reached, yet the same concern is said this season to be showing well over 200 styles. Almost every conceivable variety of earring is included in the offerings, and the concern in question is said to be doing unusually well with the bulk of them.

Handkerchief Buying Active.

Buying of handkerchiefs in this market is seasonably active at the moment, with most of the attention given to novelties in women's goods. These cover a wider range than has been seen for some time, if not ever before, and the practically nothing stands out as a favorite. While the bulk of the current buying is confined to cotton handkerchiefs, there are some orders also being placed for silks and linens. Prices of the latter are more attractive than for a long time, and a good average grade of men's linen handkerchiefs can be had at \$4.25 a dozen. For women's goods of a similar quality \$2 a dozen is asked.

Many Colors in Silk Hose.

There has been no marked change in silk hosiery as regards Fall business, according to one manufacturer, the cautious buying which has prevailed the entire season being still in evidence. He expects that after Labor Day buyers will begin to replenish their stocks, which in most cases are low. Stockings will come in a greater variety of colors than ever before, says this manufacturer, who offers twenty-five or more shades in all lines. This is due, he says, to the desire to match in hosiery the color of the shoe in some cases and in others the color of the gown.

Vogue of Laces Keeps Up.

The vogue of laces shows no sign of waning and is, in fact, on the increase, according to both the manufacturers and the dressmakers. One large manufacturer reports a brisk demand for circular flounces in widths varying from 6 to 12 inches. Spanish, Chantilly and Bohemian effects are most popular, he says. Wide laces, too, are still selling well. Metal effects remain in great demand, especially the combination of gold or silver, with colors and with black and white. The 72-inch Ombre tulle has been asked for in rainbow effects of four blended colors, and the manufacturer quoted will soon have samples of this on display.

This is an excellent year

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

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

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

American Sugar Refining Company

"Sweeten it with Domino"

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

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
2½ Boxes at 5.70	½ 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.

Policy to Restrict Canned Foods Fails.

Buyers of canned food have seen that their efforts to bear the market and break down prices by the restricted policy have proven unavailing and that the market during the year has been converted into a strong "Sellers Market" despite the change in buying policies, and the plan to compel the canners to carry all unsold stocks.

They have also realized that they foods through the small quantity buying than if they had bought in the former way in car load lots f. o. b. canneries.

They have paid warehouse charges an extra handling charge or two, and some resale profits, and local hauling charges, and stripping and relabeling charges, and despite all this added trouble and annoyance extra cost and expense, the canned foods market has not only held as to prices, but has gradually advanced in most lines.

Then the canners have sold out clean, in all the big staple lines, and most of the lines or kinds that are not so staple, showing conclusively that the consuming public is behind the "miracle in the can."

All this discussion about the return and redemption of swelled or spoiled canned foods is to an extent farcial. The warehouse or museum collecting plan proposed by the canners would entail an enormous expense. Every retailer in the country, and there are 350,000 of them, would be shipping cut cans and springers and swells to the several warehouses freight "collect" and they would want to charge the freight they had paid when they received the goods. The warehouses would be a lot of foul smelling monuments to the discredit of the canning industry.

The canners themselves started the percentage allowance plan for swells by giving such an allowance to one or two of the big chain store organizations, and now the wholesale grocers are asking it. The solution of the problem is simple enough. Allow the percentage asked and figure them into the costs and the selling prices, just as cash discounts, brokerages, cost of labels, and all other items are figured. Then there will be no come backs, no duplication of claims, no return goods and freights and then let the dealers and the health authorities settle the matter of the destruction of the spoiled goods between themselves.

John A. Lee.

Should Soon be Wealthy.

A number of urchins, boy like, were arguing which of their fathers made the most money, when the first of the lads broke out: "My dad is a poet, and he just picks up a scrap of paper, writes a few words on it, sends it away, and then a big pile of money will roll in."

"Why, my dad gets more'n yourn. He's a lecturer, and he gets up in front of an audience, hollers out a few things, and pulls down a big pile of money for it."

Third youngster (in a whining voice)—Huh! My pa has yourn beat,

as he's a preacher, he is, and every time he preaches it takes six men to bring in the money."

Chinese Effects Prolific.

Not only has the new millinery season brought to light a number of Chinese effects in materials and colors, but Chinese shapes are appearing on the market here in considerable numbers. The hats of the coolie workmen have supplied the ideas for many of the new chapeaux, while others draw their inspiration directly from mandarins' headgear. In some instances, rare old Chinese embroideries are applied on satin and panne foundations with unusually attractive results. Long tassels of floss silk are seen frequently. In the color schemes prominent parts are played by orange, blue, black, odd greens and lacquer red.

The natural born salesman is only a man who has adapted his native qualities to use in selling. Anyone

Tax Free in Michigan

**GRAHAM & MORTON
Transportation Co.**

First Mortgage 6%
Bonds

To Yield
6½%

Secured by a closed first mortgage on all the property of the company, including five steel steamships insured for twice the bond issue.

**Howe, Snow
& Bertles, Inc.**
Investment Securities

GRAND RAPIDS
New York Chicago Detroit

**NEVER SLIP
ICE
TONGS**

**Plumbers' Calking
TOOLS**

H. T. BALDWIN
1028 Fairmount St., S. E.
Citz. 26388

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

For Sale—An old established dry goods store in St. Louis, Michigan. Owner moving to California. For information, address Mrs. C. C. Tuger, St. Louis, Michigan. 293

For Sale—RESTAURANT and pool room in St. Johns. Will lease or sell building. For particulars write H. C. Clark, St. Johns, Mich. 295

WANTED—Good, steady, middle-aged man to clerk in a general store. Permanent position and good pay to right party. Carp Lake Manufacturing Co., Carp Lake, Mich. 296

FOR SALE—General stock and store in small town. Good farming community. Positively an A 1 proposition. Owner desires to retire. Also other buildings for sale. Wm. Fisher, Custer, Mich. 297

Wanted—Stock general merchandise in country town in exchange for good, improved farm. Address No. 299, c-o Michigan Tradesman. 299

FOR SALE—Complete stock of general merchandise in the heart of the Fruit Belt in Berrien county. Will sell grocery stock, or grocery, hardware and implements. Address Box 22, Sodus, Michigan. 301

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. 230

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

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

For Sale—Good clean grocery stock and fixtures on one of Muskegon's busy streets. Address No. 302, c-o Michigan Tradesman. 302

For Sale—Two first-class combined restaurant, ice cream and confectionery stores, doing good business. Located in two busy towns. Reasonable. Address S. A. Crosthwaite, Jonesville, Mich. 303

For Sale—Two Detroit automatic grocery scales, one 100 pounds capacity, one 30 pounds. Both in good condition. Enquire G. J. Linten, Kingsley. 304

For Rent—After October 1, corner location now occupied by bank, also office rooms on second floor. M. Kohlenstein, Otsego, Mich. 305

FOR SALE—Country store, with good living rooms in connection, doing between \$500 and \$600 a week business. Large stock of groceries, dry goods, shoes, some hardware, etc. In a very good farming country. Ill health reason for selling. It will take \$12,000 to handle. Address No. 306, c-o Michigan Tradesman. 306

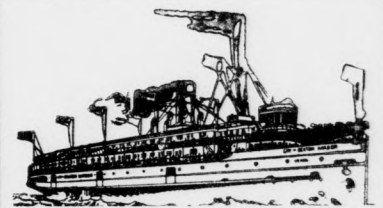
For Sale—Fully equipped wholesale and retail bakery doing twenty-five barrels per week. Low rent, good location, and good town. Owner in poor health and must sell. No reasonable offer refused. Address Model Bakery, Grand Ledge, Mich. 307

FOR SALE—Ready-to-wear, millinery, and fixtures. Sickness. Must leave. Address No. 308, c-o Michigan Tradesman. 308

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

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—Citz. 64241 Bell M 3116

For Information
Tel. Citz. 4322 Bell M 4470

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.

TAKING INVENTORY

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

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

WHAT LIES JUST AHEAD.

The threat of a coal strike overshadowed all other news affecting business during the last week, but the markets failed to show any signs of nervousness over the prospects. The rupture in the negotiations between the miners and the operators was made the occasion for a bear drive on the Stock Exchange, but the selling pressure was well resisted. The foreign exchanges were adversely affected by the publication of the Poincare note, but recovery followed when it had become apparent that the note had opened the way for better accord between France and Great Britain through the French Premier's disavowal of an annexationist policy. The commodity markets showed a tendency towards greater firmness. Coke prices have advanced from their recent low point; the decline in pig iron appeared to have run its course, and steel prices bid fair to hold near their present levels throughout the autumn. Cotton prices have advanced somewhat in anticipation of a downward revision of the official crop estimate, while wheat prices have remained almost stationary, owing to the unwillingness of traders to take hold either side of the market until more adequate information is available with regard to the state of the Canadian crop.

Meanwhile better buying continues to be a conspicuous feature of the merchandise situation. This does not indicate the approach of a boom during the autumn, and the country, in fact, is still so close to the boom of last spring that it would be quite impracticable to have another until there has been a more substantial liquidation of goods and labor. With the upward swing that is expected during coming months there is little prospect of liquidation immediately ahead. What will happen after the "autumn bulge" is over is a question with which the prognosticators are now busy. Many of them expect a reaction later that may be more pronounced than that which occurred between April and July of this year. Others refuse to accept this view, for no other reason than that it is "pessimistic." At any rate, it now appears that every one can be optimistic for the short pull just ahead.

WHEAT BELT CONDITIONS.

It has generally been assured that the plight of the wheat grower is at its worst in the spring wheat belt of the Northwest. There, in addition to low prices, the farmers have had to contend with unseasonable temperatures, blight, and black rust. The Government estimate for August pointed to a decline in yield from last year of 47 per cent. in North Dakota, 34 per cent. in South Dakota, and 27 per cent. in Minnesota. This was due in part to reduced acreage. Montana, however, is an exception. In that State the acreage is about the same as a year ago, and the estimated yield is about 39 per cent. above that of a year ago.

So much for the production and price situation. It is not a pretty

picture. Nevertheless, there is a really bright side, which is pointed out by the Northwestern National Bank of Minneapolis. The report of the condition of the 643 State banks of North Dakota, which are almost wholly rural institutions, shows an increase in time and demand deposits and a striking reduction in bills payable. In the neighboring State of Minnesota savings deposits during the past year increased 10 per cent. There has been less call for funds for harvesting this year than usual, and this is attributed to the fact that the farmers have been doing their work more economically. Wheat prices in relation to those of other commodities are too low, but there is nothing in the evidence to show that the Northwestern farmers are in the desperate condition which is depicted so eloquently by their political leaders.

Hats For Early Fall.

Contrary to the accepted run of things, the popular felt hats of the early Fall are not severely blocked, as models of many other materials are, but are brought out in soft, draped lines, according to the current bulletin of the Retail Millinery Association of America. However, this fabric is not only proving popular for Fall use in shapes, but in brighter shades for trimmings as well. Hatters' plush and felt are a well-liked combination, since the formal walking hat, as distinguished from the sports type, is returning to vogue. A suit season in women's outer garments forecasts it, and buying is already under way.

"Owing to the quantities of Lyons velvet that trimmed or made the other half of Summer garden hats," the bulletin goes on, "it will not now suffice for the well-dressed woman, however popular, particularly in black, it may be for the miss of to-day. Hatters' plush, by virtue of its higher-than-ever price and its longer-than-before nap, is supreme with the haut monde. Panne is optional, as its use and price range make it a buffer for all classes. There is so much embroidery—and satin is not forced—that panne is widely used as an underlay, as well as in various combinations, in bringing out the newer ideas.

"It really seems as if suede was to have its innings. It slowly seeped into style as a binding, an applique and a floral trim, and now the hat itself is accepted without a murmur. In the evening chapeaux metal lace and metal thread-embroidered nets are in favor, to say nothing of the beaded cloths that have come over from Paris."

Dried Fruits Retain Natural Flavor.

The dried fruit business in manufacture and distribution is of ancient origin. We read in the Bible and ancient history of the dried fig and the date, and the grape, and pomegranates and apples are mentioned, and the ancient Jewish historian Josephus mentions dried fruits as an important article of merchandise.

The principle of the preservation of dried fruits is the same as that used in canning of foods, heat being the sole preservative principle used, but

in canning the additional feature of hermetically sealing is used, and the fruits are preserved with the natural juices therein.

However, much of the natural flavor of the fruit is preserved in the drying of fruits by modern process, for but little of the sugar and acids are removed, the evaporation consisting almost altogether of pure water, as is the case when salt is made from the waters of the sea.

There are a great many people who say they liked dried fruits and their flavor better than they do the canned fruits, holding that the cooking of canned foods in the cans changes the naturalness of flavor which is held in the drying of fruit.

There used to be a sanitary prejudice against all dried fruit, when it was altogether sundried, and left in the open air uncovered and unprotected from contamination, dust and insects; but modern processes of curing dried fruits have remedied those conditions and all fruits are now dried either in closed evaporating machines, or when sundried they are covered with netting and thereby protected from all unsanitary conditions.

Canned foods, being hermetically sealed, have the advantage of keeping sound and good for years, but dried fruits are now so carefully packed and cured that they will keep sound and good if stored in a dry cool place for several seasons, and are therefore regarded as a safe article of merchandise and are not classified as perishable.

The market for dried fruits is gradually improving as the season advances and consumption has been given a great impetus in the central West during August by the cool or almost cold weather in the vicinity of the Great Lakes. John A. Lee.

Novelties in Playing Cards.

Not the least important offerings of manufacturers of gift and art goods at the moment are the novelties that are being turned out in playing cards for bridge and other purposes. Several of these have recently been put on the market, among them being cards made up with the personal monogram or initials of the owner printed on the back in a manner that closely simulates engraving. Cards of this variety are obtainable with red, blue, brown or green backs and gold edges. They are made with a linen finish and with a hem-stitched border effect for trimming. With three initials they are manufactured to retail at \$1.50 a pack, and are said not only to make attractive gifts for individuals, but to be useful for card clubs as well.

Veils Stay Popular.

Liberal buying of drape and other made-up veils is reported by one manufacturer, who says that veilings by the yard are going slowly. Milliners are using veils to an increasing extent in all sizes and shapes. Sombre tones prevail, often in various color combinations. Metal-edged veils are also in demand. The nine-inch nose veil is selling well, as is

also the face veil adapted to the small hat. Among the larger sizes the streamer veil, with point hanging down the left side to the waist is popular. The prevailing styles of hats, both large and small, it is said, call for veils of some description, and retailers are fully aware that veilings will be a live issue in the Fall trade.

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	50¢ 75
Shearlings	25¢ 50

Tallow.	
Prime	@5½
No. 1	@4
No. 2	@3

Wool.	
Unwashed, medium	@30
Unwashed, rejects	@25
Unwashed, fine	@35

YOU SHOULD BE A SUBSCRIBER TO THE

National Grocers Bulletin

The Magazine that Keeps You in Touch With Grocers' Association Work Throughout the United States.

IT tells you definitely each month what is being done here and there, and everywhere, to fight the retail grocers' battles, so that he can hold his own and stay in business in competition with the many elements that are attempting to crowd him out of the game.

You owe it to yourself, your business and your association to read this publication.

It is published by the National Association of Retail Grocers to promote and co-ordinate association work—and make it efficient. It is alive with information that will help you.

It will convince you that the retail grocers are "getting together" and "working together" in most sections of the United States to overcome the disadvantages surrounding our business.

As Secretary of the National Association I urge you to send your subscription today. It costs only One Dollar per year—issued monthly—and I personally guarantee you satisfaction and good big value for your money.

If you are already a subscriber, please appoint yourself a committee of one to secure the subscription of some neighbor grocer on this blank.

H. C. BALSINGER, Secretary.

Tear off here and mail today to address below

National Association of Retail Grocers
416 R. A. Long Bldg., Kansas City, Mo.

Date _____

Enclosed is a Dollar for my subscription to the

National Grocers Bulletin

Name _____
St. or P. O. _____
Address _____

City or Town _____

State _____

DO IT NOW!

Michigan Tradesman